

**POLITICAL AND MEDIA DISCOURSE IN
PAKISTAN: A GENRE ANALYSIS OF THE
LETTERS TO THE EDITORS IN SELECTED
ENGLISH PRINT MEDIA**

BY

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NATIONAL UNIVERSITY OF MODERN LANGUAGES,

MULTAN CAMPUS

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ABSTRACT

Title: Political and Media Discourse in Pakistan: A Genre Analysis of the Letters to the Editors in the Selected English Print Media.

Print media discourses are viewed as one of the best sites for ideological investment. The propagation of desired ideologies is carried through various genres within newspapers. The present study attempts to analyze letters to editor section focusing on social issues in three Pakistani English Newspapers such as ‘Dawn’, ‘Express Tribune’, and ‘The Nation’ daily. The time span for the present study ranges from February 1st, 2023 – March 31st, 2023. The present research employed an amended model based on Bhatia’s (1993) Genre analysis; Fairclough’s 2003 and 2013 research models. The rationale behind using Fairclough’s two research models is to devise a CSA (Critical Social Analysis) based research model because most of the letters which appeared in the mentioned newspapers deal with social issues of different kinds, and the levels of analysis include representation, metaphor, lexicalization, othering, comparison and presupposition, Marxist critique, normative critique, etc. The prominent themes in selected Pakistani newspapers—“The Nation,” “Express Tribune,” and “Dawn”—reveals varying priorities that cater to their readerships. The findings of the study reveal that Dawn prioritizes socio-political issues; 29% letters appeared in “Dawn” over the time period of two months addressed social issues and 25% of the letters were related to political issues; while issues related to education have been discussed frequently resulting in 24%; and issues like health, religion, and gender have been discussed less frequently with 12%, 8%, and 2%, respectively. However, “The Nation” focuses more on the educational issues, with 30% of letters on issues related to educational systems and critiques government policies and other national challenges to seek solutions. Health and gender issues are relatively less discussed in The Nation newspaper’s letters to the editor section with 8% and 1%, respectively. While, political theme is prevalent in the letters collected from Express Tribune for the mentioned time period. Religious and gender issues emerge as relatively minor themes based on their frequency in the letters. In contrast, the “Express Tribune” prioritizes political themes the most, accounting for 28%, followed by education at 26% and social issues at 25%. Health issues receive 14% of the focus, with gender and religious themes at 5% and 2%

respectively. These findings of the study reveal each newspaper's unique editorial focus and the diverse interests of their readers.

Keywords: *Genre, Genre Analysis, Letters to the Editors, Print Media, Thematic analysis.*

TABLE OF CONTENTS

THESIS AND DEFENSE APPROVAL FORM.....	i
AUTHOR’S DECLARATION.....	ii
ABSTRACT.....	iii
LIST OF PIE-CHARTS.....	viii
LIST OF TABLES.....	ix
LIST OF FIGURES	x
ACKNOWLEDGEMENTS	xi
DEDICATION.....	xii
CHAPTER ONE	1
1. INTRODUCTION	1
1.1. Problem statement:.....	4
1.2. Significance of the study:.....	4
1.3. Research Objectives:	5
1.4. Research Questions:	5
1.5. Theoretical framework:	6
1.5.1. Bhatia (1993):	6
1.5.2. Van Dijk (1995):	8
1.5.3. Fairclough (2003) model: Critical Discourse Analysis.....	9
1.5.4. Fairclough’s (2013) Model: Critical Social Analysis	11
1.5.5. Wodak (2009):.....	12
1.6. Organization of Thesis:	13
1.7. Summary and Discussions:	13
CHAPTER TWO	15
2. LITERATURE REVIEW	15
2.1. Work Already Done:.....	15

2.2.	Operational Definitions	29
2.1.1.	Genre	29
2.1.2.	Genre Analysis	30
2.1.3.	Print Media as a Genre	31
2.1.4.	Genre Analysis and Gender:	33
2.3.	Theoretical Framework	36
2.3.1.	Discourse Analysis	37
2.3.2.	Critical discourse analysis	37
2.3.2.3.	Fairclough's (2013) model of Critical Social Analysis	44
2.3.3.	Van Dijk's (1998) Socio-Cognitive Model	46
2.3.4.	Chilton's (2005) cognitive approach	47
2.3.5.	Bhatia (1993) and steps in genre analysis	49
2.4.	Research Gap:	51
2.5.	Summary and Discussion	52
CHAPTER THREE:		53
3.	METHODOLOGY	53
3.1.	Nature of research:	53
3.1.1.	Mixed-method Research Approach:	53
3.1.2.	Rationale behind using mixed method approach	55
3.2.	Research Design and Methodology:	56
3.2.1.	<i>Fairclough's (2003) analytical framework:</i>	56
3.2.2.	<i>Fairclough's (2013) model of Critical Social Analysis</i>	56
3.2.2.1.	<i>Marxist Critique:</i>	57
3.2.2.2.	<i>Normative Critique:</i>	58
3.2.3.	Bhatia (1993) and steps in genre analysis	58
3.2.4.	Amended Model:	59
3.3.	AntConc Software:	60
3.4.	Delimitation of the Study	61
3.5.	Tools for Data Collection:	61
3.6.	Data Analysis:	61

3.7. Summary	62
CHAPTER FOUR.....	64
4. ANALYSIS	64
4.1. Representation of Social Issues:.....	64
4.2. Representation of Political Issues:	75
4.3. Representation of Issues related to Health:	86
4.4. Representation of Education related Issues:.....	90
4.5. Representation of Religious Issues:	95
4.6. Representation of Gender:.....	99
4.7. Frequency of Occurrence of themes:	109
4.8. Pie charts showing frequency of six found themes:	111
4.9. Content Analysis of Collected Data:	113
4.9.1. Examples related to Social issues	113
4.9.2. Examples related to Political Issues.....	115
4.9.3. Examples of Health related Issues	116
4.9.4. Examples of Education related Issues.....	117
4.9.5. Examples of Religious Issues	118
4.9.6. Examples of Gender-related Issues.....	119
4.10. Summary:.....	120
CHAPTER FIVE	122
5. CONCLUSION	122
5.1. Findings:.....	123
5.2. Suggestions and Recommendations:	126
REFERENCES.....	127

LIST OF PIE-CHARTS

Chart 1: Comparative analysis of themes found in the three selected newspapers	110
Pie-Chart 2: Frequency of occurrence of themes in “Dawn” newspaper	111
Pie-Chart 3: Frequency of occurrence of themes in “Express Tribune” newspaper	112
Pie-Chart 4: Frequency of occurrence of themes in “The Nation” newspaper.	112

LIST OF TABLES

Table 1: Examples related to Social Issues	113
Table 2: Examples of Political Issues	115
Table 3: Examples of Health Issues	116
Table 4: Examples of Education related issues	117
Table 5: Examples of Religious issues.....	118
Table 6: Examples of Gender-related issues	119

LIST OF FIGURES

Figure 1: Fairclough's (1995) three-dimensional model	40
Figure 2: Amended Model	59

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CHAPTER ONE

1. INTRODUCTION

Genre is a variety of discourse. It refers to the form of communication that adheres to socially accepted norms and standards, and analyzing specific genres to identify commonalities and differences in their intended use is known as *genre analysis*.

In the context of discourse studies, *genre* refers to a category of communication characterized by specific conventions, structures, and styles that are recognized and understood by members of a particular community. Each genre serves a distinct purpose and follows certain norms, often shaped by the communicative goals, audience expectations, and sociocultural contexts in which it is used. In print media, genres include editorials, opinion pieces, news articles, and letters to the editor, each with its own distinct features and functions.

Genre analysis is the systematic study of the linguistic, structural, and functional characteristics of a particular genre. It involves examining the ways in which a specific genre, such as letters to the editor, is constructed through patterns of language use, rhetorical strategies, and thematic elements. In the context of political and media discourse, genre analysis helps uncover how these letters reflect public opinion, engage with political ideologies, and contribute to larger social and political debates. Through this method, researchers can identify recurring features, ideological positions, and power dynamics embedded within a genre, providing insights into its role in shaping discourse in a given context.

(Miller, 1994) views genre in terms of “culture”. He defines that genre performs specific functions, which can be seen in cultural patterns of any society. It embodies various forms of knowledge about particular societies at particular time. However, language use in particular settings is also called genre. The term “*genre*” can also be defined as “*a stylistic category especially of literature and the other art works.*” (Gregory, 2003) opined that genre varies in terms of ‘*mode of expression*’, which means every individual has specific kind of genre that is unique to them.

Newspapers are a significant type of print media and a prominent form of genre that covers various fields, including politics, business, games, and architecture, and typically feature opinion sections, weather predictions, comments from local service providers, interviews, reports, articles, and editorials. One sub-genre within newspapers is the letters to the editor section, which provides readers with a platform to comment on editorials and columns published within the paper. This section serves as a means for readers to voice their opinions and take an active part in politics by providing feedback to the government and authorities regarding the prevailing conditions in their respective areas. The letters to the editor section often highlight socio-political issues, gender, and religious issues, etc., and is a site for criticism of political and non-political organizations.

The letters to editors carry different themes according to different socio-political scenarios such as social, political, and religious issues, etc. These are the most common sources of criticism directed at political and non-political organizations. Because people communicate their emotions or opinions in their letters openly. As a result, they openly criticize politicians, their organizations, and non-political entities. Most often, the government policies are criticized by the readers of letters to editor section of newspaper.

Media discourses serve as a reflection of a nation's ideological evolution, offering insights into the socio-political landscape of a specific context at a given time. This study critically examines the genre of letters to the editor to uncover how they depict the socio-political conditions of society. Genre analysis is the process of looking at a specific genre to examine their commonalities and dissimilarities in terms of their intended use.

The present research analyzes letters to the editor section of selected Pakistani English newspapers. It explores the socio-political issues that are found in contemporary society, and which are being discussed in the letter to the editor section of the newspapers. The letters to the editor section covers themes such as political, social, gender, health, education, and religious issues. These letters serve as a major platform for critiquing both political and non-political institutions. The present study is

mixed in nature because it qualitatively analyzes the major emerging themes through letters to the editor and the language used to propagate an idea or to highlight some existing societal problems. Besides, the research quantitatively analyzed the collected data and counted the frequency of occurrence of themes. Moreover, the persuasive technique used in the language of these letters has also been ideologically analyzed using Fairclough's (2003) model of Critical Discourse Analysis approach which consists of the following prominent analytical categories, for example, lexicalization, representation, foregrounding, backgrounding, and implicature, and (2013) model of Critical Social Analysis which consists of Marxist and Normative Critique. Besides this, the study is also quantitative because frequency of occurrence of each theme has been documented in the analysis section of the research. Thus, the present research adopts a mixed method approach because of the nature of the collected data.

The research employs Bhatia's (1993) steps of genre analysis and Fairclough's (2003) CDA and (2013) CSA to analyze the collected data. Bhatia's genre theory offers a systematic framework for analyzing the communicative purpose, structure, and conventions of professional and institutional texts. Bhatia's model is highly relevant to the analysis of *Letters to the Editors*, which represent a hybrid genre intersecting public opinion and institutional editorial practices. Fairclough's CDA helps uncover the hidden power structures, ideological bias, and linguistic strategies within political and media texts. CSA extends CDA by placing more emphasis on the dialectical relationship between discourse and social practices. Both CDA and CSA particularly valuable in understanding how *Letters to the Editors* reflect or resist dominant socio-political narratives in Pakistan. These models support a deeper understanding of how discursive practices in *Letters to the Editors* contribute to or challenge socio-political developments and institutional power in Pakistani society.

The study locates the *Letters to the Editors* within their situational context, identifying the communicative purpose, target audience, institutional setting (newspapers), and sociopolitical environment of Pakistan. This contextualization helps distinguish the genre's unique conventions and its role in political communication. The model is adapted to analyze the textual, discursive, and social practice levels.

Fairclough's (2003) model includes studying linguistic features, interactional patterns, and how these reflect broader ideological or power-related structures in media discourse. CSA is used to examine how the discourse in *Letters to the Editors* interacts with institutional practices and larger social processes. It highlights the dialectical relationship between discourse and society—particularly how political identities and public voices are constructed in print media. This theoretical blend enables a multi-layered analysis of genre and socio-political meaning in Pakistani media discourse.

1.1. Problem statement:

In Pakistan, political and media discourse plays a critical role in shaping public opinion and influencing political dynamics. The *letters to the editor* section in English-language newspapers serves as an important platform for readers to express their views, debate issues, and respond to national and international developments. However, there is limited to no research on how these letters function as a distinct genre within media discourse and how they reflect, reinforce, or challenge political ideologies and narratives. The present study addresses this gap by conducting a genre analysis of letters to the editor in selected English print media outlets. Understanding the linguistic, rhetorical, and thematic structures within this genre is essential to grasp the interaction between media and public discourse. The study analyzes the letters to the editors in selected English newspapers in Pakistan (*Dawn*, *Express Tribune*, and *The Nation*) to explore how political and media discourses are constructed and disseminated through this genre, and how these discourses contribute to broader socio-political debates in the country.

1.2. Significance of the study:

Print media works as a site for disseminating desired ideologies that are socially constructed and present distorting images of socially constructed realities. Different genres within newspapers offer different functions aiming at the target audience. Similarly, the letters to the editor section offer a social critique of a specific society and period. Letters to the editor is an important genre as it attempts to mirror the prevailing trends in a particular society. It helps in highlighting the existing

problems which usually cover several themes, such as social issues, power and political, religious, and gender issues, etc.

The present study is significant as it analyzes the letters to the editor published in the Dawn, Express Tribune, and The Nation newspaper to know the existing socio-political scenario and how issues related to religion, politics, power, and gender are represented through this genre. These three newspapers are representative of three different classes of society. The present study focused on how the respective issues find coverage through this section of the newspaper. To the best of the researcher's knowledge, there is little to no research that analyzes letters to the editors of the selected three newspapers from a social critique perspective from February 1st, 2023 – March 31st, 2023.

1.3. Research Objectives:

The present research outlines the following objectives:

1. To examine letters to editors' section published in Dawn, Express Tribune, and The Nation from February 1st, 2023, to March 31st, 2023, focusing on thematic analysis.
2. To document the frequency of occurrence of the themes appeared in the letters to the editor of the selected English newspapers.

1.4. Research Questions:

The present study answers the following research questions:

1. How are various themes represented discursively through letters to the editors' section of Dawn, Express Tribune, and The Nation?
2. Up to what extent does the frequency of occurrence of themes vary among the selected newspapers?

1.5. Theoretical framework:

A critical examination of related theories proposed by various theorists in the relevant domains serves as the foundation for this section of the research. After conducting a critical review of related theories, the researcher selected the appropriate framework for the current study, paving the way for the selection of a research methodology. The following are the related theories:

1.5.1. Bhatia (1993):

Bhatia's 1993 model mentions three main components. The first section provides an overview of the theory behind genre analysis, followed by extensive examples and a discussion of application areas in the final section. The following steps are included in Bhatia's model of genre analysis:

1. Placing given genre in a situational context:

The first step aims at understanding the text in its broader context. It involves identifying the situational factors such as purpose, audience, medium, and setting. Furthermore, it involves defining the cultural, social, and institutional aspects that influence the formation and function of any given genre.

2. Surveying existing literature:

The second step involves the reviewing of existing literature and studies on the genre. It considers examining the professional and academic literature concerned with the specific genre. It helps in understanding the conventions of the given genre, historical development, and how the specific genre has been studied over the time by others.

3. Refining the situational/ contextual analysis:

The third step involves the further refining of the understanding of both situation and contextual elements. It includes the revising and refining the analysis of the given genre's contextual and situational aspects based on

the literature review. This step specifically helps in capturing minute details and ensuring a comprehensive understanding.

4. Selecting corpus:

The fourth state requires choosing a representative set of texts for analysis. In this step, a corpus (collection of texts) is selected that represents the genre under study. The corpus should include a diverse range of examples to capture variability within the genre.

5. Studying the institutional context

It aims at exploring the institutional factors in shaping a specific genre. The process involves investigating the organizations or institutions responsible for producing or consuming the genre. It focuses on understanding how institutional values, norms, and practices influence a specific genre and its characteristics.

6. Levels of linguistic analysis

This step involves analyzing linguistic features at various levels (lexical, discourse, syntactic). It examines the language used in selected texts. It involves examining syntactic structures, lexical choices, and overall discourse patterns. Understanding how linguistic aspects contribute to the communicative purpose of the genre is the purpose of this step.

7. Specialist information of text genre.

The seventh step involves gaining specialized knowledge about the genre. The process contains acquiring information from the experts and practitioners within the field related to the certain genre. This step helps in obtaining insider perspectives and insights that may not be evident solely through text analysis.

1.5.2. Van Dijk (1995):

Van Dijk's 1995 model, often referred to as the Discourse-Structuralist Approach, is a comprehensive framework for analyzing discourse, particularly in the context of social issues and power relations. This model emphasizes the role of discourse structures in shaping and reflecting social cognition and power dynamics. Key elements of Van Dijk's model include:

- ***Macrostructures and Microstructures:*** Van Dijk distinguishes between macrostructures (global discourse structures) and microstructures (local structures within discourse). Macrostructures involve societal beliefs, ideologies, and power relations, while microstructures concern the linguistic and semantic aspects of discourse.
- ***Socio-cognitive Interfaces:*** the model explores the interfaces between discourse structures and societal cognition. Van Dijk is interested in how discourse reflects and reinforces societal knowledge, beliefs, and power relations, influencing individual's understanding of social issues.
- ***Cognitive Representation:*** Van Dijk emphasizes the cognitive representation of social structures within discourse. This involves how individuals mentally organize and represent information about social groups, events, and relationships based on discourse.
- ***Ideological Square:*** the model introduces the concept of an ideological square, which includes four components: propositional structures (what is said), action structures (what is done), mental representations (how social events are perceived), and societal structures (social hierarchies and power relations).
- ***Context Models:*** Van Dijk proposes the use of context models to analyze discourse. Context models involve the mental representations of social events, providing a framework to understand how discourse is comprehended and interpreted.

Ideology theory as proposed by Van Dijk is regarded as an extensive method for establishing a wide range of ideological concepts and practices. Ideologies, as defined by Van Dijk (1995), naturally govern a society's ideas based on its identities, goals, positions, values, norms, and resources, and symbolize the fundamental social characteristics of a

group. This model of Van Dijk asserts that social intellect is a socio-cultural knowledge system that is shared by members of a particular civilization, community, or culture. It is believed that members of a social group acquire ideas through various forms of social cognition and long-term processes. Van Dijk holds that the cognitive capabilities are the crucial ideological characteristics that organize, examine, and control a group's social attitude. The personal experiences that are referred to as models serve as the foundation for every ideological representation. This model is significant as they can regulate the experiences of social actors and also be influenced by the cognitive processes of other groups in society.

Overall, Van Dijk's 1995 model offers a systematic approach to study the intricate connections between discourse, cognition, and societal power structures. It provides a valuable framework for researchers interested in uncovering the ways in which the language reflects and influences the social realities.

1.5.3. Fairclough (2003) model: Critical Discourse Analysis

Fairclough's 2003 model of CDA is based on his earlier work and emphasizes the interplay of three dimensions; text, discursive practice, and sociocultural practice. This model aims to analyze how language is used to construct and reproduce social power relations. Here are key components of Fairclough's 2003 model:

- ***Textual Analysis:*** This dimension involves examining the linguistic features of discourse, including grammar, vocabulary, and rhetorical devices. Fairclough emphasizes the importance of understanding how language choices contribute to the construction of meaning and power relations within text.
- ***Discursive Practices:*** Fairclough expands the analysis beyond individual texts to consider broader discursive practices. This involves examining the production and consumption of texts, as well as the social and institutional contexts in which discourses are situated. Understanding the processes of text production and reception helps uncover power dynamics.
- ***Sociocultural Practice:*** This dimension explores the broader sociocultural context that influences and is influenced by discursive practices. Fairclough argues that

discourse is connected to societal structures, ideologies, and power relations. Analyzing sociocultural practices helps uncover how discourse shapes and reflects societal norms and power structures.

- ***Power Relations:*** Central to Fairclough's model is the examination of power relations embedded in language use. CDA seeks to uncover how discourse contributes to the reproduction or transformation of social inequalities and power imbalances.
- ***Critical Analysis:*** Fairclough emphasizes the critical aspect of CDA, encouraging researchers to go beyond descriptive analysis and engage in a transformative critique. This involves questioning and challenging prevailing power structures and ideologies revealed through discourse.

CDA functions as an interdisciplinary approach while studying discourse. When working on CDA, scholars typically contend that the linguistic and non-linguistic shared practices are intertwined and locate how language affects power dynamics within a society along with the establishment and reinforcing of these power relations through language use. In this way, CDA varies from discourse analysis because it focuses on power imbalances, other inequalities like manipulation and exploitation, and structural inequalities in the educational, media, and political domains.

Fairclough (2003) maintains that no social activity or discourse is ideology free. Discourse analysis, thus, focuses on its general function as well as how it functions in the creative change of activities and ideas. Ideologies that are embedded within the discursive practices are considered to be most effective. In this way, they acquire the status of shared knowledge or common sense. It is reasonable to draw the conclusion that discourse interacts actively with reality.

Fairclough's 2003 model provides a comprehensive framework for analyzing the complex relationships between language, power, and society. It has been influential in the field of critical discourse analysis, offering a systematic approach to understanding how language reflects and shapes social realities.

1.5.4. Fairclough's (2013) Model: Critical Social Analysis

Norman Fairclough, a critical discourse analyst, has contributed to the field by developing approaches such as Marxist and Normative critique. Fairclough (2013) argues that CDA refers to the conceptual connection that exists between discourse and other aspects of social activities. Particularly, it is interested in fundamental changes taking place in present day social life along with the role that language plays in this change process and other social aspects. The role of speech in social activities cannot be just assumed rather needs to be proved through investigation.

Fairclough (2013) contends that language is a product of society where it is spoken. It contains dominant tendencies of age either implicitly or explicitly. The mentioned model highlights Marxist (explanatory) and normative critique.

- ***Marxist Critique:***

Marxist critique, as applied by Fairclough, draws inspiration from the Marxist theory and ideology. It emphasizes the examination of social structures, power relations, and economic factors present within the discourse.

Key concepts:

- *Ideology:* Marxist critique explores how language and discourse emphasize and disseminate the propagation of certain dominant ideologies, specifically those related to economic inequalities and class struggle.
- *Hegemony:* Fairclough is interested in investigating how powerful groups maintain and legitimize their dominance through language, contributing to the concept of hegemony.
- *Economic Relations:* The analysis involves examining how economic structures and relations are reflected, maintained, or challenged in discourse.

- ***Normative Critique:***

Normative critique, in contrast, is more concerned with moral and ethical dimensions of discourse. It is focused on assessing discourse in terms of norms, values, and, ethical principles, often with the aim of promoting positive social change.

Key concepts:

- *Norms and Values:* the analysis centers on how discourse aligns with or deviates from societal norms and values.
- *Ethical Considerations:* Normative critique involves assessing the ethical implications of language use, looking at issues such as, justice, fairness, and inclusivity.
- *Advocacy:* This approach may involve advocating for moral ethical and socially responsible uses of language, pushing for positive change.

Fairclough often integrates these approaches, recognizing that both economic and ethical principles are intertwined in discourse. For instance, he may inspect how economic power impacts the shaping of values and norms within discourse, or how discourse reflects and influences economic structures.

1.5.5. Wodak (2009):

The Discourse-Historical Approach (DHA) of Wodak is profoundly influenced by Frankfurt School critical theory because it emphasizes the critical political discourse in society and reveals ideologies embedded in language and discourse. In DHA (Reisigl, 2017), Wodak presented three types of criticism that provide justification for why a particular interpretation appears to be valid and abstract after being criticized. The following are her three types of criticism:

1. The goal of discourse-immanent criticism is to find dilemmas, self-contradictions, paradoxes, and flaws in discourse-internal structures.
2. Socio-analytic critique focuses at exposing the possibly manipulative character. To understand the discursive procedures, the analysts use their contextual knowledge, social theories, and other disciplines' rhetorical models.
3. The goal of future-related prospective criticism is to improve communication.

In CDA, the methodology proposed by Wodak (2009) is abstract because it includes intricate analytical procedures. Discourse Historic Approach's analytical concepts are easy

to understand for people who possess knowledge of linguistics, which is its strength; however, it may be difficult for people to interpret certain concepts who are not well-aware of linguistics. This approach only has one flaw: the complexity of its framework, which makes it difficult to interpret the analysis.

1.6. Organization of Thesis:

Chapter One provides an overview of the present study, outlining its purpose, research questions, objectives, methodology, the research's significance, research gap, theoretical framework, limitations, delimitations, and organizational structure.

Chapter Two focuses on reviewing relevant previous research, defining key terms, and establishing the theoretical framework. To identify gaps for the present study, an analysis of relevant research has been conducted, including a critical analysis of existing theories relevant to the study. The chapter concludes with a summary of its content and what is going to be explored in the upcoming chapter.

In chapter Three, the researcher introduces the research design, data collection methods, data analysis procedures, and the research model applied in the current study. The researcher discusses the amended model and the rationale behind its use in data analysis.

Chapter Four deals with the analysis of collected data for the present study, incorporating content analysis. Moreover, illustration of the frequency of occurrences through pie charts has also been provided.

Chapter Five provides a comprehensive concluding discussion of the findings, connecting them to the research objectives. This chapter also includes suggestions and recommendations for future researchers in the same field.

1.7. Summary and Discussions:

This chapter introduces the present study, defining the problem statement, and identifying the gap that the current research aims to address. Furthermore, the researcher outlines the research objectives and explains how these goals have been achieved through the devising relevant research questions. Additionally, the chapter deals with the theoretical

framework focusing on relevant theories to the present study, and specifies the scope of the present research. The next chapter focuses on an in-depth review of relevant studies, provides operational definitions for key terms, and discusses the theoretical framework as well as the past work done in the related research area.

CHAPTER TWO

2. LITERATURE REVIEW

Despite the increasing significance of media in shaping political narratives in Pakistan, scholarly attention has largely focused on mainstream news reporting and editorial commentary, often overlooking participatory genres such as *Letters to the Editor*. These letters offer a unique intersection between institutional discourse and public voice, functioning as a democratic outlet where citizens comment on governance, critique policies, and engage with national and international events. In English-language newspapers—these letters also provide insight into how informed segments of society negotiate political ideologies and media narratives.

Conducting a genre-based discourse analysis of *Letters to the Editor* is therefore crucial for several reasons. First, it helps identify the rhetorical strategies and linguistic patterns through which political and media discourses are constructed and circulated by the public. Second, it reveals how power, ideology, and resistance are enacted through seemingly marginal yet symbolically potent texts. Lastly, in a media environment marked by polarization, censorship, and evolving journalistic norms, this research contributes to a deeper understanding of the dialogic role of the press and its audiences in Pakistan’s democratic and discursive landscape.

This section of the research consists of three primary components i.e., work already done, operational definitions of the key terms, and theoretical framework. Firstly, the researcher has presented the chronological discussion of previous research to identify gaps for the current study and in this regard the recent and the most relevant studies have been critically decoded by the researcher.

2.1. Work Already Done:

(Anthony Thane, 2024) conducted a “*Critical Genre Analysis of Social Media News reporting: The Case of Instagram.*” The study explored the news reporting through perspective of genre aimed at decoding the construction, interpretation, and exploitation of Instagram. The data was collected from three English medium news

agencies, namely, BBC News UK, The New Zealand Herald, and The Star Malaysia. The study employed an amended research model based on Bhatia's (2017) model of Critical Genre Analysis; Swales' (2004) Move Analysis; Kress and Van Leeuwen's (2006) Visual Grammar; and Adami's (2015) Interactivity framework. The findings of the study reveal that the text, image, and interactive elements are strongly integrated and interdependent, working together to construct boundaries, meaning and identity of Instagram news reporting as a genre. Furthermore, the study highlights the use of rhetorical moves and functions as fulfilling a two-fold communicative purpose: to inform and to persuade the audience. To accomplish these rhetorical purposes, lexicogrammatical ideas have been employed, such as, inclusive pronouns, modals, questions, and, directives. However, the visual findings demonstrate that the image (main visual) particularly reinforces audience engagement, further bolstering the persuasive dimension of genre.

(Fatima, 2024) investigated how politics is taught and covered in different media settings. The research conducted a Critical Discourse Analysis (CDA) of Pakistani English (DAWN) and Urdu newspaper (Express). The data was collected from the mentioned English (DAWN) and Urdu (Express) newspaper. The time span for the data collection ranged from April 1st, 2023 – May 31st, 2023. The study examined the subtleties of political narratives, ideologies, and processes in Pakistani media. The study employed an amended research model based on Critical Discourse Analysis (CDA) models of Fairclough (2015) and Van Dijk (2003) to analyze the data. The study investigated rhetoric, political rhetoric, and rhetorical techniques used by newspapers to develop and spread political ideas through a qualitative analysis utilizing the CDA framework. Furthermore, the research examines and assesses the existence, influence, and portrayal of several political activities—including but not exclusive to liberal, conservative, religious, and trust engagements—in a number of Pakistani publications. It also examined the ways in which power dynamics in media discourse and cultural and historical settings interact with this idea. This research offers an insight of the intricacies and dynamics of standing media in Pakistani contexts and power relations in media discourse. By analyzing how newspapers spread and influence political culture, this study provides insight into the intricacies and dynamics of standing media

in the Pakistani environment. The findings of the study revealed that there were the three main topics in the news in Urdu newspapers, such as, terrorism, politics, and the Pakistan Army's portrayal. Additionally, the study concluded that business, social issues, violence, representation of the Pakistan Army, and national and international politics are among the subjects discussed in English-language newspapers.

(Khan, 2024) conducted genre analysis of letters to the editors. The data for the study was collected from two Pakistani English newspapers, Dawn and The Nation. The time span for the study ranges from October 1, 2022 to October 30, 2022. An integrated research approach was employed, utilizing a revised model based on Fairclough's two previous models of CDA; 2003 and 2013. The findings of the study revealed the differences between the newspapers, with "The Nation" showing a stronger inclination towards publishing letters concerning religious representation, while "Dawn" focuses more on social and political issues. Despite similar frequencies in addressing gender-related issues, the newspapers reveals polarization in their ideological stances, reflecting differences in priorities and ideological investments.

(Ali M. J., 2024) conducted genre analysis of political speeches of selected Pakistani Prime Ministers in the UN General Assembly. The study consists of gender-based exploration of two political speeches that have been delivered by Nawaz Sharif and Imran Khan at the UN General Assembly. The research investigated the cognitive structure of political speeches and uncovered the typical strategies employed by selected politicians to achieve their communicative goals. The data was collected from the speeches of Imran Khan and Nawaz Sharif. The research employed Bhatia's (1993) genre analysis model as a theoretical framework. The research is qualitative in nature and it argues that political addresses at the UN Assembly are followed by certain protocols, which distinguish them as a political subcategory. The findings demonstrate that selected prime ministers conform to this genre's structure to advance their political agendas. Additionally, it reveals that both chosen speakers employ similar strategies for the argumentative aspect of their speeches, choosing strategies based on their respective communicative objectives. It is anticipated that this research will pave a road for upcoming scholars by providing novel insights about usefulness of genre analysis

in multiple contexts and it also helps them to get a lucid understanding of the political goals and the projected perception of Pakistan on the global stage.

(Shahzad, 2024) conducted Critical Discourse Analysis of Ethnic and Religious Minority Representation in Newspapers in Pakistan. The study conducted a quantitative content analysis along with critical discourse analysis of English newspapers in Pakistan to detect misrepresentation and marginalization of minorities in the Pakistani context. The study applied content analysis methods to investigate the frequency of occurrences of elements of the framework within the newspaper corpus, along with critical discourse methods, used to qualitatively investigate these elements. The data has been collected from three English newspapers of Pakistan, namely, Dawn, Pakistan Today and The Nation. The contents selected for detailed scrutiny include newspaper headlines, hard news, opinion pieces, columns, editorials, magazine articles, and photographs published in the newspapers pertaining to the ethnic and religious minorities of Pakistan. The findings revealed the misrepresentation and reinforcement of stereotypical portrayals of minorities in the newspapers. Minorities were depicted as problematic, lacking positions of power, and portrayed as out-groups (otherization). Rhetorical devices such as metonymy, nominalization, and passivation were notably used, particularly in headlines or sentences involving majority perpetrators. Image analysis showed minorities depicted as victims of violence and recipients of protests.

(Ashfaq, 2024) analyzed genre of suicide notes in Pakistani TV Dramas focusing on rhetorical patterns and communicative aims. This research explores the rhetorical structures of moves and steps in the suicide notes of Pakistani fictional dramas. The research adopted Swales' model of genre analysis (Swales, 1990) and Bhatia's model of genre analysis (Bhatia, 1993). In this regard, six suicide notes were taken from Pakistani TV dramas which are: *Mohabbat tum se nafrat hai*, *'Jo chaly to Jaan se guzar gaye'*, *'Hum Kahan k Sachy thy'*, *'Qaid'*, *'Dunk'* and *'Log kya kahain gy '* from different tv channels, which served as a source of data for the present study. A mixed-method approach was used in this study. The research employed a qualitative approach for the identification of moves/steps in the suicide notes and to find out the communicative purposes of the suicide notes. Quantitative analysis was carried out by

using LIWC software to explore the communicative functions of suicide notes. The study found four obligatory moves in the sample of the study. These included addressing the recipient, providing an explanation, expressing directions and wishes, and describing or announcing death. These moves existed in the sample of the study with the frequency of 60%, 50%, 50%, and 50% respectively. Moreover, three optional moves were also found including apologizing, describing one's state at death and after death, and bidding farewell and these moves occur with the frequency of 20%, 10%, and 40% respectively.

(Naveed, 2023) conducted a multimodal discourse analysis to analyze the impact of Pakistani media in shaping public opinion. The study employed Jurgen Habermas' theory of public sphere to the presentation of Imran Khan's third wedding news through Pakistani media. The purpose of the study was to see how the media presents the news in order to persuade the public and shape their opinion directing it to formulate a specific approach on particular news. The study highlighted the strategies including lexical choices, use of pictures, and framing, which helps shaping the public opinion. The data for the study was collected from Pakistani Urdu newspapers as well as the political cartoon shared on social media on 28th of February, 2023. The study adopted Habermasian notion of "public sphere" particularly the role of media in re/shaping public opinion. Additionally, Kress and Van Leeuwen's critical multimodal discourse analysis and Van Dijk's textual model is use to analyze the data. An open-ended questionnaire was also administered to seek people's opinion on media's role in shaping public opinion. The findings of the study reveal that the Habermas' idea of public sphere has been reshaped by the media which presents the news in such a way that it changes public opinion about a political leader.

(Manzoor, 2023) conducted multidimensional analysis of editorials of Pakistani English newspaper to assess the linguistic variations. The study employed a corpus-based approach based on analytical framework proposed by Biber (1988), focusing on the Overt Expression of Persuasion, along with Multidimensional Analysis Tagger (MAT) to facilitate the exploration. The main goal of the research was to explore the various differences within the newspaper editorial genre and to determine how

effectively different newspapers convey persuasiveness and argumentation through the combined use of linguistic features in their editorials. The data for the study was collected from editorials of four Pakistani English newspapers, namely, Dawn News (DN), The Frontier (TF), The Express Tribune (TET), and The News (TN) published in the year 2016. The data consisted a total of 1000 editorials with each newspaper consisting 250 editorials, retrieved from online sources. Multidimensional (MD) analysis, a quantitative methodological approach, is used to analyze data from newspaper editorials. The findings of the study revealed that *Dawn* newspaper editorials display a higher concentration of persuasive and argumentative linguistic features compared to other editorial categories. Additionally, when compared to Biber's (1988) register classification, the language of newspaper editorials was found to closely resemble that of general fiction. This underscores the distinctive linguistic traits and persuasive elements of this genre, highlighting its unique position within written discourse.

(Alghazo, 2023) investigated the purpose and application of engagement strategies in English and Arabic newspaper editorials. For this purpose, the study analyzed 40 editorials from each of two popular newspapers: The Guardian, which is published in the United Kingdom in English, and Addustour, which is published in Jordan in Arabic. The data was collected from the editorials available on the official websites, published between 2020 and 2021. The study employs a mixed-method approach by Paltridge's (2020) taxonomy to determine the functions of the strategies utilized in the two sets of data and determine whether there are statistically significant differences in the use of engagement strategies between the two corpora. The findings highlight that the engagement strategies are used differently between the two languages, which demonstrate statistically significant differences. Compared to English editorials, Arabic ones featured fewer personal and more reader pronouns. In addition, while questioning was not used as an engagement strategy in the Arabic corpus, it was used to convey information and spread knowledge in the English one. Besides, the findings suggest how the editorial genre is constructed and how editorialists interact with their readers in the two.

(Yaseen, 2023) investigated the gender representation in Express Tribune's headline; a Pakistani English newspaper, through lens of critical discourse analysis. The study aimed to shed light on the depiction of women in Pakistani entertainment print media, focusing on the discursive techniques used to shape gender discourse, analyze linguistic devices propagating the concept of gender inequality, and assess the psocio-cultural implications of gender discourse in the headlines of Pakistani English newspapers. To achieve the objectives, the study examines headlines from Pakistani English newspapers, employing a qualitative approach. The data for the present study was collected from "Express Tribune", an English language newspaper in Pakistan. The study employed Van Dijk's model of critical discourse analysis (CDA) of media text revealing the construction of gendered discourse through discursive strategies such as semantic macro-structure, coherence and local meaning, social cognition, global superstructure, and the relation between discourse and society. The findings of the study reveal the manipulation of words to create a negative image of women and propagate feelings of insecurity and gender inequality. The socio-cultural consequences of gender in-equality may manifest in economic insecurity, domestic disturbance, and societal imbalance. This study provides valuable insights for newspaper readers to understand the implications of gender discourse in national English newspapers and may inspire future researchers to utilize CDA frameworks to explore gender representation in news discourses of various socio-cultural contexts.

(Iqra, 2023) analyzed the genre of Letters to the Editor (LTE) published in Pakistani and Canadian English newspapers. The data for the study was collected from the editorial letters published in both newspapers. The time span for the data collection ranges from February 1st, 2022 – February 14th, 2022. The purpose of this study was to investigate the genre, structure, type, and format of letters to the editor in English newspapers published in Pakistan and Canada. Text (letters) are equally represented in both corpora. The corpus of the study contained 30 letters from letters to the editor section of Pakistani English newspapers: The Dawn and Express Tribune (ET) and of Canadian English Newspapers: Toronto Star and The Hamilton Spectator. The textual letters were extracted from each newspaper through online resources and available hardcopies, for a specific genre. Using Bhatia's (1993) model, genre analysis was

carried out to determine whether Pakistani English newspapers and Canadian English newspapers shared any significant similarities or differences.

(Badshah, 2023) conducted research to address ideological conflict in editorials published in newspapers of Pakistan and India regarding terrorism. The study meant to investigate the discursive strategies used by English daily newspapers of both countries Pakistan and India, and how the two countries portrayed ideological struggle regarding the Indian-claimed surgical strikes (2016) against terrorist hideouts in Pakistani territory. To achieve this, editorials were purposively selected from the English newspapers of both countries. The collected data was analysed employing the '*Ideological Square Model*' given by Van Dijk (1996, 1998). The study concluded that discourses of editorials published in the newspapers of both countries carry discursive strategies which demonstrate the ideological conflict between the two nations regarding terrorism. Using approaches such as passivization, personalization, positive self-representation, and negative other-representation and metonymy, the Indian newspaper editorial considers these strikes legitimate and effective while the Pakistani editorial vehemently refutes this, consequently emphasizing the 'Us and Them' contrast. The outcome of the study has suggestions for general readership besides the political leading class of the two republics.

(Haji, 2023) conducted research to analyze genre of English and Indonesian application letters. The researcher trained 12 EFL (English foreign language) students to examine the stylistic moves of English and Indonesian application letters. For this purpose, 63 Indonesian and 63 English application letters were collected. Nonetheless, among the 63 application letters of English, 25 were of those of non-native speakers of English. Hence, the research focused only on analysis of 63 Indonesian application letters and 38 English application letters. Thus, to validate the results of the analysis the research re-analyzed the rhetorical moves as a result of re-reading application letters three times by applying a top-down method and identifying the existing linguistic signs. The study concluded showing two rhetorical models of Indonesian and English application letters. Concluding, the two models used in research implied that both

English and Indonesian application letters have rhetorical differences in communicating their meaning.

(Martini, 2022) conducted research to analyze letters to the editor (LTE) linguistically focusing on the representation of the Armenian genocide, which involved both Armenian and Turk nations. Also, the research analyzes conflict in language use. The data for the study was collected from letters to the editor published in “*The Times*” between 1914 and 1926. The data was analyzed using both quantitative and qualitative research approaches. For quantitative purposes, the researcher employed Word Smith Tool 8.0. For qualitative purposes, linguistic analysis of the collected data was carried out. The findings of the study highlighted polarized ideological representations of Turk and Armenian nations involved in the Armenian genocide.

(Abd, 2022) analyzed genre of selected editorials concerning the coronavirus. The study employed a rhetorical analysis of Swales’ CARS model and lexico-grammatical model for analysis of language. The study concluded that the genre limits the language of medical editorials to distinguish it from other types of written discourses. In utilizing lexico-grammatical features, the study establishes that the editorials of coronavirus prefers the use of present tense ,active voice , they hardly use of personal pronouns and these editorials deploys noun phrases to the extent to create and develop medical concepts.

(Umrani, 2015) investigated the genre of letters to editor in Pakistani English newspapers. The data was collected from three English-language Pakistani dailies “The Dawn,” “Daily Times,” and “The Nation.” The study examined the perspectives of linguists and discourse analysts regarding genre analysis in various contexts. Besides, the study also emphasized the concept of genre-specific move structure of letters to editor section. The data was analyzed using the CARS model proposed by Swales’ (1990) and Bhatia’s (2008) studies. The findings of the study highlighted that the letters contained six moves, including headings, references, responses, narration, facts and figures, and opinions.

(Atkinson, 2020) investigated the identify differences in news reporting by carrying out a comparative analysis of state, and private Myanmar news outlets’ coverage of the

Rohingya genocide. Research on fascism and ultra-nationalism, as well as the Rohingya experience in Myanmar, provided the framework for this study. The results were obtained by thematic analysis of the data. Thus, qualitative study of news reveals that private news resists changes to meet state standards and has competent semi-democratic characteristics. A state-run coverage could be a reality of its own, favouring elite perspectives. In addition, the research indicated that even the same incident is frequently interpreted differently by various ideological groups. Similarly, the occurrence of genocide was depicted in distinct ways in both the public and private media. As a result, various ideological groups construct and disseminate their desired version of reality to readers through highly politicized discourses.

(Chaudhry, 2020) employed genre analysis to analyze the communicative aims, stylistic devices, gender gap, text type, and non-linguistic aspects of paid obituary notices in Pakistani English newspapers. Total 601 printed paid obituaries were selected for data analysis from two newspapers, “The Dawn” and “The News International.” Swales (1990) moves analysis model by Al-Ali 2005 was used in adaptive form to analyze the collected data. The study investigated similarities and dissimilarities in this genre globally. Besides, it was also discovered that the communicational capacity of this genre's textual motions is influenced by contextualized societal and religious practices, as well as custom-built objectives in the community in which the discourse is produced.

(El Sakran, 2019) in “*A Genre Analysis of the Schematic Structure and Linguistic Features of Reviewers’ Reports on Research Manuscripts*” investigated the role of editors in processing of review reports. The research followed the methodology based on models developed by Swales (1981) and Bhatia (1993). The reviewers’ reports provided as the data for the study. The schematic structures of 64 reviewers’ reports were investigated. The study identified linguistic moves and items. The study concluded that reviewers’ reports were personal and evaluative in nature and necessitated the use of first personal pronoun (“I”), pre-modifying verbs, and qualitative adjectives.

(Bhatti, 2019) analysed the genre of abstracts of the published research articles which also served as the source for data collection. The study looked at both the macro and microstructures of abstracts taken from linguistics and literature articles. The data was collected from the International Journal of Linguistics and English Literature (IJALEL). Twenty abstracts from literature and twenty from linguistics were chosen at random from the corpus. The review tracked down deviations at the miniature and full-scale level in the articles. Macro structure analysis and the Ant mover program were used to examine the CARS model that Swales (2004) developed for the corpus. The microstructure analysis model developed by Swales and Feak (2009) was utilized in this instance. The length, grammar, citations, pronoun usage, meta-discourse allusions, and acronyms were all examined at the micro level.

(Aziz, 2018) investigated the ethnolinguistic identities and ideologies by analyzing editorials published in Saraiki newspaper. For this purpose, the data was collected from daily Saraiki newspaper “Jhoke”, published in Dera Ismail Khan, Multan, and Rahim Yar Khan, Pakistan. The study followed a qualitative research approach, and employed Critical Discourse Analysis method for the analysis of data. The data was collected from the editorials published in the selected newspaper from January to December 2013 for the purpose of text analysis. The study concluded that the editorials published in Saraiki newspaper significantly portray the ideologies of Saraiki ethnic group, and also put emphasis on the roles of Saraiki community in diverse matters, including historical and political roles. However, there are very few Saraiki newspapers in Southern Punjab, yet Saraiki newspaper editorials actively participate in creation and representation of Saraiki identity and they play an important role for the creation of Saraiki province.

(Amoakohene, 2018) conducted analysis of structure of genre in editorial sections of the selected Ghanaian newspapers. The study employed genre-based theory, drawing on the perspectives of Swales (1990) and Bhatia (1993), to investigate the move structure and lexico-grammatical resources. The data for the study was collected from 30 editorial sections taken from three Ghanaian newspapers: Ghanaian Times, Daily Graphic, and Daily Guide. The research concluded that the editorial sections in the selected newspapers exhibit four distinct moves: “Presenting Background to the Issue

under Discussion”, “The Editorial Heading”, “Discussing the Issue Raised”, and “The Columnist’s General Comment on the Issue Raised”. The analysis further establishes that three rhetorical units – “Providing the Editorial Heading”, “Discussing the Issue Raised”, and “Presenting Columnist’s General Comment on the Issue Raised” – are obligatory move, while the rhetorical unit labeled “Presenting Background to the Issue under Discussion” is an optional move. The sequence of moves in the editorials follows a consistent pattern. Additionally, the study finds that the “Discussing the Raised Issue” move occupies a significant portion of the editorial sections in the selected newspapers, whereas “Providing the Editorial Heading” has the least space. The selection of linguistic resources in these moves is influenced by the specific communicative purpose of each move in the editorials. This research holds pedagogical importance for training media practitioners, especially those in the print media and editorial writing. It also contributes genre theory by emphasizing its potential to explore language use in various discourse domains, including academic and professional settings.

(Taylor, 2016) investigated selected newspaper articles published in New York Times, Chicago Defender, The Afro American, and Washington Afro American. The lives of Afro-Germanic children were the subject of the study. The data was collected from publications, including the New York Times, Chicago Defender, The Afro American, and Washington Afro American. Because brown babies are a living example of change in big cities like those in the United States and Germany following World War II, the study contributed to empirical research on them. This was accomplished through the thematic analysis of 20 newspaper articles. The research found that negligence, adoption, and arrival in adoptive homes were among the most prominent themes. This represented their specific culture. In addition, the study looked at how children's narratives changed over time in relation to particular themes.

(Memon, 2016) investigated a Pakistani English newspaper “Dawn’s” letter to the editor section. The time for the data collection ranges from January 1, 2015, to January 30, 2015. The study's objective was to investigate the demographic and geographical identities of the newspaper contributing to this particular genre, letter to editor. Qualitative research approach and content analysis was employed to analyze the data

and to look at 282 letters and 29 newspapers. The findings revealed that readers of the daily Dawn who live outside of Pakistan's capital cities do not receive the same level of representation or the same amount of space to voice their thoughts, ideas, or feedback as compared to the readers who live in Pakistan's capital cities. The study summed up that the mentioned newspaper gives greater representation to Pakistan's capital cities than it does to its non-capital cities.

(Boyd, 2015) carried out research aiming at thematic analysis of the newspaper media's response to Jay Report. The data for the study was collected from nine distinct newspapers of UK. The data included the mentioned report which was distributed in 2014. The report contained information about Rotherham local agency and how they coped with the case of child abuse over a period of 16 years. The study aimed at exploring how newspaper media reacted to the findings of the report and how they mentioned social work in their response. Thematic analysis of the articles highlighted that media omitted some positive aspects to propagate its own narrative. In this regard, social work did not receive much value.

(Ali M. K., 2015) conducted transitivity analysis on letters to editor section of English-language Pakistani newspapers. The data for analysis was collected from letters to editor section of three newspapers, including The News, Dawn, and Daily News. The data was analysed employing Systemic-Functional Linguistics (SFL) theory by Halliday & Matthiessen, 2014. The aim of the research was to analyse letters to the editor and determine the type of category or genre it belongs to. In addition, the study investigated the strategies used by the writers to raise themselves to a respected position and propagate their desired ideologies. The research concluded that the letters to the editor section of a newspaper belongs to a different genre because some letters express a different ideology than the rest of the newspaper.

(M., 2014) carried out thematic analysis of selected American and Canadian newspapers. The study aimed at breaking down of the momentary response of Canadian as well as American newspapers regarding the genocide occurred during October 1968 in Mexico City. The data for analysis was collected from four distinct newspapers i.e., "Globe and Mail", "Washington Post", "Ottawa Citizens" and "The New York Times".

Qualitative research approach was applied to analyse the data from the conventional historiographical perspective. This was based on a 1954 report by the Committee on Historiography of the Social Science Research Council. For the purpose of analysis, the research employed Stuart Hall's paradigm of encoding/decoding. Concluding, the study mentioned that American newspapers comprised of in-depth coverage of the incident as compared to the Canadian newspapers which mentioned the incident briefly. Besides, the study highlighted each nation's distinct historical ties with Mexico.

(Sadeghi, 2013) conducted analysis of genre within the context of an ESP School (English for specific purposes only). The research employed the models proposed by Bhatia (1993 and 2004) and Swales (1990) for the purpose of genre analysis. The data for the study was collected from two hundred appeal letters obtained from a public university in Malaysia, specially written by post-graduate students whose native language was not English. The study was delimited to the letters composed by various scholars with diverse language backgrounds. The selection criteria for the corpus were based on the communicative purpose of the letters. The research aimed at identifying the structural and rhetorical elements present within genre.

(Geçiklî, 2013) carried out a comparative analysis focusing on PhD thesis from English and Turkish languages concerned with the discipline of ELT (English Language Teaching). 20 PhD thesis were taken from each as a source of data collection. The study aimed at defining the rhetorical strategies used in writing procedures at the level PhD thesis from viewpoints of two distinct languages. The research was limited to the analysis of chapter one from each thesis. The data was analysed by employing Swales' (2004) model of CARS (Create a Research Space) and qualitative research approach along with content analysis which included both discourse and genre analysis. The findings of the study implied that more complex use of rhetorical techniques was found in first chapters of the English PhD thesis in comparison to introductory part of PhD thesis in Turkish.

(Tongsibsong, 2012) analysed the genre of newspaper editorials published in "The Washington Post" and "The New York Post". The data was collected from two American daily newspapers including "The Washington Post" and "The New York

Post”, published from January 2013 to March 2013. The structural organization of the editorials was analysed using the common move structure tool. Thirty editorials were selected from each paper. The frameworks of genre analysis and move analysis proposed by Swales and Bhatia were employed to define moves and find out the common move structures of selected editorials. The study concluded that the arrangement of actions, the sequencing of common movements, the number of optional moves, the communication of movements, and the style of writing were related in terms of newspapers. However, there are also some differences. The study also found that the main goal of this type of writing is to convince readers with persuasive language.

2.2. Operational Definitions

2.1.1. Genre

Genre is a variety of discourse which is the;

“Language used in specific communicative events.”

According to (Swales, 1990), genre refers to a class of communicative events that share a common set of communicative purposes recognized by members of a particular discourse community. Each genre is distinguished by its structural, linguistic, and functional features, which are shaped by its social and cultural contexts. In media discourse, genres such as letters to the editor follow specific conventions that guide how public opinions and arguments are presented, with the audience’s expectations playing a significant role in defining the genre (Bhatia, 1993). These conventions help create meaning within the boundaries of a particular medium and its societal function.

Genre is referred to as “typified rhetorical action”, which refers to features that appear repeatedly over time with few variations, perhaps as a result of expectations of audience about specific outcomes or experiences. The term “genre” is used to describe the classifications that have emerged over time for what we read, watch, and listen to. Additionally, the types of genres that are prevalent in one culture at a given time may

not be present in another culture at the same time because they are constantly evolving.

However, these specific communicative events can be formal or informal. Genre is also termed as *metaphor*; used differently by different people for communication. It is a form of language used to perform some actions. Genres are not fixed but dynamic and are time, culture, and context specific, which means it is an ongoing process and changes as the society changes.

Textual semantic and lexico-grammatical characteristics reflect genres. In general, the genre is a classification system for text. It could be a verbal interaction or a social action with a common purpose of communication for members of a discourse community. (Swales, 1990) defined genre analysis in various aspects. According to him a genre is a set of communicative events having the same set of communicative aims.

2.1.2. Genre Analysis

Genre analysis is the examination of the structure, purpose, and use of language in specific genres. (Swales, 1990) emphasizes that genre analysis goes beyond linguistic features to explore the communicative purpose and situational context of texts. Bhatia (1993) adds that genre analysis investigates not only the language used but also how the genre functions within its discourse community, shedding light on the interplay between text and context. In the case of political and media discourse, analysing letters to the editor involves exploring how rhetorical structures and linguistic choices are used to express public opinion, engage with political debates, and construct media narratives. Through this analysis, researchers can identify patterns that reveal underlying ideological stances and power relations within the discourse.

Genre analysis, as defined by (Flowerdew, 2014), is the study of situational linguistic behaviour found in fixed professional and academic settings. Genre analysis is basically the process of examining samples taken from specific genres to look for similarities, differences, and their functions, structure, and language choices among

the other types of genres as well. This kind of analysis can also be used as a model in applied linguistics to better understand how language is used in a significant discourse community. It is helpful in linguistics and sociolinguistic theories to classify the nature of language use in academic settings and how it is learned.

2.1.3. Print Media as a Genre

Print media is one of the most significant phenomenon in our society. It is marked as an important breakthrough in human history that allows for the widespread delivery of communications to large audiences. The print media helps people think and act in a certain way by influencing their views. The printing technology developed in the fifteenth century was the only means of achieving these objectives for a considerable amount of time. Various types of press are designed to serve a variety of purposes. In terms of context and subject matter, format, form of purpose, presentation, audience, and function as well as whether they are periodical or non-periodic, print media can be categorized in a number of ways.

2.1.3.1. Newspaper as a genre

A newspaper is a daily publication that contains information about events that occurred during a specific time period. The purpose of newspaper is to quickly inform individuals about current events. The features of newspaper genre include periodicity, relevance, accessibility etc. Newspapers cover wide range of fields such as prevailing conditions in a specific society and around the world regarding business, politics, sports, arts, and most often it include materials like opinions, weather forecasts, reviews about local services, interviews, reports, article, editorials, letters to editors etc. Newspaper articles, on the one hand, contain insightful comments on various topics and, on the other, develop people's opinions accordingly. In addition to providing access to a significant percentage of the world's information, the mass media also serves as a source of entertainment.

Newspapers play a crucial role in the construction and propagation of social meanings. Newspapers aims at influencing ideological positions of readers in addition

to presenting them facts. Newspapers offer readers with a limited amount of information that is ideologically influenced.

2.1.3.1.1. Genres of newspaper

2.1.3.1.1.1. Article as a genre

The most important type of newspaper is the article. Its purpose is to provide rational and objective responses to the following questions in order to convey information: who, what, where, how, and why the formality of a newspaper article is quite conventional. The most crucial details are provided at the beginning of the newspaper article, and as it progresses, less and less relevant background information is provided.

2.1.3.1.1.2. Letters to Editor as a genre

Letters to the editor, which can be submitted by readers of various sources such as newspapers and magazines, address a wide range of topics spanning from local to worldwide current events, as well as responses to previously published material. These letters may express either observation or comment, with the former being original work and the latter offering criticism about material in the same publication. Popular themes include expressing support or opposition towards a position, offering an opinion on contemporary affairs, and sharing thoughts regarding current events. These letters serve as a critical element of newspapers, allowing readers to make statements about prior publications, and ensure that authors and editors remain accountable. Due to limited space, editors prefer brief letters which are typically around 100 to 200 words.

2.1.3.1.1.3. News Report as Genre

The front page of a newspaper contains newspaper reports. They keep readers up to date on what's going on in the world or in their own residential area. These are chock-full of facts, such as names dates and locations as well as points of view. Reports are typically written in a more formal and neutral tone. All news reports carry the same basic structure and key features. The headline of a newspaper report describes the main idea of the report, followed by the name of journalist who

wrote the report. Following that, we see an image related to the particular news report, after which the news report follows a pattern similar to an essay, i.e., opening lines, body and conclusion. It also comes with a caption that best describes the image. This genre of newspaper also includes direct quotations that are included to provide readers with the perspective of someone involved in the story as an eyewitness or an expert.

2.1.3.1.1.4. *Editorial as a genre*

This kind of newspaper talks about a lot of different things, like problems, opportunities, and social issues. Because it presents ideological perspectives on current issues, this section appeals to writers as well as the public. Here, the author is able to express his views on current events as an individual. Because of this, it's worthwhile to look into them to find out how a particular media group or organization views conflict.

2.1.3.1.1.5. *Column as genre*

A column is a regular subdivision of newspaper. This piece of writing presents the author's point of view. The writer can freely express themselves in this section. A column is written in first or third-person singular and it is the voice of a columnist not the newspaper. Politics, current events in a society, and the author's own personal experiences with a particular topic are all discussed in this section.

2.1.3.1.1.6. *Headlines as a genre*

One of the most distinguishable features of a newspaper is the headline. According to (Crystal, 1989), it is a specific form of discourse unique to the written press. Newspaper headlines can be analysed as a genre, as proposed by (Swales, 1990).

2.1.4. Genre Analysis and Gender:

Gender pertains to societal norms and expectations surrounding masculinity and femininity. Numerous factors can impact how individuals perceive their gender identity. It is a social construct shaped by various individuals, groups, and institutions

within society. Feminist researchers, socially aware individuals, political activists, and journalists have highlighted the negative effects of female stereotypes in the media. Female representation in media discourse is frequently politicized, often resulting in the marginalization of women from positions of power and their association with domestic roles.

Some contend that any inequality in the portrayal of women in news coverage reflects existing societal disparities, and assert that journalism's primary responsibility is to inform rather than enact change. Generally, there are three viewpoints regarding the significance of language in depicting gender within journalism.

Firstly, there is a deterministic perspective that perceives language, through its structures and ideologies, as a creator of sexism. (Spender, 1980) suggests that in a male-dominated world, language is significantly influenced.

The second perspective is more socially oriented, suggesting that language does not generate sexism but rather amplifies prevailing attitudes and behaviours that already exist within society and function independently.

Finally, the third perspective minimizes the significance of language-gender dynamics. It suggests that the most effective approach to its incorporate broader issues of gender and culture into the examination of these perspectives. Newspapers employ various linguistic conventions to cater to different aspects of their target audience, including gender. Print media establish gender-specific profiles to complement other assumptions regarding the reader's social status, customer's behaviour and political beliefs.

Gender and genre analysis explores how gender identities, roles, and stereotypes are constructed, reinforced, and challenged within different genres of media, literature, and discourse. This interdisciplinary approach examines how gender is represented, performed, and negotiated within various genres, such as news media, literature, film, television, advertising, and digital media.

In gender and genre analysis, researchers investigate how gender norms and expectations shape the content, structure, and reception of different genres. They explore how gendered discourses influence the production, distribution, and

consumption of media texts, as well as the ways in which audiences interpret and negotiate gendered meanings.

This approach highlights the ways in which genres can both reflect and disseminate gender stereotypes and inequalities, while also providing spaces for agitation, resistance, and alternative representations of gender. By analysing the language, imagery, themes, and narratives within different genres, scholars can uncover the complex interplay between gender, power, ideology, and culture.

2.1.4.1. Patterns of Discrimination:

(Gledhill, 2009) suggests that media forms and images serve as crucial arenas for conflict and bargaining, aiming to shape perceptions of reality and compete for dominance in defining cultural meanings and identities.

Similarly, the depiction of women in the news aligns with traditional stereotypes that reinforce societal expectations regarding role of women. These representations contribute to the maintenance and worsening of women's marginalization, serving as a form of functionalist coding.

In news reporting, the portrayal of women often incorporates masculine gender stereotypes through the use of pronouns, along with an excessive representation of women in specific roles. Additionally, women may be depicted in relation to their family or as dependent on men, while aspects such as age, titles, skin tone, and several other forms of discourse are often emphasized, reinforcing societal expectations placed on women.

Newspapers occasionally spotlight women who effortlessly fulfill the role of a mother, particularly when highlighting acts of bravery in domestic settings. This reinforces the perception that a woman's primary role is that of a mother. Consequently, examining print genres delves into the investigation of when a woman becomes newsworthy and how individuals prefer to portray gender through their language, especially within the dominion of news media.

In relevance to discourse and gender, "the patterns of discrimination" refer to recurring themes, practices, or behaviors within discourse that disseminate unequal treatment, prejudice, or disadvantage based on gender. These patterns of discrimination

are embedded within language, communication, and social practices, and they contribute to the reinforcement of gender inequalities and stereotypes.

These patterns of discrimination can manifest in various ways within discourse, including:

- i. ***Stereotyping***: Discourses may perpetuate stereotypes about gender roles, behaviors, and characteristics, reinforcing rigid and often limiting expectations associated with masculinity and femininity.
- ii. ***Marginalization***: Certain voices, perspectives, or experiences related to gender may be marginalized or silenced within discourse, leading to the exclusion or invisibility of women, non-binary individuals, or other gender minorities.
- iii. ***Double standards***: Discourses may apply different standards or expectations to individuals based on their gender, leading to unequal treatment or opportunities. For example, women may be judged more harshly for assertive behavior that is praised in men.
- iv. ***Objectification***: Gendered discourse may reduce individuals to their physical appearance or sexual attractiveness, objectifying them and undermining their agency and humanity.
- v. ***Language Bias***: Language choices within discourse may reflect and reinforce gender bias, such as the use of masculine generics or gendered language that reinforces traditional gender norms and hierarchies.

Generally, “the patterns of discrimination” in relevance to discourse and gender encompass the ways in which language, communication, and social practices perpetuate unequal treatment, prejudice, and disadvantage based on gender, thereby reinforcing and reproducing gender inequalities within society.

2.3. Theoretical Framework

The present study critically analyzes the existing and pertinent theories regarding discourse as social critique and genre analysis in this section. The researcher developed the conceptual framework and the research methodology has been used in

the study after conducting a critical analysis of the existing theories propagated by various theorists.

2.3.1. Discourse Analysis

In recent times, the term “discourse” is referred as an exchange of thoughts, both verbally and nonverbally. The meaning of the term “discourse” has changed over time or at different points in history. It is a valuable and extensive resource for personal opinions, ideas, and information. Additionally, it refers to a linguistic unit that extends beyond a sentence level.

A method of research known as discourse analysis is used to investigate language usage in relation to its social context. It places an emphasis on the meaning of language in context. Still at the center of the discourse analysis are social aspects of communication and how people use language to achieve a particular goal. It describes features of language that are narrowly active and participatory. Using this method, text fragments are analyzed and translated. According to (Stubbs, 1991), discourse analysis aims to investigate language organization beyond the sentence or clause. Discourse analysis, as defined by (Brown, 1983), is a method for determining “how human beings use language to communicate”. The general qualitative research method of discourse analysis not only decodes language but also investigates issues of power, inequality, and ideology.

2.3.2. Critical discourse analysis

Critical discourse analysis (CDA) is a field growing rapidly in linguistic studies. According to Fairclough and Wodak, CDA views conversation as “a type of social practice” and considers the context in which language is used as an essential component of the discourse (Fairclough N. a., 1997). It is particularly interested in the connection between power and language.

(Fairclough N. a., 1997) state that the basic tenets of CDA that address the social problems found in cultures and societies, and performs ideological work. In

short, the multidimensional method of analysis is known as Critical Discourse Analysis.

According to the first principle, the CDA addresses societal issues. It is not just about language and how it is used, but also about how language is used in social and cultural practices. The second principle states that power relationships are discursive. Through discourse, CDA explains how power relations are practiced and discussed. The third principle is that discourse is what makes society and culture. This suggests that every instance of language use contributed to the reproduction and transformation of society, including power dynamics.

The subsequent principle asserts that discourse also does ideological work. In other words, certain beliefs and ideologies are recurrently generated through discourse. To comprehend how ideologies are formed, it is not sufficient to analyze texts; the discursive practice must be considered as well. Discourses can be understood within the context of their historical development, which is another important principle. The interconnectedness of text and society is yet another essential principle. In this way, on one hand, CDA is concerned with associating sociocultural practices and then again, it is concerned about text-based properties. The following principle states that CDA is interpretative and explicative. CDA is something other than text investigation. Its objective is to be interpretative as well as explicative.

CDA's principal objective is to uncover irregularities and power elements. The scientific worldview known as CDA is committed to social change. It tries to improve socio-political and communicative processes. The primary objective of CDA is to reveal power dynamics and inconsistencies. Models based on CDA were provided by various critics and linguists. The majority of these tend to combine social context and textual evaluation. The following is a list of notable models.

2.3.2.1. Fairclough's (1995) three-dimensional model

(Fairclough, 1995) claims that there is no ideologically-free discourse or social action. Discourse analysis looks at how ideologies and practices change and function creatively. The beliefs integrated into speech are more effective. In this manner, they

acquire status of common sense. It is not wrong to contend that discourse functions in accordance with the real world.

(Fairclough, 1995) introduced a three-dimensional model to examine how language is used to establish, maintain, and challenge power relationships and ideologies. These dimensions include “description,” which involves analyzing text using critical linguistics, “interpretation,” which focuses on the relationship between text and interactions, and “explanation,” which examines the relationship between interactions and the broader social context.

2.3.2.1.1. Description:

(Fairclough, 1995), defined this stage as a formal properties of the literature. He also raised ten important key questions along with other sub questions, related to vocabulary, grammar and the text sections. Vocabulary deals with features of grammar, having close relationship with Halliday’s systemic-functional grammar, while the textual section concerns with the entire structure of the discourse.

2.3.2.1.2. Interpretation:

At the level of interpretation, the connection between discourse and its creation and consumption needs to be considered. This involves looking at discourse not only as a text, but also as a form of speech practice. Therefore, in addition to analyzing linguistic features, it is important to consider elements such as talk and intertextuality, which connect the text with its context. This dimension encompasses two processes: the institutional process and the discourse process. The concept of “intertextuality” is useful for describing the discourse process, which involves the exchange of discourses, texts, and environments. Therefore, speech should be viewed not only as a linguistic expression, but also as a discursive practice. To investigate news sources and reporting methods at an interpretive level, it is necessary to take into account the factors that affect the production and interpretation of news discourse. (Fairclough, 1995) points out that newspaper discourse typically consists of two main components: the news event and the words of the people involved.

2.3.2.1.3. *Explanation:*

Fairclough (1989) asserts that the explanation of news discourse involves examining the connection and social context of the production and interpretation process, as well as its social impact. The explanatory section of discourse analysis involves analyzing the historical, social, and cultural settings that are relevant to these contexts. Since news discourse can be viewed as a form of social activity, socialism and institutions have a significant influence on news reporting. This section of discourse analysis investigates the relationship between power, ideology, and language, particularly in news stories, through two distinct settings: institutional and social contexts. The level of the explanation relates more specifically to the dimension of “discourse as social activity.”

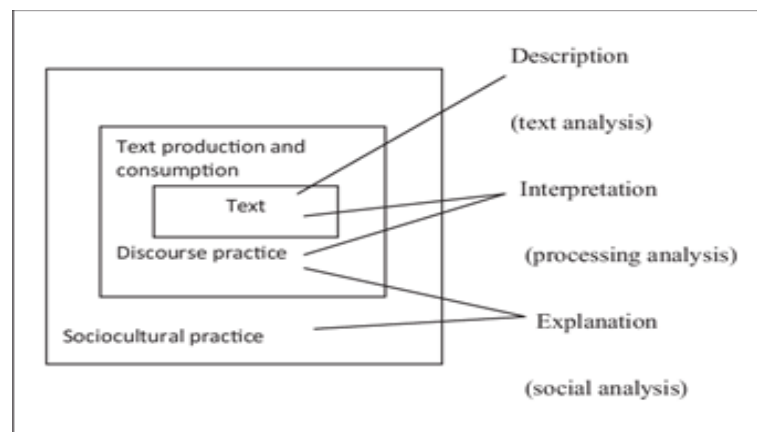


Figure 1: Fairclough's (1995) three-dimensional model

2.3.2.2. Fairclough's (2003) analytical framework

Fairclough (2003) advocates for a “relational approach” to Critical Discourse Analysis (CDA) that emphasizes social structures and power relations. According to him, analyzing a text involves examining its internal and external levels, and how they are interrelated. The internal level of a text includes its meanings of action, representation, and identification. The use of language in interacting with others is referred to as action, which is reflected in speech activities like making offers, offering recommendations, asking questions, or producing assertions. The grammatical moods of the text are identified based on the nature of the clauses. On the other hand, representational meanings deal with how language is used to talk about the world.

Externally, a text is seen as a social event that occurs within a social activity that exists in the broader context of a social system. The relationship between the internal and external levels is seen as a third level of analysis, which examines a text as a genre, discourse, and in terms of its stylistic features.

The model employs several analytical categories to analyze texts. These categories include “Presupposition, Implicature, Metaphor, Identity, Comparison, Contrast, Implication, Backgrounding, Foregrounding, Inclusion, Exclusion, Difference, Prominence, Dialogicity, and Universalization.”

2.3.2.2.1. Explanation of analytical categories

a) Presupposition:

The hidden or implied meanings that a text itself carries are the subject of presupposition. Implicitness is one of the main characteristics of discourse. In every society, cooperation is primarily based on the meanings shared by members of a particular group. In the critical analysis of ideology, implicitness and stereotypes become a significant issue when this exchange of information creates space for social and cultural dominance, control, and hegemony within a particular society.

b) Metaphor:

It relates to a mental rather than verbal occurrence. Metaphor defines the understanding of people of how they see, feel, and think about the world around them. Fairclough (2003) states that the metaphor typically depicts one aspect of the world in relation to another. Thus, selecting one metaphor over another allows us to create our world in one manner instead of another.

c) Identity:

The concept of identity is complex and difficult to explain. The idea has been explained by various linguists, sociolinguists, anthropologists, and other researchers from different fields. Fairclough (2003) states that identity can be divided into two categories: personality and social identity. He asserts that social

identity and personality have a dialectic relationship and further distinguishes social identity from personality. Social groups comprehend and explain their world in a variety of ways. This distinction gives them their identity.

d) Representation:

Representation refers to presenting a person or an object in a particular manner to influence people's perception of them. For instance, in politics, elected officials represent citizens of their country in parliament. Similarly, words serve as representations which convey different meanings, emotions, concepts, and details. According to (Harley, 2013), representations are constructed using culturally oriented symbols and images. Thus, representations are often considered as a specific type of language signifiers.

e) Dialogicality:

Dialogicality refers to the various voices that are present in a text. Fairclough (2003) argues that by incorporating additional voices into a text, the dialogical nature of the text expands. Consequently, in a context where texts are certainly dialogical, it is critical to examine how the voices in the text differ from one another in terms of their perspectives on difference, such as their speakers, thoughts, ideological perspectives, attitudes, etc.

f) Exclusion, Inclusion and Prominence:

Exclusion refers to the absence of something significant in a larger context, while inclusion means combining something into a significant entity. Prominence involves highlighting something as significant or recognizable due to its relevance to a text's ideological stance. In other words, how people or objects are represented in a text determines their prominence.

g) Backgrounding and Foregrounding:

The foregrounding technique pertains to the emphasis given to particular sections of the text, either through display or size, or by the attention they gain

through word selection or sentence structure. In contrast, backgrounding is opposite to foregrounding. Whether to highlight or de-emphasize any piece of work is in the hands of author, which critical discourse analysts should carefully consider - the choice between foregrounding and backgrounding.

h) Universalization:

Universalization refers to the act of granting something a global status in order to endorse it. In newspapers, individual representations, personalities, ideas, interests, and beliefs are often universalized for ideological reasons, which poses a critical ideological question. Fairclough (2003) considers this issue to be a matter of hegemony, which involves preserving or challenging the authority of specific social groups to attain supremacy. According to (Gramsci, 1971), hegemony aims to achieve supremacy through consensus rather than force alone.

i) Implicature:

In order to maintain a positive self-image, information is often kept confidential which may conflict with this objective of positive representation of self. The unspoken components of this knowledge may be defined by collective behavior ideologies that incorporate both political and personal strategies.

j) Comparison:

Metaphors are frequently employed in media discourse to highlight similarities and differences between individuals, objects, ideas, and concepts. This is particularly evident in print media, such as newspapers, where readers share their perspectives and emotions about a given situation, often comparing one group with another to bring attention to societal issues and effect change.

k) Othering:

The term “Othering” is used to describe how language is used to express social group divisions. Critical linguists argue that writers convey their critical perspective through their linguistic choices. The relationship between language and

social distinctions is subjective and bi-directional, according to Fairclough (2003). Discursive perspectives are linguistic choices that reflect and support critical perspectives, which is an important terminological distinction. The two elements of syntax and semantics, specifically lexico-syntax and meaning, are interlinked in a recurring manner. (Berlin, 1992) argued that language is a complex and diverse system of signifying acts that create realities rather than simply describing them.

l) Lexicalization

Lexicalization, in Fairclough's 2003 framework, refers to the deliberate selection of words and phrases to represent ideas, events, or people in a particular way. These word choices are not neutral; they reflect underlying social, political, or ideological biases. Lexicalization shapes how reality is constructed in discourse by influencing how issues are framed or perceived. For instance, describing a protest as a "riot" versus a "demonstration" can evoke different reactions. In critical discourse analysis, lexicalization helps uncover how language contributes to the maintenance or challenge of power structures and ideologies.

2.3.2.3. Fairclough's (2013) model of Critical Social Analysis

Critical Discourse Analysis (CDA) is an interdisciplinary methodology that examines language in relation to social practices. CDA scholars typically argue that social and linguistic practices are interconnected, and they concentrate on how language is employed to construct and reinforce power relations in society. CDA diverges from traditional discourse analysis by focusing on power imbalances, manipulation, exploitation, and structural injustices within various domains, including education, media, and politics.

Fairclough (2013) argues that the core of Critical Discourse Analysis (CDA) lies in its conceptual relationship with other social actions. CDA emphasizes the significant transformations occurring in modern social life and how discourse plays a role in these changes and other social aspects within networks. It is insufficient to merely assume that language influences social activities; this must be substantiated

through research. Thus, Fairclough revised his previous model in 2013, combining it with social and normative critique, and renamed it Critical Social Analysis (CSA).

Fairclough's (2013) argues that language is a by-product of society to which it belongs. It carries dominant prevailing tendencies of age either explicitly or implicitly. This model highlights normative and explanatory critique, social reality as conceptually mediated character of social realities, ideological character of discourse and working of capitalism.

2.3.2.3.1. *Marxist Critique:*

It examines how class struggle, economic power, and material conditions influence the creation and reception of cultural works. It highlights the ways in which literature reflects, reinforces, or challenges the ideologies of the ruling class, often exposing the inherent inequalities and power dynamics within capitalist systems. By scrutinizing the economic bases of societal structures, Marxist critique aims to reveal the relationships between the superstructure (culture, institutions, politics) and the base (economic foundation), ultimately advocating for a more equitable and just society. Through this lens, literature is not merely an artistic expression but a socio-political tool that can either perpetuate or subvert the status quo.

Social criticism is also a form of journalistic or educational critique which concentrates on sociological issues within modern society, principally related to perceived injustices and power imbalances. It often involves a critical approach that identifies faulty social structures as the underlying cause of these issues. Social criticism may also aim to propose practical solutions through either effective revolution or consensual reform. Social critics examine various factors, such as the experiences of minority groups or the failure of modern social movements to meet their intended goals. Critiques of capitalism are often deemed essential to social criticism.

2.3.2.3.2. *Normative Critique:*

It is a standard used for evaluation, which involves defining certain behaviors as acceptable while considering others as undesirable, evil, or unfit for human society.

The concept of normativity pertains to the establishment of a standard for acceptable behavior.

A normative critique involves evaluating literature, social practices, or institutions against a set of ethical standards or moral principles. This form of critique assesses the inherent values, norms, and ideals promoted by a text or societal practice, questioning their fairness, justice, and overall contribution to human well-being. It scrutinizes whether the behaviors, actions, and structures depicted align with what is considered morally acceptable or desirable within a given ethical framework. Normative critiques often seek to identify and challenge instances of injustice, inequality, or moral failure, advocating for changes that align with higher ethical standards. By applying normative principles, such critiques aim to highlight areas of ethical concern and inspire reforms that promote greater moral integrity and societal improvement.

2.3.3. Van Dijk's (1998) Socio-Cognitive Model

He proposes that cognition plays a crucial role in connecting language and society. He suggests that cognitive processes act as a mediator in comprehending the relationship between discourse patterns and social systems. In his paradigm, (Van Dijk, *Ideology: A multidisciplinary approach*, 1998, 2001) explains how humans generate, interpret, and understand texts. He argues that texts are not merely created to convey the author's ideological views but also to shape reality. Van Dijk employs social, cognitive, and discourse analysis to uncover ideologies that are constructed through language use.

He defined ideology theory as a multidisciplinary approach that forms the basis for organizing a range of ideological practices and concepts. Ideologies often regulate the ideas of a social group, which reflect the group's core societal characteristics constructed on the basis of their identities, norms, goals, positions, values, and resources (Van Dijk, *Discourse analysis as ideology analysis*, 1995). Social cognition is a system in which members of a social group, society, or culture exchange socio-cultural information. Members of a social group develop ideas through long-term

processes and various types of social cognition. Cognitive processes are the fundamental ideological qualities that organize, monitor, and govern a social group's views.

Models are an essential aspect of this process, as they both regulate and are influenced by the cognitive processes of other members of society (Van Dijk, Discourse analysis as ideology analysis, 1995). Models are recognized as the fundamental unit that directs the various actions of human existence, as they are informed by personal experiences.

2.3.4. Chilton's (2005) cognitive approach

(Chilton, 2005) contribution to the study of social and political discourse involves a cognitive approach. Chilton focuses on three significant issues in current CDA research before proposing the incorporation of a cognitive perspective. To truly embody a multidisciplinary approach, he contends that it is essential to adopt a practical cognitive approach in the form of blended theory that combines cognitive linguistics and cognitive evolutionary psychology.

The cognitive approach to discourse analysis is rooted in cognitive linguistics, focusing on the mental processes involved in language comprehension and production. Emphasizing the role of cognition, Chilton explores how language reflects and shapes thought patterns, social structures, and ideologies. Here are key aspects of Chilton's cognitive approach:

i. Mental Representations:

Chilton is interested in how individuals mentally represent concepts and ideas. He posits that language is a mirror of cognitive structures, and by analyzing linguistic expressions, one can gain insights into the underlying mental representations.

ii. Conceptual Metaphor Theory:

Chilton often employs conceptual metaphor theory, which suggests that abstract concepts are understood and expressed through metaphors grounded in

more concrete experiences. Analyzing metaphorical expressions in discourse helps uncover the conceptual mappings that shape understanding.

iii. *Cognitive Frames:*

Chilton presents the concept of cognitive frames, which are mental structures that organize knowledge and guide interpretation. Language, according to Chilton, activates specific cognitive frames that influence how individuals perceive and make sense of information.

iv. *Social Cognition:*

The cognitive approach extends beyond individual cognition to consider the social dimension. Chilton explores how shared cognitive structures within a community contribute to the construction and maintenance of societal norms, ideologies, and power relations.

v. *Critical Discourse Analysis (CDA):*

Chilton assimilates his cognitive approach with Critical Discourse Analysis (CDA), aiming to uncover how language use reflects and perpetuates social inequalities and power imbalances. The combination of cognitive linguistics and critical analysis provides a nuanced understanding of the interplay between language, cognition, and societal structures.

vi. *Discourse Dynamics:*

Chilton's approach recognizes the dynamic nature of discourse comprehension, highlighting the interactive and evolving aspects of cognitive processes during communication. This dynamic perspective is crucial for understanding how discourse influences and is influenced by cognitive structures.

The cognitive approach by Chilton enriches the field of discourse analysis by providing a framework that bridges the gap between individual cognition, social cognition, and linguistic expression. It offers a valuable lens for investigating how language reflects and shapes thought processes, contributing to a more holistic understanding of the intricate relationship between language, cognition, and society.

2.3.5. Bhatia (1993) and steps in genre analysis

He proposes that when analyzing an unfamiliar genre, it is important to consider certain or all stages, depending on the analysis goal, genre characteristics, and the researcher's prior knowledge. The process-oriented genre analysis paradigm, as suggested by Bhatia, comprises seven steps:

1. Placing the given genre in a situational context

To understand the communication rules of a genre within a discourse culture, one can draw on previous experience, internal textual hints, and collected data. The situational meaning of the genre helps the reader to comprehend the genre's purpose and function within a particular sphere of activity. This provides an explanation for why the genre is structured as it is and why it is used in that specific context.

2. Surveying existing literature

Bhatia (1993) suggests that the literature review for a genre analysis should encompass previous linguistic studies of the genre under examination, as well as similar genres, methodologies, linguistic theories, and discourse and genre research tools that may be relevant to the context being studied. Furthermore, it should involve discussions of the social organization of the technical or academic societies that utilize the genre in question.

3. Refining the situational/ contextual analysis

This step involves examining the genre in relation to its author and intended audience, as well as its purpose.

4. Selecting corpus

He proposed that in order to distinguish a particular genre from related genres, it is essential to classify, define, and thoroughly characterize it. The genre should be defined based on its communicative purpose within the situational context it serves and certain textual features of the genre text. Regarding corpus selection, Bhatia emphasized the

importance of clearly stating the selection criteria when determining the appropriateness of a text for a particular genre.

5. Studying the institutional context

This phase entails investigating the genre's institutional environment. This entails understanding the rules and conventions that govern the use of language in linguistic, social, cultural, academic, and professional contexts. In this part, Bhatia also discussed the influence of the organizational environment on the overall creation of the genre.

6. Levels of linguistic analysis

This phase involves determining the scope of the investigation, which is based on the research objectives. It is further divided into three subcategories, as follows:

Level 1: Analysis of lexico-grammatical patterns

It focuses on certain aspects of language that are commonly employed in the texts. Although this degree of study may have been beneficial in confirming or disproving some intuitive assertions about specific lexico-grammatical characteristics of genre, according to Bhatia. It also inhibits our understanding of the genre's intended meaning.

Level 2: Analysis of the text – Patterning

The conventional language use by members of the particular speech community is one aspect of this analysis. This level of analysis goes beyond linguistic description to answer the question, “Why do members of secondary cultural backgrounds write the way they do?”

Level 3: structural interpretation of the text – genre

The cognitive features of language organization are highlighted at the third level of linguistic study of a genre. Bhatia classified this level as psycholinguistic since it demonstrates the text's cognitive structure. The writer's chosen approaches indicate his or her intention to create the genre. The strategies employed describe the social-cultural setting in which genre is created. The two major questions that

stay in the writer's mind when creating approaches are "Who is the reader?" and "What is the message to be communicated?"

The sixth step is subdivided into three levels. The first stage, Level 1, pertains to the lexico-grammatical characteristics such as verb forms and clause patterns. Through statistical analysis, the study provides an explanation as to why a specific form is utilized in the genre. Level 2 focuses on the frequency of noun phrases. Level 3 deals with the organization of the text, as represented by the identified moves within the genre. The final step involves seeking input from an expert member of the discourse community to verify the accuracy of the research findings.

7. Specialist information in genre analysis

Bhatia recommended incorporating input from a practicing member of the discipline culture in order to enhance the depth of genre analysis results. The expert informant's insights lend credibility and authenticity to the findings, adding a psychological dimension to the investigation.

The initial three steps of the procedure entail examining the genre and discourse community to gain an understanding of the historical and socio-cultural context in which the genre is situated. Reviewing the latest literature will reveal the previous findings of other scholars on the genre. The fourth step involves selecting a corpus, followed by studying how the genre is used within the community.

2.4. Research Gap:

The present research is different from previously carried out research as it deals with letters to the editor section, taken from three Pakistani English newspapers "The Dawn", "Express Tribune", and "The Nation". The time period for the study ranges from February 1st, 2023, to March 31st, 2023. Moreover, the present research employs a mixed-method research approach to analyze letters thematically to know how these letters present a social critique. To the best of the researcher's knowledge, there is no prior research that has thematically analyzed the letters to the editor section of the mentioned newspapers during the mentioned period.

2.5. Summary and Discussion

In this chapter, the researcher has critically evaluated the previous research to identify gaps in the existing literature. The researcher has systematically reviewed previous studies in chronological order and subsequently provided operational definitions for key terms employed in the current study. These defined terms encompass genre analysis, print media as a genre, newspaper as a genre, letters to editors as a genre, and social critique. The theoretical framework has been discussed in the next section. The researcher has critically assessed the most significant and relevant theories in the related field, including Fairclough's three-dimensional model (1995), Fairclough's (2003) and (2013) model, Van Dijk's socio-cognitive model, Chilton's cognitive approach, and Bhatia's 1993 model. The next chapter introduces the research methodology used in the present research.

CHAPTER THREE:

3. METHODOLOGY

In this section, the researcher explains the methodology. The qualitative analysis of collected data has been done by employing an amended model based on Fairclough's (2003) and (2013) critical discourse analysis model and Bhatia's (1993) model, which was to be necessary due to the emergence of new analytical categories in the data. The quantitative analysis of collected data has been done by using AntConc software for finding frequency of occurrence of themes. The following section analytically explains the model used and the research procedures in detail.

3.1. Nature of research:

The present research uses a mixed-method approach, applying content analysis to supplement qualitative findings with quantitative data. The researcher analyzed letters to the editors from thematic point of view and categorized letters based on analytical categories found in collected data. Besides, the researcher conducted content analysis of the data to supplement the model of Critical Discourse Analysis by (Fairclough N. , 2003).

3.1.1. Mixed-method Research Approach:

(Creswell, 2007) defines mixed-method research as an approach in which the researcher collects and analyzes both qualitative and quantitative data, combines the results, and draws conclusions. The underlying assumption is that each methodology provides a more complete understanding of the research problem when used in combination with the other. It is crucial to adhere to both types of data and carry out appropriate procedures for collecting and analyzing both types of data.

Convergent parallel mixed – methods: The Convergent Parallel mixed-methods approach involves collecting both quantitative and qualitative data and comparing the results independently to determine whether they support or contradict each other. On the other hand, the Explanatory Sequential mixed-method design comprises two

phases. The first part involves collecting and analyzing quantitative data, while the second section of research involves planning the qualitative stage based on the results. The descriptive findings provide a more in-depth explanation of the initial quantitative results. If the Explanatory Sequential mixed method begins with a qualitative stage followed by a quantitative stage, it becomes the Exploratory Sequential mixed-method design, which compares data initially and then applies the findings in a second quantitative phase.

This type of study uses both quantitative and qualitative methods to collect data, including interviews, questionnaires, testing, observations, focus group discussions, analysis of selected documents, and performance testing.

3.1.1.1. Qualitative research approach:

Qualitative research involves collecting and analyzing non-numerical data to understand concepts, perspectives, and experiences. It can be used to gain a deeper understanding of a topic or to generate new research ideas. This approach is distinct from quantitative research, which utilizes numerical data to perform statistical analysis. Purposeful sampling is a common technique employed in qualitative research, where a smaller, non-random sample is selected. This technique has a significant impact, and data collection is conducted through a thorough assessment of a specific situation to obtain meaningful results.

The research employed purposive sampling technique to collect data from three English newspapers in Pakistan, from the letters to the editor section of the selected newspapers. The present research is qualitative in nature as it qualitatively analyzes the emerging themes in this section, the language employed to promote an idea or address current societal issues, and the persuasive techniques utilized in the language of these letters.

3.1.1.2. Quantitative research approach:

The present research adopts a quantitative approach by documenting the frequency of occurrence for each of the six emerging themes in the letters to the editor section of the selected three Pakistani English newspapers.

3.1.1.3. Content analysis:

(Krippendorff, 2004) defines Content Analysis as a method used to examine and validate the information present in text, with respect to its relevant contexts. In content analysis, the concept of inference holds immense importance. Researchers use analytical structures or rules of implication to transition from the text to address research questions. The domains of text and context are logically independent, and the researcher analyzes information from one independent domain (the text) to another (the context).

Content analysis is a flexible research technique that has been applied to achieve various aims and objectives in diverse studies. This research approach is utilized in qualitative, quantitative, and occasionally in mixed research studies, and it employs an array of analytical instruments to produce and contextualize findings within a larger context.

Content analysis plays a crucial role in communication research as it helps to identify the characteristics of language used in media reports, political debates, and social discussions. This research method is particularly useful in investigating various complex and sensitive issues and provides a comprehensive assessment of data using both quantitative and qualitative approaches.

3.1.2. Rationale behind using mixed method approach

According to (Feltham-King, 2015), mixed method research, which combines qualitative and quantitative data, is becoming increasingly popular. This approach uses both language and numerical data to support research findings. Similarly, in the present study, data has been collected from three English newspapers, Dawn, Express Tribune, and The Nation, from February 1st, 2023, to March 31st, 2023.

The present research analyzes the letters to the editor from thematic point of view and categorize letters based on analytical categories found in collected data. Besides, the researcher carried out content analysis of the data to supplement the model of Critical Discourse Analysis by Fairclough (2003).

3.2. Research Design and Methodology:

3.2.1. Fairclough's (2003) analytical framework:

Fairclough (2003) advocates for a “relational approach” to Critical Discourse Analysis (CDA) that emphasizes social structures and power relations. According to him, analyzing a text involves examining its internal and external levels, and how they are interrelated. The internal level of a text includes its meanings of action, representation, and identification. The use of language in interacting with others is referred to as action, which is reflected in speech activities like making offers, offering recommendations, asking questions, or producing assertions. The grammatical moods of the text are identified based on the nature of the clauses. On the other hand, representational meanings deal with how language is used to talk about the world. Externally, a text is seen as a social event that occurs within a social activity that exists in the broader context of a social system. The relationship between the internal and external levels is seen as a third level of analysis, which examines a text as a genre, discourse, and in terms of its stylistic features.

The model employs several analytical categories to analyze specific textual issues. These categories include “Presupposition, Implicature, Metaphor, Identity, Comparison, Contrast, Implication, Backgrounding, Foregrounding, Inclusion, Exclusion, Difference, Prominence, Di logicity, and Universalization.”

3.2.2. Fairclough's (2013) model of Critical Social Analysis

Critical Discourse Analysis (CDA) is an interdisciplinary methodology that examines language in relation to social practices. CDA scholars typically argue that social and linguistic practices are interconnected, and they concentrate on how language is employed to construct and reinforce power relations in society. CDA diverges from traditional discourse analysis by focusing on power imbalances, manipulation, exploitation, and structural injustices within various domains, including education, media, and politics.

Fairclough (2013) argues that the true essence of Critical Discourse Analysis (CDA) lies in its conceptual relationship with other social actions. CDA emphasizes

the significant transformations occurring in modern social life and how discourse plays a role in these changes and other social aspects within networks. It is insufficient to merely assume that language influences social activities; this must be substantiated through research. Thus, Fairclough revised his previous model in 2013, combining it with social and normative critique, and renamed it Critical Social Analysis (CSA).

3.2.2.1. Marxist Critique:

It examines literature and cultural artefacts through the framework of Marxist theory, focusing on how socio-economic forces and class relations shape human experiences and societal structures. It delves into the ways in which economic power and material conditions influence both the production and interpretation of cultural works. By analysing the representation of class struggle, labour, and capital, a Marxist critique reveals the ideologies that reinforce or challenge the status quo of capitalist societies. This critique often exposes the exploitation and oppression inherent in capitalist systems, highlighting how literature can both reflect and perpetuate social inequalities. Ultimately, Marxist criticism seeks to uncover the underlying economic determinants of cultural phenomena, advocating for a more equitable society by emphasizing the need for social and economic transformation. Through this lens, literature is seen as a powerful tool that can either maintain existing power dynamics or serve as a catalyst for social change.

It is a form critique which concentrates on sociological issues within modern society, principally related to perceived injustices and power imbalances. It often involves a critical approach that identifies faulty social structures as the underlying cause of these issues. Social criticism may also aim to propose practical solutions through either effective revolution or consensual reform. Social critics examine various factors, such as the experiences of minority groups or the failure of modern social movements to meet their intended goals. Critiques of capitalism are often deemed essential to social criticism.

3.2.2.2. *Normative Critique:*

Normative critique is a standard used for evaluation, which involves defining certain behaviours as acceptable while considering others as undesirable, evil, or unfit for human society. The concept of normativity pertains to the establishment of a standard for acceptable behaviour.

3.2.3. Bhatia (1993) and steps in genre analysis

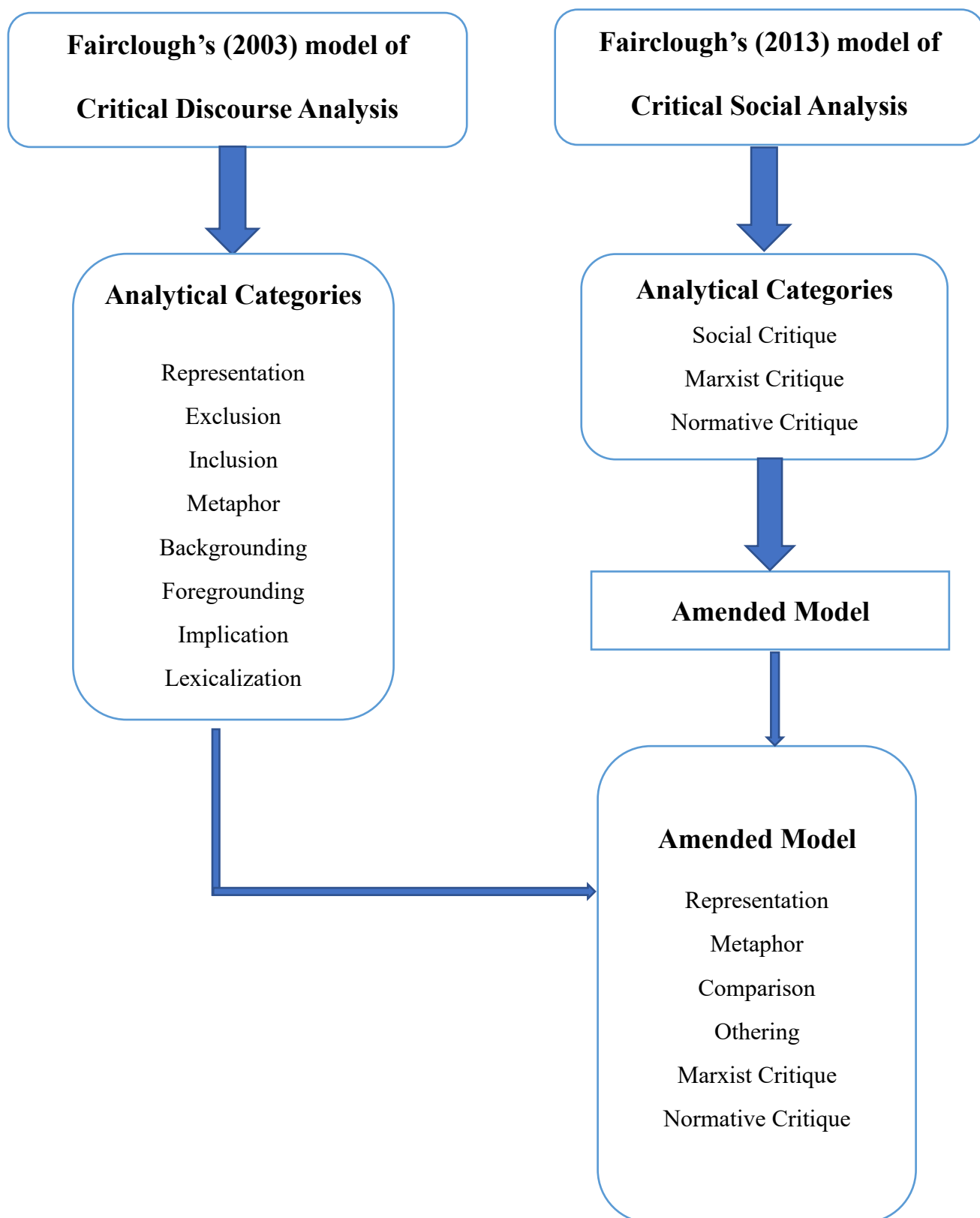
He proposes that when analysing an unfamiliar genre, it is important to consider certain or all stages, depending on the analysis goal, genre characteristics, and the researcher's prior knowledge. The process-oriented genre analysis paradigm, as suggested by Bhatia, comprises seven steps. However, the present research aims to analyse collected data using 1st step of Bhatia's (1993) model, which is described briefly by the researcher:

3.2.3.1. Placing the given genre in a situational context

To understand the communication rules of a genre within a discourse culture, one can draw on previous experience, internal textual hints, and collected data. The situational meaning of the genre helps the reader to comprehend the genre's purpose and function within a particular sphere of activity. This provides an explanation for why the genre is structured as it is and why it is used in that specific context.

3.2.4. Amended Model:

Figure 2: Amended Model



The original frameworks by Bhatia (1993) for genre analysis and Fairclough's models of Critical Discourse Analysis (2003) and Critical Social Analysis (2013) were adapted to suit the specific nature of Letters to the Editor in the Pakistani media context.

From Bhatia's model, only the first step—placing the genre in situational context—has been applied to establish the communicative purpose, institutional setting, and socio-political background of these letters. Fairclough's CDA and CSA models were integrated rather than applied separately. Elements of both have been combined to analyze the interplay between language, ideology, and social context at three levels: textual, discursive practice, and socio-cultural practice. Traditional genre models often emphasize structural moves, which may not fully capture the ideological and political dimensions embedded in Letters to the Editor. The adaptation allows for a more context-sensitive approach, addressing the unique role of these letters in Pakistani political discourse.

The study needed to examine not only the linguistic and rhetorical features but also the ideological functions and power relations present in the texts. Therefore, CDA and CSA are merged to provide a more holistic and critical understanding of discourse. Since these letters serve as a hybrid genre—merging institutional and public discourse—an amended model was essential to reflect this dual nature. The integration of genre analysis with critical discourse theory allowed the study to examine both form and function, as well as discourse and power.

3.3. AntConc Software:

The AntConc software was employed as a corpus analysis tool in the thematic analysis of Letters to the Editor in Pakistani English print media.

The researcher compiled a **custom corpus**—a collection of texts—consisting exclusively of *Letters to the Editor* from three selected English-language newspapers in Pakistan: *Dawn*, *The Express Tribune*, and *The Nation*. This corpus served as the primary dataset for analysis. Using 'AntConc software', the researcher employed the keyword search function to locate specific words and phrases that were pre-selected

to represent six major thematic categories: **social issues, politics, health, gender, religion, and education**. The concordance function then allowed the researcher to view each keyword in its immediate textual context (through KWIC—Key Word in Context), ensuring that the occurrences were relevant to the theme and not coincidental or out of context. This method enabled a systematic and efficient identification of thematic content across a large volume of letters, forming the basis for both quantitative and qualitative analysis of recurring discourses within the genre.

3.4. Delimitation of the Study

The present study is delimited to the thematic assessment of letters to the editor section in three Pakistani English newspapers: Dawn, Express Tribune, and The Nation; and six emerging themes have been categorized e.g., social, political, religious, gender, health, and education. The time period for the data collection has been delimited from February 1st, 2023, to March 31st, 2023. Additionally, the study focuses only on the section containing letters to the editor and is a mixed-method study in nature. The methodology employed to supplement discourse analysis with content analysis, as both quantitative and qualitative paradigms inherently complement each other and support each other's findings.

3.5. Tools for Data Collection:

For the present study, the data has been collected from three Pakistani English newspapers namely, “Dawn”, “Express Tribune”, and “The Nation”. The time span for the present study ranges from February 1st 2023 to March 31st 2023. The researcher has collected the data from the section “Letters to the Editor” from selected newspapers. Moreover, the collected data has been categorized on the basis of emerging themes.

3.6. Data Analysis:

The collected data has been organized into six primary categories: social, political, health, education, religious, and gender. *‘Purposive sampling’* techniques were employed in the research. Letters concerning the aforementioned thematic

categories were selected for analysis. Both qualitative and quantitative methods were utilized in the data analysis, constituting a mixed research approach. The present study is mixed-method in nature as it qualitatively explores major emerging themes in the specified sections, examining the language use to convey ideas or highlight current societal issues, and exploring the persuasive techniques employed in these letters. The data was ideologically analysed using Fairclough's 2003 Critical Discourse Analysis approach, incorporating various analytical categories such as lexicalization, metaphor representation, foregrounding and backgrounding, and implicature, along with Fairclough's 2013 model of Critical Social Analysis such as Marxist and Normative critique. Additionally, the frequency of occurrence for each theme has also been documented, making the research both descriptive and mixed-method in its approach.

3.7. Summary

In this chapter, the researcher provides a detailed discussion on methodological perspectives. The initial focus is on the rationale for adopting a mixed-method research approach for the present study. Subsequently, an exploration of Fairclough's 2003 and 2013 models is presented, including modifications made to these models. In this context, the researcher employs Fairclough's 2013 Critical Social Analysis (CSA) model, incorporating a multiperspectival approach. Moreover, the rationale behind employing an amended model has been discussed in this chapter as well. Additionally, this chapter also covers discussion about the tools used for data collection, the levels of analysis, and the reason behind selection of newspapers for the present study.

A total of **767 Letters to the Editor** were collected from three leading English-language newspapers in Pakistan over a two-month period. Specifically, *Dawn* published **376 letters** over the period of selected two months; 1st February, 2023 – 31st March 2023, **180 letters** from *The Express Tribune*, and **211 letters** from *The Nation*. This corpus provides a substantial basis for analyzing the linguistic and discursive features of public engagement with political and media discourse through this genre.

The researcher acknowledges the limitation of collecting a larger corpus due to practical and analytical constraints. While a more extensive dataset might offer

broader insights, incorporating an excessively large volume of letters would pose challenges in terms of managing, organizing, and systematically analyzing the data within the scope of a single study. A larger corpus could also compromise the depth and detail of qualitative analysis, making it difficult to provide thorough justification for each discursive pattern or thematic observation. Therefore, a focused selection of letters from February 1st, 2023 – March 31st, 2023, from three prominent English-language newspapers was deemed appropriate to maintain analytical rigor, ensure manageability, and allow for in-depth genre and discourse analysis within the available research framework.

CHAPTER FOUR

4. ANALYSIS

In this section the researcher has analyzed the data collected from three English Pakistani Newspapers (The Nation, Dawn, Express Tribune) ranging from February 1, 2023, - March 31, 2023. The collected data has been categorized into themes found in the letters to editor as well as the frequency of occurrence of each theme has also been documented. The collected data has been categorized in six themes such as social, political, health, education, gender, and religious by employing the amended research model.

The data collected has been analyzed and the themes found are explained in detail by the researcher in the following sections with the help of examples extracted from the data. The themes found are as follows:

4.1. Representation of Social Issues:

Fairclough (2013) is of the view that language is a social semiotics. It represents the existing conditions of any society. It exhibits the socio-economic tendencies of a society it belongs to. Discourses comprising social issues encompass the collective ways in which individuals and groups communicate and construct meaning about various social phenomenon, such as, gender, race, class, power, and identity. These discourses are embedded within broader social, cultural, historical contexts and play a crucial role in shaping perceptions, attitudes and behaviors within society. Fairclough's (2013) model of critical discourse analysis provides a systematic framework for examining social discourses and uncovering the underlying ideologies embedded in discourses.

Fairclough (2003) distinguishes between two types of identity: social and personal. He also makes a distinction between social identity and personality, claiming that the two have a dialectic relationship. Social groups can comprehend and describe their universe in a various way. Their personality is formed by this distinction. As a result, identity is something that defines who you are and how

others perceive you. With the use of certain words, writer depicts his thinking about someone or something.

By analyzing language use, discursive practices, and power relations within a discourse, Fairclough's model helps researchers identify dominant ideologies, power structures, and social inequalities that may be embedded within language and communication. It enables a deeper understanding of language concepts and reinforces social norms, hierarchies, and injustices, thereby shedding light on the ways in which discourses contribute to the reproduction or propagation of prevailing social ideologies. Through critical engagement with social discourses using Fairclough's model, researchers can interpret implicit biases, challenge dominant narratives, and advocate for social change and justice.

Fairclough (2013) contends that media language serves as one of the best sites for ideological investment. It functions as a vehicle through which various desired ideologies are disseminated among targeted audience, either to include them into a group or marginalize as others.

“A single bag of flour takes away the precious life of a laborer amid the struggle for obtaining subsidized flour...”

(The Nation: 01-02-23)

Fairclough (2013) argues that no use of language is ideology free and lexicalization is one of the significant features to identify whether someone or something has been represented positively or negatively.

The lines present the representation of the situation where a “*single bag of flour*” is portrayed as having severe consequences, leading to the loss of a “*precious life of a laborer*.” This representation positions flour as a crucial and scarce resource, emphasizing the struggles faced by laborers in a society in obtaining it, and the high cost they may pay in their pursuit.

Various elements can be pointed out in the use of language by the writer of the letter. For example, one “*single bag of flour*” depicts, in the lines, as having dire

consequences that result in the loss of a “*precious life of a laborer.*” This depiction emphasizes the difficulties laborers encounter in obtaining flour and the significant costs they may incur in doing so, positioning it as a vital and limited resource.

The lines allude to societal power disparities in an indirect manner. “*Struggle for obtaining subsidized flour*” implies that certain individuals are better able to access resources and benefits than others. The reference to “*subsidized flour*” suggests that political and economic decisions have an impact on the distribution of flour. The lines indirectly highlight power imbalances in society. The phrase “*struggle for obtaining subsidized flour*” suggests that some people have more access to resources and benefits than others. The mention of “*subsidized flour*” indicates that the distribution of flour is influenced by economic and political decisions, potentially benefiting certain groups while leaving others vulnerable. It suggests that political and economic decisions have an impact on the distribution of flour, possibly favoring some groups while endangering others.

The lines shed light on the broader social issues related to labor conditions and food security. It exposes the vulnerability of laborers and the significance of obtaining basic necessities like flour for survival. The focus on the struggle for subsidized flour suggests that there are systemic issues in the availability and accessibility of essential goods.

The above mentioned lines convey a persuasive tone, aiming to evoke empathy and concern from the readers. By framing the situation in such an emotional manner, the text encourages the audience to recognize the gravity of the issue and potentially advocate for change.

The lines clarified the more general social problems pertaining to food security and working conditions. It highlights how vulnerable laborers are and how important it is to get basic survival supplies like flour. The emphasis on the fight for subsidized flour raises the possibility that there are structural problems with the accessibility and availability of necessities.

The sentences have a strong tone that tries to make the readers feel sympathetic and concerned. The way the text presents the situation so movingly may persuade readers to support change by emphasizing how serious the problem is.

The text's overall tone is critical, drawing attention to the detrimental effects that persistent political tensions have on society. By presenting the topic in this manner, the mentioned lines invite readers to see political disagreement as a cause of annoyance and discord rather than as a fruitful forum for discussion and debate. The language employed in the work perpetuates the division and power dynamics associated with politics by emphasizing the importance of political preferences in influencing people's experiences and lives.

Overall, these lines illustrate how language can construct specific representations of social issues, highlighting power imbalances, and advocating for change. They draw attention to the struggles faced by laborers in accessing essential resources and invite readers to critically examine the social and economic structures that contribute to such hardships.

“Pakistan faces one of the worst financial crises these days. Inflation and price hikes have had an adverse impact on the segment of society that survives on a fixed income, the salaried class.”

(The Nation: 15-03-23)

According to Fairclough (2013), Representation includes a specific description of somebody to form an opinion. Similarly, words are symbols that represent different ideas, concepts, facts, emotions and so on. On one hand, media represent one dominant group and on the other we find some examples through which the same group is humiliated.

Fairclough (2003) distinguishes between two types of identity: social and personal. He also makes a distinction between social identity and personality, claiming that the two have a dialectic relationship. Social groups can comprehend and describe their universe in a various way. Their personality is formed by this distinction. As a result, identity is something that defines who you are and how

others perceive you. With the use of certain words, writer depicts his thinking about someone or something.

Fairclough's (2013) model encourages analysis of discursive practices surrounding the financial crises, such as blame attribution, policy proposals, and narratives of resilience or resistance among affected communities.

Fairclough's 2013 model involves examining the discourse surrounding Pakistan's financial crisis and its impact on different parts of society. The statement presents a description of Pakistan's financial crisis, framing it as one of the worst challenge the country has faced. This framing suggests a sense of severity and urgency, emphasizing the gravity of situation.

The mention of "*inflation and price hikes*" highlights specific economic indicators contributing to the crisis. These factors are depicted as having an adverse impact on a particular segment of society, namely the salaried class. The term "*salaried class*" implies a specific socio-economic group that relies on fixed incomes, such as wages or salaries, for their livelihood. This framing positions them as vulnerable to economic fluctuations and hardships. By focusing on the impact of inflation and price hikes on the salaried class, the discourse highlights the unequal distribution of economic burdens and the disproportionate impact on marginalized groups within society.

Fairclough's 2013 model of CSA encourages examining the broader, social, political, and economic factors contributing to Pakistan's financial crises beyond the immediate effects of inflation and price hikes. It involves analyzing the language used to frame the crises and its impact, considering how different stakeholders, such as government officials, economists, and media outlets, interpret and communicate the situation. Also, it prompts exploration of power relations within the discourse, including the role of political elites, economic institutions, and internal actors in shaping economic policies and responses to the crises.

In summary, the provided lines depicts Pakistan's financial crises and its impact on the salaried class, highlighting the inequalities and hardships faced by vulnerable

segments of society. Examining this discourse using Fairclough's model entails taking into account the wider socio-economic backdrop, power relationships, and communicative strategies that influence understandings and reactions to the crisis.

“Across the country, many women are constantly faced with harassment on the streets, in public transport and in bazaars against street harassment and work society where women can feel safe with- out fear.”

(Express Tribune: 20-02-23)

By employing Fairclough's 2013 model, the lines highlight the pervasive issue of street harassment faced by women across the country, addressing multiple contexts such as streets, public transport, and bazaars. This framing suggests the widespread nature of the problem.

The discourse emphasizes the negative impact of street harassment on women's safety and well-being, highlighting the fear and vulnerability experienced by women in public spaces. The call to action encourages everyone to take a stand against street harassment and advocate for societal change to create a safer environment for women. This reflects an attempt to mobilize collective action and raise awareness about the issue.

Street harassment in Pakistan is a pervasive social issue that disproportionately affects women and girls in public spaces. It encompasses a range of behaviors, including catcalling, leering, stalking, unwanted touching, and verbal abuse, which women often experience while walking in streets, using public transportation, or visiting markets and bazaars. Street harassment is deeply rooted in patriarchal attitudes and gender inequalities prevalent in Pakistani society.

Several factors contribute to the prevalence of street harassment in Pakistan. Firstly, the deep-rooted patriarchal norms propagate the objectification of women and reinforce the belief that public spaces belong primarily to men. Women who challenge these norms by venturing into public spaces may face harassment as a form of control and intimidation. Secondly, the lack of effective law enforcement

and legal protection further exacerbates the problem. Many women hesitate to report incidents of street harassment due to fear of retaliation, victim-blaming, or societal stigma. Additionally, cultural norms often discourage women from speaking out about their experiences of harassment, leading to underreporting and impunity for perpetrators.

The discourse surrounding street harassment in Pakistan reflects power imbalances and gender inequalities within society, with women disproportionately affected by harassment in public spaces.

Language choices within the discourse, such as “constantly faced with harassment” and “live their lives without fear,” convey the pervasive and debilitating nature of street harassment, framing it as a significant social problem that needs to be addressed. The call to action implies a desire to challenge and disrupt the social norms and attitudes that perpetuate street harassment, highlighting the need for collective efforts to create a safer and more inclusive environment for women.

Fairclough’s model encourages an analysis of the underlying power dynamics and social structures that contribute to street harassment in Pakistan. This includes examining how patriarchal norms and gender inequalities shape attitudes and behaviors towards women in public spaces. Language use within the discourse reflects broader societal discourses surrounding gender, safety, and empowerment, highlighting the ways in which language both reflects and reinforces social norms and power relations.

By analyzing the discourse surrounding street harassment through Fairclough's model, one can uncover the ways in which language, power, and social structures intersect to perpetuate gender-based violence and inequality, while also identifying opportunities for intervention and social change.

In summary, the provided lines address the social issue of street harassment in Pakistan, highlighting its widespread prevalence and negative impact on women's safety and well-being. Analyzing this discourse through Fairclough's model enables

a deeper understanding of the power dynamics, language use, and social structures that contribute to the perpetuation of street harassment, while also identifying avenues for resistance and change.

Efforts to address street harassment in Pakistan require a multifaceted approach that addresses underlying social norms, strengthens legal protections for victims, and promotes cultural change. Initiatives aimed at raising awareness about the issue, providing support services for survivors, and advocating for policy reforms are essential steps towards creating safer and more inclusive public spaces for all individuals, regardless of gender. By challenging patriarchal attitudes and holding perpetrators accountable, Pakistani society can work towards ending the pervasive problem of street harassment and fostering a culture of respect, equality, and dignity for all.

“Pakistan has been facing various hurdles throughout its history, both national and international contributed to the current economic crisis..... Corruption and inequity economic stability”.

(The Nation: 14-03-23)

The text identifies Pakistan as facing numerous challenges throughout its history, both domestic and international, which have led to the current economic crisis. It highlights corruption and inequity among locals as contributing factors to the economic crisis, posing a threat to the country’s long-term economic stability.

The discourse frames Pakistan as a nation grappling with longstanding and multifaceted challenges, positioning the economic crisis as a consequence of historical and contemporary hurdles. By attributing the economic crisis to both national and international factors, the discourse acknowledges the interconnectedness of global and local forces shaping Pakistan’s economic landscape. The mention of corruption and inequity among locals suggests an acknowledgment of internal factors exacerbating the economic crisis, reflecting broader concerns about governance, accountability, and social justice.

Fairclough's model prompts an analysis of the power relations inherent in the discourse, including the relationship between the government, the economy, and the general populace. The language used in the discourse serves to position Pakistan as a victim of external pressures and internal shortcomings, while also implying agency and responsibility for addressing the economic crisis.

By addressing corruption and inequity as contributing factors to the economic crisis, the discourse reflects broader societal concerns about governance, accountability, and socio-economic inequality.

In summary, the provided lines analyze Pakistan's economic crisis through Fairclough's model, highlighting historical, national, and international factors contributing to the challenges faced by the country. Analyzing this discourse through Fairclough's model helps uncover the power dynamics, language choices, and social norms that shape public discourse on economic issues in Pakistan.

“Pakistan is currently facing water crisis that threatens the country's socio-economic development and ecological sustainability the mismanagement of water resources Climate change has led to changes in rainfall patterns has resulted in a decline in the water availability of Balochistan and Sindh.”

(Express Tribune: 04-03-23)

Fairclough's (2013) model involves examining the language used, the underlying power dynamics, and the social context within which the discourse operates.

The text identifies Pakistan as currently facing a severe water crisis, emphasizing the threat it poses to the country's socio-economic development and ecological sustainability. It attributes the water crisis to mismanagement of water resources, highlighting outdated and inadequate water infrastructure as a key factor. The discourse also mentions climate change as a contributing factor, leading to changes in rainfall patterns and a decline in water availability in rivers and groundwater aquifers, particularly in arid regions like Balochistan and Sindh.

The discourse frames Pakistan as a nation grappling with a critical water crisis, positioning it as a pressing issue that affects both socio-economic development and environmental sustainability. By highlighting mismanagement of water resources and outdated infrastructure as causes of the crisis, the discourse implies a critique of government policies and practices related to water management. The mention of climate change adds a broader contextual layer to the analysis, acknowledging the role of environmental factors in exacerbating the water crisis and underscoring the interconnectedness of environmental and developmental challenges.

Fairclough's model prompts an analysis of the power relations inherent in the discourse, including the relationship between government authorities, environmental organizations, and the general public. The language used in the discourse serves to position the water crisis as a matter of national concern, framing it as a multifaceted issue with significant implications for the country's future. By addressing mismanagement of water resources and inadequate infrastructure, the discourse reflects broader societal concerns about governance, accountability, and environmental sustainability.

In summary, the provided text analyzes Pakistan's water crisis through Fairclough's model, highlighting systemic issues related to water management and infrastructure. Analyzing this discourse through Fairclough's model helps uncover the power dynamics, language choices, and social norms that shape public discourse on environmental issues in Pakistan.

“..... poor are left with no home rich consume a lot of space for their real estate enterprises also has an adverse impact on the environment.”

(The Nation: 16-02-23)

The text presents a descriptive statement about the unequal distribution of space for housing, highlighting how the poor are left without homes while the rich consume significant space for their real estate enterprises. It emphasizes the consequence of this unequal distribution, noting that it not only limits the space

available for the poor to buy land for housing but also has adverse environmental impacts. The language used is straightforward and factual, providing information about a specific issue without explicit interpretation or evaluation.

The text implies an interpretation of the underlying reasons for the unequal distribution of housing space. It suggests that economic disparities play a significant role, with the rich having greater access to resources and opportunities for real estate investment, while the poor face barriers to accessing land for housing. Additionally, the text suggests that this unequal distribution exacerbates social inequalities and environmental degradation. This interpretation highlights the structural nature of the issue, suggesting that addressing it requires addressing underlying economic and social inequalities.

At a social level, the text reflects broader systemic issues related to housing affordability, land access, and environmental sustainability. It suggests that unequal distribution of housing space reflects broader social inequalities and injustices, with marginalized communities disproportionately affected by inadequate access to housing. Furthermore, the text highlights the interconnectedness of social and environmental issues, noting that the overconsumption of space by the rich has adverse environmental impacts, such as habitat loss and increased pollution. This social analysis underscores the need for comprehensive interventions that address both social and environmental dimensions of the issue, including policies aimed at promoting equitable land distribution, affordable housing, and sustainable urban development.

Overall, Fairclough's (2013) model helps us in analyzing how the given text combines descriptive information about the unequal distribution of housing space with interpretations of the underlying reasons and broader social analyses of the systemic factors contributing to the issue. This analysis can inform efforts to address the problem effectively by considering its multifaceted nature and addressing underlying social and environmental determinants.

4.2. Representation of Political Issues:

Fairclough (2013) argues that language is one of the best sites to do politics. Similarly, we see here in the text under analysis related to emergence of political theme from the selected data i.e. “Letters to Editor”.

Language is taken as a social semiotics and it represents the socio-political and economical states of any society from where it belongs to. Similarly, the data under analysis which demonstrates the tension among the people based on different political preferences and has become a reason of division among people:

“..... ongoing political tensions have raised frustration among the public and divided people based on political preferences...”

(Express Tribune: 01-02-23)

Fairclough (2013) argues that media language provides an insight to the people about what is going around them. Fairclough’s (2013) model of Critical Discourse Analysis (CDA) emphasizes the ways in which language is used to construct and maintain power relations. Applying this model to the given lines, we can see that the language used reflects and reinforces power relations related to politics and division among people.

The first sentence highlights ongoing political tensions, which implies that there are conflicting views and interests among different groups of people. This framing suggests that politics is a contested space where power is negotiated and fought over, and that the public is directly affected by these power struggles.

The second sentence identifies frustration and division among the public, which suggests that political tensions have spilled over into a broader society. The use of the phrase *“divided people based on political preferences”* positions political preferences as a key factor in determining people’s allegiances and identities. This framing reinforces power relations related to political affiliation, suggesting that political preferences are a primary factor in shaping people's lives and experiences.

Overall, the text employs a critical tone that calls attention to the negative effects of ongoing political tensions on society. By framing the issue in this way, the text encourages readers to view political conflict as a source of frustration and division, rather than as a productive space for dialogue and debate. The language used in the text reinforces power relations related to politics and division, positioning political preferences as a key factor in shaping people's lives and experiences.

In an environment of political polarization and resultant political instability.....Zarb-i-Azb and other similar counter-terrorism policies showed positive results and, to a large extent, helped in curbing the scourge of terrorism.

(Dawn: 15-02-23)

The language choices and use of terms like “*political polarization*”, “*non-state actors*”, “*suicide bombings*” and “*scourge of terrorism*” reflect specific ideological perspectives and frame the discussion around political instability and security threats. The use of phrases such as “*sow the seeds of destruction*” and “*curbing the scourge of terrorism*” invokes emotive language to emphasize the seriousness of the situation and the effectiveness of counter-terrorism efforts.

The second step of Fairclough’s 2003 model involves looking at the discursive practices employed in the text. In the lines provided, the discourse positions non-state actors as the perpetrators of violence, suggesting a power dynamic where state actors are depicted as combating terrorism and restoring stability. This reinforces a particular narrative about the role of the state in addressing security challenges.

The discourse reflects broader societal attitudes towards terrorism and counter-terrorism policies, framing them as necessary responses to threats to security and stability.

According to the sociocultural practice of 2013 model of Fairclough, the discussion of political polarization and terrorism taps into broader cultural values around security, stability, and the role of the state in maintaining order. The

discourse reflects power structures within society, highlighting the role of state actors in combating terrorism and asserting control over security matters.

The propositions in the discourse frame terrorism as a threat to stability and security, while counter-terrorism operations are positioned as effective measures to address this threat. The actions described include political polarization, terrorism, and counter-terrorism operations reflecting broader societal responses to security challenges.

So here, this chunk of data can be taken as metaphorically because it is one of the significant features of media discourses that everything is said against something unsaid so here this particular town is representing the whole town s of Pakistan and the poor people are the representative of all the Pakistanis.

“Both PTI and PDM have brought the country close to bankruptcy. To strengthen the economy, there must be a compact economy.”

(The Nation: 11-02-23)

The statement uses terms like “*bankruptcy*,” “*strengthen*,” and “*compact economy*.” These terms carry economic connotations and imply financial instability and the need for economic reform. The statement employs simple and direct syntax, conveying a straightforward message. The statement employs a persuasive strategy by highlighting the urgency of strengthening the economy and the necessity for a compact economy.

The lines provided may be influenced by prior discourse on economic policies and performance of political parties in managing the economy. It reflects an economic ideology that prioritizes financial stability and advocates for a compact economy as a solution to economic challenges. The statement may reflect power struggles between political parties, as both PTI and PDM are mentioned in relation to the country’s economic condition.

The above-mentioned lines reflects broader societal concerns about the economy and governance, suggesting a shared understanding of economic issues.

It may reflect power struggles and competing interests between political parties, indicating how discourse is shaped by political dynamics. The emphasis on economic stability resonates with cultural values of fiscal responsibility and prosperity.

In the past, Pakistani politics had been characterized by significant polarization between major political parties, such as the Pakistan Tehreek-e-Insaf (PTI) and the Pakistan Democratic Movement (PDM). These parties often engaged in contentious debates and power struggles, especially regarding economic policies and governance. Pakistan continues to face various economic challenges, including fiscal deficits, inflation, and debt burden. The statement reflects concerns about the country's economic stability and the perceived role of political parties in worsening the situation. Economic policies and strategies are hotly debated topics in Pakistani politics. The reference to a "compact economy" suggests a call for measures to streamline economic management and promote fiscal discipline. This may involve reducing government spending, improving tax collection, and attracting foreign investment.

Another example regarding the propagation of political themes through the discourses of print media is the theme of criticizing the government. It has become a common practice in Pakistani politics that every newly coming government criticizes the previous government for its policies and lays the blame at others.

The given lines likely resonates with public perceptions and concerns about the state of the economy. Economic issues often feature prominently in political discourse, and parties may seek to capitalize on public dissatisfaction with economic performance to gain support. Discussions about economic policies are often intertwined with power dynamics between political parties. Accusations of mismanagement or incompetence regarding economic matters are common tools used by political rivals to undermine each other's credibility and legitimacy. Pakistan's economic challenges are also influenced by external factors, including global economic trends, geopolitical tensions, and international aid and loans.

These external factors shape the context within which domestic economic policies are formulated and implemented.

Generally, the analysis of the mentioned lines within the context of Pakistani politics underscores the intricate interplay between political interests, economic challenges, public perceptions, and international dynamics. It highlights the importance of understanding the broader socio-political context in which economic discourse takes place.

Overall, employing Fairclough's model helps in uncovering the underlying discursive strategies, power dynamics, and sociocultural implications embedded within the given statement. It highlights how language is used to construct and negotiate meaning within specific social and political contexts.

“Besides, we adopted democracy as the system of governance from our colonial masters. In reality, political parties continue to seek the support of village headman, influenced land owners and industrialists for sustaining their vote bank”

(Dawn: 15-02-23)

Fairclough (2013) argues that media language provides an insight to the people about what is going around them. Similar thing is present in the letter under analysis is a satire. The government should take the positive steps to reduce the poverty of people, ratio of starvation, and unemployment etc. Fairclough's 2003 and 2013 models encourage a critical examination of power relations and ideologies embedded in discourse. Similarly, the statement provided above, *“Besides, we adopted Colonial masters”*, reflects a historical perspective suggesting that democracy was imposed or inherited from colonial rulers. It implies a lack of agency or autonomy in the adoption of democratic principles. The use of term such as *‘adopted’* suggests a passive acceptance rather than a deliberate choice or endorsement of democracy. This framing may imply a critical stance towards the adoption process, hinting at potential issues or contradictions within the democratic system. The phrase *“our colonial masters”* establishes a power dynamic,

positioning the colonial rulers as authoritative figures who dictated the political system. This suggests a colonial legacy that continues to influence governance.

The phrase, “*In reality*”, introduces a contrast or contradiction with the previous statement, indicating a critical perspective on the idealized portrayal of democracy. The mention of “*political parties*” highlights their role within the democratic system and suggests that they are the key actors in the political process. Another phrase such as “*seek the support of*” implies a strategic effort by political parties to garner support from specific groups, indicating a transactional or instrumental approach to politics rather than a commitment to democratic principles. The reference to “*village headmen, influenced landowners, and industrialists*” suggests that certain privileged or powerful groups hold sway over the political process, potentially undermining the democratic ideal of equal representation and participation.

The term “*sustaining their vote bank*” infers a focus on securing electoral support rather than addressing broader societal concerns or promoting the common good. This suggests a critique of the electoral politics characterized by clientelism; exchange of goods as well as services in return for political assistance, or patronage.

Overall these lines critique the democratic system by highlighting its colonial origins and pointing out the persistence of undemocratic practices such as clientelism and elite capture. The discourse reflects a critical perspective on the gap between democratic ideals and political realities, emphasizing power relations, and structural inequalities within the political system.

The opposition party PTI is demanding general elections, while the ruling coalition PDM is trying to hold onto power. Both sides are accusing each other, and no one is thinking about the best interests of the country. This political tug-of-war is pushing the country towards economic disaster, with poverty, unemployment, crime rates, and the devaluation of the rupee all increasing.

(The Nation: 16-03-23)

Analyzing the given lines by applying Fairclough's 2013 model; the aforementioned statement highlights a political conflict between the then opposition party, PTI (Pakistan Tehreek-e-Insaf) and the ruling coalition government, PDM (Pakistan Democratic Movement). PTI demanded general election as the leader of PTI and former Prime Minister of Pakistan, Imran Khan, was ousted as a result of No-Confidence movement moved by the members of PDM which was an alliance formed by the combination of 12-13 parties against the ruling government of that time. And the political party PTI couldn't complete their tenure as government. Thus, in the provided lines PTI is depicted as demanding general elections while PDM is portrayed as striving to maintain power.

Both sides are characterized as engaging in accusations, suggesting a discourse of blame and rivalry. The text suggests a lack of consideration for the country's best interests, with the focus seemingly centered on power struggles rather than addressing broader national concerns.

The metaphor of "*political tug-of-war*" conveys a sense of deadlock or stalemate in the political process, where opposing forces are locked in a contest for power. The consequences of this political conflict are framed as severe, with the country being pushed towards economic disaster. Various negative outcomes are enumerated, including poverty, unemployment, rising crime rates, and currency devaluation.

Pakistan operates under a parliamentary democratic system, with a President as the head of the state and a Prime Minister as a head of the government. However, Pakistan's political environment is often marked by instability, with frequent changes in government, allegations of corruption, and argumentative relationships between political actors. The military has historically held significant influence over Pakistan's politics, with periods of direct military rule combined with civilian governments.

Ethnic, regional, and sectarian divides also play a significant role in shaping Pakistan's political dynamics, with parties often aligning along these fault lines. Political parties in Pakistan often engage in confrontational politics, with rhetoric

focused on criticizing opponents and highlighting their own agendas. This can contribute to polarization and hinder constructive dialogue and governance.

In summary, the provided lines illustrate a discourse of political conflict and dysfunction within Pakistan's political system. The focus on power struggles and mutual accusations reflects broader trends of political polarization and instability in the country. This analysis underscores the importance of addressing underlying structural issues and promoting inclusive and constructive political processes to address the nation's challenges effectively.

“Politicians prefer their interests, honors, and wealth to the future of the country. Finally, politicians should adopt a humane approach and set aside their difference for the sake of the betterment of the country in such a critical time”

(The Nation: 02-02-23)

The text critiques politicians, accusing them of prioritizing their personal interests, honors, and wealth over the welfare of the country. It suggests that politicians should adopt a more compassionate approach and set aside their differences to work towards the betterment of the country, particularly during critical times.

The discourse reflects a critical perspective on the behavior of politicians, highlighting perceived self-interest and lack of concern for the national interest. There is an implicit assumption that politicians have the power to affect change and that their actions or inactions have significant consequences for the country. The call for a humane approach and unity among politicians suggests a desire for a more ethical and cooperative political environment, one that prioritizes the common good over individual interests.

Fairclough's model encourages an analysis of the power relations inherent in the discourse, including the relationship between politicians and the public, as well as among politicians themselves. The language used in the discourse serves to position politicians as accountable for the state of the country and implies a moral

imperative for them to act in the nation's best interest. The appeal for peace, unity and cooperation among politicians reflects broader societal expectations regarding political leadership and governance, as well as norms surrounding ethical behavior and public service.

In summary, the provided text critiques politicians for prioritizing personal interests over the national interest and calls for a more humane and cooperative approach to governance. Analyzing this discourse through Fairclough's model helps uncover the power dynamics, language choices, and social norms that shape political discourse and public perceptions of political actors and institutions.

“PDM stood up to resolve the ongoing financial crisis in the country. But the gravity of these crises requires the collective wisdom of the best economists in the country irrespective of their political affiliations.”

(Express Tribune: 16-02-23)

Analyzing the provided lines employing Fairclough's (2013) model involves examining the language used, the underlying power dynamics, and the social context within which the discourse operates.

The text suggests that the PDM (Pakistan Democratic Movement) aims to resolve the ongoing financial crisis in the country. It emphasizes that the severity of the crises necessitates the collective wisdom of the best economists in the country, regardless of their political affiliations.

The discourse positions the PDM as taking action to address the financial crisis, presenting them as proactive and responsive to national challenges. By emphasizing the need for collective wisdom from economists irrespective of political affiliations, the discourse implies a call for bipartisan cooperation and expertise in addressing the crisis.

Fairclough's model prompts an analysis of the power relations inherent in the discourse, including the relationship between political parties, economists, and the general public. The language used in the discourse serves to position the PDM as

capable of addressing the financial crisis, framing them as responsible actors in governance. By calling for the involvement of economists irrespective of political affiliations, the discourse reflects broader societal concerns about the need for expertise, cooperation, and non-partisanship in addressing national challenges.

In summary, the provided text analyzes efforts to address the financial crisis through Fairclough's model, highlighting political discourse and calls for expertise and cooperation. Analyzing this discourse through Fairclough's model helps uncover the power dynamics, language choices, and social norms that shape public discourse on economic and political issues in Pakistan.

“Political consensus achieving development and prosperity in a country. However, Pakistani politicians involved in a power struggle for decades political leaders do not set aside their differences to work for the common good.”

(Express Tribune: 27-02-23)

This part of the text “*political consensus in a country*” provides a factual statement about the importance of political consensus for national development and prosperity. It highlights the significance of agreement and cooperation among political actors in advancing the socio-economic interests of a country. The language used is descriptive and declarative, presenting a general assertion without explicit interpretation or evaluation.

However, in the next phrase of the text, it offers an interpretation of the political dynamics in Pakistan, suggesting that political leaders have been engaged in a prolonged power struggle. This interpretation implies that the absence of political consensus in Pakistan is not due to external factors but rather stems from internal power struggles among political elites. It frames the lack of consensus as a result of political competition and rivalry rather than genuine ideological differences or policy disagreements. The statement suggests that within the political landscape of Pakistan, there has been a persistent and ongoing competition for power among political actors. The phrase “for decades” indicates that this power struggle has been

a long-standing feature of Pakistani politics, persisting over an extended period of time. It suggests that political dynamics characterized by competition for power have endured through various political regimes and transitions.

This part of the text “*even during common good*” extends the analysis to a broader social level by highlighting the consequences of the lack of political consensus during times of crisis. It suggests that despite facing significant challenges, political leaders in Pakistan prioritize their individual or party interests over the collective welfare of the nation. This social analysis reveals underlying structural issues within the political system that hinder cooperation and consensus-building, ultimately impeding efforts to address national crises and promote development.

The notion of a power struggle implies a lack of stability within the political system. When politicians are engaged in continuous competition for power, it can create a climate of uncertainty and volatility, making it challenging to establish cohesive governance structures and enact consistent policies. The involvement of politicians in a power struggle can have significant implications for governance and policy-making processes. When political leaders prioritize their own interests or those of their parties over broader national interests, it can hinder effective decision-making and impede progress on important issues such as economic development, social welfare, and security.

Another important issue that has been witnessed through the discourse is the politicization of religion. The politics on the name of religion has been one of the significant features in Pakistani politics, not only in Pakistan rather now it has become a global issue. Similarly, we see different Pakistani politicians including the heads of religious parties have gathered to destabilize the things. This trend is not common only in Pakistani politics rather we see that the president Donald Trump in 2016 also used a very effective tool to campaign for election and he openly expressed anti Muslim hate and this is how he tries to win maximum vote. Therefore, politics in the name of religion is a national as well as international issue.

Prolonged political power struggles may erode public trust and confidence in the political system. When citizens perceive that politicians are primarily motivated by personal or partisan interests rather than the common good, it can lead to disillusionment and cynicism towards the political process, potentially undermining democratic norms and institutions. Thus, the statement highlights the entrenched nature of power struggles within Pakistani politics, signaling broader challenges related to political stability, governance effectiveness, and public trust in the country's political institutions.

Overall, through Fairclough's model, we can analyze how the given text combines realistic assertions about the importance of political consensus with interpretations of the political landscape in Pakistan and broader social analyses of the implications of political discord for national development and prosperity.

The above discussion can be concluded that print media discourses are just like a prism and every political group tries to get a favorable desired picture. In this way, Fairclough (2003) arguments are justified that media discourses provide an image of a particular society they belong to and highlight the socio-political conditions of a particular society. He also asserts that media discourses are subjective and provide constructed reality according to circumstances which means that they do not portray the exact image of a situation rather a distorted image of reality, to which every individual perceives differently.

4.3. Representation of Issues related to Health:

***“Finding counterfeit medicines harmful to human health
prolong the misery of consumers.”***

(Dawn: 15-02-23)

Fairclough (2003) argues that lexicalization is one of the significant tools to know whether someone or something is being represented negatively or positively.

Applying Fairclough's 2013 model to the lines mentioned above, the phrase “*no more a rare case*” suggests that the prevalence of counterfeit medicines in the market

is increasing or has become commonplace. This framing suggests a shift from a previous state where finding counterfeit medicines was less common, indicating a worsening situation. The use of word ‘*counterfeit*’ conveys a negative connotation, implying deception, illegality, and potential harm to consumers. This choice of language positions counterfeit medicines as a significant problem. The mention of “*the market*” implies that counterfeit medicines are being sold and distributed within the realm of commercial transactions, suggesting a failure of regulatory mechanisms or oversight. The passive voice (“finding counterfeit medicines”) obscures agency, making it less clear who is responsible for addressing the issue or taking action.

The use of pronoun “*they*” in the next line refers back to counterfeit medicines, reinforcing their negative impact. The assertion that counterfeit medicines are “*harmful to human health*” presents a direct consequence of their use, highlighting the potential risks and dangers involved.

The phrase “*fake drugs of the consumers*” implies that counterfeit medicines intensify suffering rather than relieving it. This framing emphasizes the negative effects on consumers’ wellbeing and quality of life. The term “*misery*” evokes strong emotional imagery, portraying the experience of consumers who unknowingly use fake medicines in a highly negative light.

Overall, these lines depict counterfeit or fake medicines as a serious public health concern with detrimental effects on consumers. The discourse reflects a critical perspective on the issue, highlighting the prevalence of counterfeit medicines, their potential harm to human health, and their negative impact on consumers’ well-being. Thus, the analysis highlights the importance of addressing the problem of counterfeit medicines through regulatory measures, enforcement actions, and public awareness campaigns.

“Across Pakistan, many people are affected by thalassemia, which is a genetic blood disorder. People belonging to impoverished backgrounds lack access healthcare support and sanitation.”

(Express Tribune: 20-02-23)

The first part of the text “*Across disorder*” presents a factual statement about the prevalence of thalassemia across Pakistan. It establishes the context by introducing the issue of thalassemia as a widespread health concern in the country. The language used is neutral and descriptive, providing information about the nature of thalassemia as a genetic blood disorder.

Here, the text “*people sanitation*” offers an interpretation of the socio-economic factors contributing to the prevalence of thalassemia. It suggests that individuals from impoverished backgrounds are disproportionately affected by the disease due to their limited access to adequate healthcare support and sanitation facilities. This interpretation highlights the role of socio-economic disparities in exacerbating health inequalities and underscores the impact of structural factors on health outcomes.

The text implies a broader social analysis by drawing attention to the unequal distribution of resources and opportunities within Pakistani society. It suggests that the prevalence of thalassemia is not solely a result of biological factors but is intricately linked to systemic issues such as poverty, inadequate healthcare infrastructure, and poor sanitation. By framing thalassemia within the context of socio-economic inequality, the discourse implicitly calls for structural interventions aimed at addressing these underlying social determinants of health.

Overall Fairclough’s model helps us in analyzing how the given text combines factual information about thalassemia with an interpretation of its socio-economic determinants, thereby highlighting the complex interplay between biological and social factors in shaping health outcomes in Pakistan.

“Even well-to-do, educated mothers are not careful about the sterilization of the bottle, leading to frequent episodes of diarrhea and malnutrition among the infants.”

(Dawn: 29-03-23)

The lines emphasize the vulnerability of infants to health risks, specifically diarrhea and malnutrition. Diarrhea and malnutrition are serious health concerns among infants,

as they can lead to dehydration, nutrient deficiencies, and even mortality if not addressed promptly. The text suggests that mothers, including those who are affluent and educated, are not diligent about sterilizing feeding bottles properly. Proper sterilization of feeding bottles is crucial for preventing the transmission of harmful bacteria and pathogens to infants, which can cause infections and digestive issues.

The text presents a descriptive statement regarding the lack of proper sterilization of feeding bottles by mothers, despite their socioeconomic status and level of education. It describes the situation where even mothers who are considered well-to-do and educated fail to ensure the cleanliness of feeding bottles, resulting in frequent episodes of diarrhea and malnutrition among infants. The language used is straightforward and factual, providing information about a specific issue without explicit interpretation or evaluation.

The mention of “*even well-to-do, educated mothers*” highlights that this issue is not solely related to socioeconomic status or education level. It indicates that factors beyond economic resources and educational attainment contribute to the problem. This may include cultural norms, lack of awareness, or competing priorities that deter mothers from prioritizing proper sterilization practices.

The text implies an interpretation of the underlying reasons for the lack of proper sterilization practices among well-to-do, educated mothers. It suggests that factors beyond economic resources and educational attainment influence behavior, indicating potential gaps in knowledge, awareness, or attitudes regarding infant care and hygiene. This interpretation highlights the complexity of human behavior and the multifaceted nature of the issue, suggesting that addressing the problem requires understanding and addressing underlying beliefs, attitudes, and social norms.

At a social level, the text reflects broader systemic issues related to healthcare and caregiving practices. It suggests that inadequate sterilization practices are not limited to specific socioeconomic or educational groups but may be prevalent across different segments of society. This observation underscores the need for comprehensive interventions aimed at improving access to healthcare resources, promoting health education, and addressing socio-cultural factors that influence caregiving practices.

Furthermore, it highlights disparities in healthcare access and quality that may contribute to adverse health outcomes among infants, regardless of their mothers' socioeconomic status or education level.

By linking the inadequate sterilization of feeding bottles to frequent episodes of diarrhea and malnutrition among infants, the text underscores the direct impact of this issue on infant health outcomes. It highlights the tangible consequences of suboptimal caregiving practices, emphasizing the need for improved awareness and behavior change among caregivers.

Overall, the lines draw attention to a critical public health issue concerning infant care and hygiene, shedding light on the challenges faced by caregivers in ensuring the well-being of infants, regardless of their socioeconomic status or educational background. Addressing this issue requires comprehensive interventions aimed at raising awareness, providing education, and promoting proper hygiene practices among caregivers to safeguard infant health.

4.4. Representation of Education related Issues:

The disparity at education systems results in polarizing the society into various categories. This goes a long way in the future lives of the students as well. As a result, there has become a strict division of education and the jobs as well. Mostly it is assumed that middle class is fit to become school teacher, policeman or maximum they can get job of a soldier in the army.

Irony lies here that when educational institutes are more concerned about earning money and less about imparting education this is what is being done at various levels in Pakistan. The government schools specially are in miserable condition even the sitting arrangement and the drinking water is not available in most of the school and contrary the other schools are highly provided with the latest equipment and other facilities of life and this goes a long way in making the students capable for different sorts of jobs.

The people who can afford education can get the good jobs as well because here the job has directly been associated with the quality of education one gets and it is a

deliberate attempt that the competitive exams are designed in such a way that only the students who have been taught in elite school system could qualify them.

***“Education is what separates us from other living beings on earth.
develop social awareness thus becoming a better citizen.”***

(The Nation: 04-02-23)

The lines mentioned above assert the importance of education in shaping individuals and society, framing it as a fundamental aspect that distinguishes humans from other living beings. These lines emphasize the necessity of education for developing various skills and attributes essential for becoming a better citizen, such as social awareness, knowledge acquisition, skills for decision making, and work proficiency.

This statement “*Education on earth*” positions education as a fundamental aspect of human uniqueness and superiority over other living beings. It implies a hierarchical relationship between humans and other species based in education. The use of the word ‘separates’ suggests a clear distinction between humans and other living beings, emphasizing the perceived importance and value of education in defining human identity. By framing education as a distinguishing matter, the discourse implies that access to education is essential for fulfilling one’s potential and participating fully in human society.

The imperative statement “*A child must receive an education*” asserts the necessity of education for individual development and social progress. It suggests a normative stance on the importance of education in society. The list of benefits associated with education, including “*social awareness in work,*” presents education as a multifaceted process that contributes to personal growth, societal integration, and economic productivity.

The phrase “*thus becoming a better citizen*” connects individual educational attainment with broader societal outcomes, suggesting that educated citizens are more capable of contributing positively to their communities and participating in civic life. The use of language such as “*better citizen*” implies a value judgement, suggesting that

individuals who have received education are superior or more desirable members of society compared to those who have not.

Concerned authorities are quite aware of this and they deliberately have turned their eyes to the other directions and no attention is being paid to solve the problems of big cities like Lahore and Karachi. Hardworking people are left behind because of the unavailability of different resources.

Overall, these lines construct education as a central pillar of human identity, social progress, and citizenship. The discourse reflects a positive view of education as a means of personal and collective empowerment, emphasizing its transformative potential in shaping individuals and societies. However, it also carries implicit assumptions about the inherent value of education and its role in defining human worth and superiority.

“I am a Student at Sukkur IBA University. I want to show the difficulties that a student faces in the pre-medical field when he gives the admission test..... The regulatory authority should also have to ensure strict compliance with the entrance test system.”

(The Nation: 13-02-23)

The text presents the perspective of “a student at Sukkur IBA University” discussing the challenges faced during the pre-medical admission test. It draws attention to the challenges faced by pre-medical students especially during the entry-test process. The discourse calls for the regulatory authority to ensure strict compliance with the entrance test system, suggesting a desire for fair and transparent procedures.

The discourse positions the student as an individual with firsthand experience of the challenges within the pre-medical education system, granting them authority on the subject matter. By highlighting the difficulties faced by students during the admission test, the discourse sheds light on systemic issues within the education system, such as access to resources, quality of education, and fairness in assessment. The call for the regulatory authority to ensure strict compliance with the entrance test system implies a perceived lack of accountability or oversight in the administration of admission tests, suggesting a desire for reform and improvement.

Fairclough's model encourages an analysis of the power relations inherent in the discourse, including the relationship between students, educational institutions, and regulatory authorities. The language used in the discourse positions the student as a knowledgeable and credible source, while also framing the regulatory authority as responsible for ensuring fairness and integrity in the admission process. By addressing systemic issues within the education system, the discourse reflects broader concerns about access to education, quality of assessment, and institutional accountability.

Thus, the provided text analyzes challenges within the pre-medical education system through Fairclough's model, highlighting the student's perspective and calling for reform. Analyzing this discourse through Fairclough's model helps uncover the power dynamics, language choices, and social norms that shape discussions on education and accountability in Pakistan.

Letters to the editor section is an important platform to discuss various national issues and to draw the attention of government officials to these issues. In the same way, the author of this particular letter has also taken an advantage of this platform to address a major issue faced in the major province of Pakistan. In past, many intellectuals have considered education as the source of development of nation. If we, as a nation want to emerge on the world map, then these deficiencies present in educational system of country have to be addressed timely.

“Hoshab is a vastly populated town there are few schools and colleges in the town and most lack basic facilities. The absence of a public library has further added to the student's problems as they do not have access to all the books and resources required to excel in their studies.”

(Express Tribune: 18-02-23)

Here, the writer is specifically talking about the educational system of Hoshab and the lack of even the basic facilities which is the right of every individual. The education system is lacking new editions in the syllabus and is following old fashioned curriculum and there is not even a single library in the populated area. This problem is not limited to Hoshab; other major cities in Pakistan are also affected. Today, we are living in

twenty-first century where innovation can be seen in each and everything but still Pakistan is lacking something in educational system. The author of the letter has mentioned some of the departments in which individuals are recruited according to their skills. The government conduct these tests to check the qualification of candidate and successful candidates are given posts accordingly.

Letters to the Editor provides a forum for addressing different national concerns and attracting government authorities to these matters. In the same manner, the author of this specific letter has also made use of this forum to solve a significant problem confronting the big province of Pakistan. Many philosophers in the past have seen education as the vehicle for national growth. If we as a country want to show on the international map, then these shortcomings in our educational system have to be urgently addressed.

This portion of the text “*Hoshab turbat city*” provides a straightforward description of Hoshab as a densely populated town situated to the west of Turbat city. It offers basic geographic information about the location of the town without any explicit interpretation or evaluation. While in the next phrase “*Despite the basic facilities*” the text offers an interpretation of the educational landscape in Hoshab. It suggests that despite the academic achievements of the students, the town faces challenges in providing adequate educational infrastructure. The statement implies a discrepancy between the students' success and the insufficient educational resources available to them, indicating underlying systemic issues affecting access to quality education.

This part of the text “*the absence studies*” extends the analysis to a broader social level by highlighting the impact of the lack of a public library on students' access to educational resources. It underscores the role of public infrastructure in facilitating learning and academic success. Moreover, it implies a broader societal issue related to the provision of essential services and resources in underserved communities like Hoshab, reflecting broader socio-economic disparities and inequalities in access to education.

Overall, through Fairclough's model, we can analyze how the given text combines descriptive information about Hoshab with interpretations of the educational challenges it faces and broader social analyses of the implications of inadequate infrastructure on students' academic opportunities and outcomes.

Another important theme is the lack of the knowledge among the students because the writer very realistically mentions that like the teachers, students have also become easy goers. They are least concerned about reading book or seeking knowledge. The sole aim of their life is to go through the exam and get good marks and are least aware what would happen to them in future.

4.5. Representation of Religious Issues:

“Unacceptable is the word that pops into mind when witnessing unbearable morality attacks on the Muslim world by French publishers... A few years down the line, when Danish cartoonist Kurt Westergaard made sacrilegious cartoons of Prophet Muhammad (PBUH), Pakistan condemned it with full zeal and zest.”

(The Nation: 05-02-23)

The above-mentioned lines express a strong condemnation of repeated attacks on the sanctity of Islamic beliefs, particularly through the publication of blasphemous caricatures and cartoons under the pretext of freedom of expression. The statement “Unacceptable is the morality attacks on the Muslim world by French publishers” signals the author's moral stance against these acts. It portrays the acts as deliberate provocations aimed at undermining Muslim values rather than as innocent exercises of free speech. Similarly, the reference to Danish cartoonist Kurt Westergaard, infamous for the 2005 Jyllands-Posten controversy, illustrates a pattern of discursive and symbolic violence against Islam. These incidents were not isolated; rather, they belong to a recurring global trend of misrepresentation of Islamic faith and its followers.

The Danish cartoon controversy and French publications in *Charlie Hebdo* represent some of the most cited examples of misrepresentation, where Prophet Muhammad (PBUH) was portrayed in derogatory forms. Such acts were framed as

part of Western secular traditions of satire, while for Muslims, they constituted sacrilegious assaults on the core of their faith. Beyond these examples, several other acts further demonstrate systemic Islamophobia: the Swiss minaret ban (2009) symbolically reduced Islamic architecture to a signifier of extremism, the French ban on hijab and religious symbols framed Muslim identity as a threat to secularism, and rising portrayals of Muslims as extremists in Indian media normalized negative stereotypes. These global instances reveal a persistent discursive pattern that equates Islam with backwardness and violence, contributing to a hegemonic narrative that marginalizes Muslim communities worldwide.

Fairclough's three-dimensional model—text, discourse practice, and sociocultural practice—provides a lens for analyzing the ideological underpinnings of the given lines. The phrase “*Unacceptable is the word that pops into mind*” employs strong evaluative modality, signaling moral judgment. Similarly, the expression “*unbearable morality attacks*” constructs these incidents not as neutral acts of expression but as deliberate ethical violations. The use of intensifiers such as “*full zeal and zest*” reflects the depth of emotional and cultural resistance mounted by Pakistan against these acts, foregrounding the unity and assertiveness of the Muslim response.

These incidents were mediated through Western and Eastern media with conflicting frames: Western outlets largely categorized them as exercises in free speech, while Muslim-majority countries highlighted them as blasphemous attacks. This dual framing reveals how discourse is produced, circulated, and interpreted differently across socio-political contexts, shaping public perception and reinforcing ideological divides.

At the macro level, such texts operate within broader power relations between Western liberal secularism and Islamic religious identity. The misrepresentation of Islam through media discourse reflects symbolic dominance, where one worldview seeks to impose its values as universal while dismissing the sacred boundaries of another. Thus, the conflict is not merely about cartoons but about ideological control of meaning in a globalized world.

Expressions like “*morality attacks*” assign intentionality and aggression to the publishers’ actions, framing them as ethical offenders rather than neutral agents of satire. Western publishers are positioned as perpetrators, while the Muslim world is represented as the victim defending its sanctity. The high degree of evaluation in terms such as “*unacceptable*” projects certainty and moral authority, reinforcing the author’s ideological stance against the acts.

Such discursive constructions contribute to a binary opposition: Western freedom of expression versus Islamic sanctity. This opposition fuels Islamophobia, deepens cultural mistrust, and perpetuates the portrayal of Muslims as intolerant or violent when defending their beliefs. By analyzing the linguistic choices through CDA and CSA, it becomes clear that these lines do more than express condemnation—they participate in an ongoing global discourse on power, identity, and representation, where language becomes a site of ideological struggle.

The use of the word “*unacceptable*” positions the speaker’s judgment as authoritative and reinforces their disapproval of the described actions (“morality attacks on the Muslim world by French publishers”). This phrase reflects the speaker’s ideological perspective, suggesting that the speaker is sympathetic to the Muslim world and critical of the actions of the French publishers.

The phrase “*a few years down the line*” implies a chronological sequence and suggests a continuation of the previous discussion. The description of the cartoons as “*sacrilegious*” indicates a strong negative evaluation, likely influenced by the speaker’s perspective.

The phrase “*Pakistan condemned it with full zeal and zest*” implies a strong and passionate reaction from Pakistan. Here, the use of language might reflect a positive evaluation of Pakistan’s response to the cartoons, reinforcing the speaker’s stance on the issue.

“Ramadan emphasizes inner reflection and charity. Muslims abstain from eating and drinking from dawn to dusk Around the world, Mosques and religious centers prepare meals for suhoor and iftar. People from different socio-

***economic and ethnic and cultural backgrounds come together to share a meal.
This promotes community service and fosters brotherhood amongst individuals.”***

(Express Tribune: 16-03-23)

The first part of the text “*Ramadan dawn to dusk*” provides a factual description of Ramadan, highlighting its emphasis on inner reflection and charity, as well as the practice of fasting from dawn to dusk. The language used is descriptive and informative, presenting key aspects of Ramadan without explicit interpretation or evaluation.

Here, “*Around share a meal*” the text offers an interpretation of the social significance of Ramadan practices. It suggests that the communal aspects of Ramadan, such as shared meals during suhoor (pre-dawn meal) and iftar (meal to break the fast), facilitate social cohesion and inclusivity. By bringing together people from diverse socio-economic, ethnic, and cultural backgrounds, Ramadan fosters a sense of unity and solidarity within Muslim communities.

This part of the text “*This promotes amongst individuals*” extends the analysis to a broader social level, emphasizing the role of Ramadan in promoting community service and fostering a sense of brotherhood among individuals. By engaging in communal activities such as preparing and sharing meals, Muslims participate in acts of service and solidarity that strengthen social bonds and promote mutual support within their communities. This social analysis highlights the communal dimensions of religious practice and their implications for social cohesion and collective identity.

Overall, applying Fairclough’s model allows us to deconstruct the given text, revealing the ways in which it combines factual description with interpretative and social analyses to convey the significance of Ramadan practices in fostering community engagement and solidarity among Muslims worldwide.

4.6. Representation of Gender:

Fairclough's (2013) model of critical discourse analysis provides a framework for examining gender discourse by focusing on language use, power relations, and societal structures. Gender discourse analysis involves scrutinizing how language constructs and reinforces gender norms, stereotypes, and inequalities. The analysis considers the ways in which language shapes perception of gender identities, roles, and expectations as well as the power dynamics that underpin these constructions.

Gender-related discourses in Pakistan reflect the complex interplay of cultural, social, religious, and political factors that shape perceptions, expectations, and experiences of gender within the society. Pakistan, like many other societies, exhibits deeply entrenched gender norms and inequalities, with patriarchal values influencing various aspects of life. Traditional gender roles dictate that men are the primary providers and decision-makers, while women are expected to prioritize domestic responsibilities and caregiving roles. These gendered expectations are often reinforced through language, media representations, and social institutions. Gender-related discourses in Pakistan also intersect with issues such as education, employment, politics, and violence against women. Women's access to education and employment opportunities may be limited due to societal expectations, leading to disparities in economic empowerment and political representation. Moreover, discourses surrounding violence against women may perpetuate victim-blaming narratives and contribute to a culture of silence and impunity. Despite these challenges, there are ongoing efforts by activists, scholars, and civil society organizations to challenge gender norms, advocate for women's rights, and promote gender equality in Pakistan. These efforts involve raising awareness, conducting research, advocating for policy change, and empowering women to challenge discriminatory practices and norms. However, addressing deeply ingrained gender inequalities requires sustained and collaborative efforts across all sectors of society to create a more inclusive and equitable future for all genders in Pakistan.

Fairclough's model encourages interrogating both explicit and implicit forms of gender bias in discourse, such as the use of gendered language, representation in media

and literature, and discursive practices that perpetuate gender hierarchies and inequalities. Through this lens, gender discourse analysis seeks to uncover and challenge the underlying ideologies and power structures that shape gender relations in society, with the aim of promoting gender equity and social justice.

The examples of such discourse found in the “Letters to the Editor” from the selected newspapers have been provided below along with the analysis of each of the discourse used as an example.

Fairclough comments that media discourses are used to represent ideology of dominant group as legalized one. In this way with the help of media discourses positive representation of dominant group is played up at the cost of negative or misrepresentation of submissive group. He further argues that ideology of the powerful has always been a ruling ideology. Women are represented as marginalized section of society and their efforts for emancipation are represented as under revolt against men with the help of media discourses. Similarly, the examples picked from the data about the representation of gender related issues depicts same ideology of some people in the society. The following examples have been quoted in this regard.

“A few days ago, Hazim Bangwar took over as the assistant commissioner of North Nazimabad in Karachi... Unfortunately, though, many social media users resorted to criticizing and shaming him for his appearance and attire.”

(Express Tribune: 07-02-23)

Hazim Bangwar assumed his position as the Assistant Commissioner of North Nazimabad in Karachi. This appointment, which should have primarily focused on his professional qualifications and capabilities, instead became a subject of intense public scrutiny and debate on social media platforms. Unfortunately, many users chose to criticize and shame him for his appearance and attire rather than acknowledging his credentials and professional achievements. This reaction highlights the deeply ingrained socio-cultural biases and the pervasive role of gendered and aesthetic norms in Pakistani media discourse.

From a Critical Discourse Analysis (CDA) perspective, particularly through Fairclough's three-dimensional model (textual analysis, discursive practice, and social practice), this instance demonstrates how language and visual cues are employed to perpetuate stereotypes and reinforce dominant ideologies. At the textual level, social media narratives surrounding Hazim Bangwar employed derogatory adjectives, sarcastic undertones, and judgmental language, framing his appearance as incompatible with traditional masculine ideals expected of a bureaucratic authority. This discursive strategy aligns with what Fairclough identifies as the reproduction of hegemonic norms, where power relations are maintained through seemingly ordinary acts of discourse.

At the level of discursive practice, social media acts as a site of intertextuality, drawing on pre-existing cultural narratives about masculinity, authority, and professionalism. The criticism directed at Bangwar illustrates how dominant gender ideologies intersect with class and institutional expectations, leading to an implicit assumption that bureaucratic positions necessitate a rigid conformity to conservative dress codes and masculine presentation. This conforms to Van Dijk's notion of ideological square, where positive self-presentation of the in-group (traditional, "respectable" officials) is contrasted with negative other-presentation of those deviating from norms.

Broadening the lens to critical stylistics, the evaluative stance adopted by users (expressed through modality, negative appraisals, and presuppositions) constructs Bangwar not as an individual professional but as a symbol of non-conformity. Such discourse implicitly polices bodies and identities, reinforcing gender binaries and heteronormative ideals. These patterns are not isolated but reflect a global phenomenon where individuals in positions of power face judgment based on personal attributes rather than merit—a manifestation of what Judith Butler terms gender performativity, where deviation from established scripts attracts punitive discursive responses.

Comparative parallels can also be drawn with international cases where public officials or celebrities have faced backlash for non-traditional appearances or gender expressions. For instance, women politicians in the West are often scrutinized more for

their clothing than their policies (Lazar, 2005), while male figures who challenge hyper masculine norms encounter similar ridicule. In the South Asian context, such discourses reveal the entrenchment of patriarchal and heteronormative ideologies within institutional and media narratives.

From a socio-political perspective, these discursive reactions have broader implications: they not only limit individual agency but also contribute to the exclusion of diverse identities from positions of authority. They perpetuate a narrow vision of professionalism that conflates competence with outward conformity, thereby obstructing progressive social change. Media, particularly social media platforms, plays a dual role—while offering spaces for alternative voices, it simultaneously reproduces dominant ideologies through viral narratives that shame and ridicule difference.

Ultimately, the case of Hazim Bangwar underlines the need to critically interrogate how media discourse in Pakistan mediates power, identity, and social norms. It also opens avenues for exploring the intersectionality of gender, class, and institutional authority in shaping public opinion, aligning with the broader aims of critical discourse studies to reveal the ideological underpinnings of language use in society.

The text “*A few days ago, Hazim Bangwar ... in Karachi*” appears to be a straightforward statement of an event. It sets the context by introducing Hazim Bangwar as the newly appointed assistant commissioner of North Nazimabad in Karachi. In the next phrase, “*Unfortunately ... his appearance and attire*”, the word “unfortunately” introduces an evaluative stance, implying that what follows is seen as negative or regrettable by the speaker or writer. The phrase “*many social media users*” may indicate that the criticism comes from a large group of people, potentially reflecting the influence and power of social media in disseminating opinions and shaping public perceptions.

The verbs “*resorted to criticizing and shaming*” carry a negative connotation, suggesting that the actions of the social media users are viewed as inappropriate or unacceptable by the speaker or the writer. The use of the word “*shaming*” implies that the criticism may have been harsh or personal. The reason for the criticism, as stated in

the text, is “*for his appearance and attire.*” This points to a discourse about personal appearance and clothing choices. The criticism may relate to perceived violations of social norms or expectations regarding how a person in such a position should dress or present themselves.

According to Fairclough (2013), ‘representatio’n includes a specific description of somebody to form an opinion. Similarly, words are symbols that represent different ideas, concepts, facts, emotions and so on. On one hand, media represent one gender dominant and on the other we find some examples through which the same gender is humiliated. Consider this example;

“Girls more obstacles conservative norms and values not allowed to pursue careers or employment after graduating many women lack access to digital devices prevents them from seeking financial independence.”

(Express Tribune: 20-03-23)

The lines highlight the gender inequality in Pakistan that is also represented in discourse, particularly focusing on the obstacles faced by girls and women due to conservative norms and lack of access to resources.

Here, the very use of phrase “*conservative norms and values*”, is a reference toward those who consider women subordinate and submissive. In other words, this example illustrates that those who keep such thinking about women, do not possess healthy minds.

The aforementioned lines highlight the gender disparities faced by girls, particularly due to conservative norms and values prevalent in Pakistani society. This suggests a discourse of gender inequality embedded within cultural and social structures. Girls are portrayed as encountering obstacles that hinder their opportunities for education, career advancement, and financial independence. This implies a discourse of restriction and limitation placed upon girls’ aspirations and capabilities. The text emphasizes the persistence of traditional gender roles where girls are often expected to prioritize domestic responsibilities over pursuing careers or employment

after graduating. This reflects a discourse of gendered expectations and societal norms that constrain choices of women and opportunities.

The mention of digital age underscores the intersectionality of gender and technology, highlighting disparities in access to digital devices and services among women in Pakistan. This further exacerbates their marginalized status and limits their ability to participate fully in economic and social life. The language used in the text, such as, “obstacles”, “not allowed”, and “lack access”, conveys a sense of constraint and deprivation experienced by women in this society, framing their experiences within a discourse of structural inequality and injustice.

Pakistan, unfortunately, majorly consists of patriarchal societies where gender roles are traditionally defined along hierarchal lines, with men holding greater power and privilege compared to women. Cultural norms and conservative values often reinforce gender segregation and limit women’s autonomy, particularly in rural and backward areas of the country. Despite progress in certain areas, such as increasing enrollment of girls in school, gender disparities persist in access to education, employment, and decision-making positions. Women’s rights activists and organizations in Pakistan have been advocating for gender equality and women’s empowerment, but they often face resistance from traditionalist forces and social norms.

In summary, the above mentioned lines reflect a discourse of gender inequality deeply rooted within the Pakistani society, characterized by restrictive norms, limited opportunities, and unequal access to resources. Analyzing such discourses through Fairclough’s model highlights the need for challenging and transforming deep-rooted power structures, cultural norms, and institutional barriers to achieve gender equality and empower women of Pakistan in order to build a strong society based on firm principles.

***“....in our society that exists “girls can only choose Medical as their career”....
She has now either to choose medical or stay at home and do house duties.”***

(The Nation: 20-02-23)

The text reflects a societal discourse that imposes limitations on girls' career choices, suggesting that they are restricted to pursuing a career in the medical field. It presents a binary choice for girls: either pursue a medical career or conform to traditional gender roles by staying at home and performing household duties. The language used, such as “*girls can only choose Medical as their career,*” implies a narrow range of acceptable career options for girls, reinforcing traditional gender stereotypes and roles.

The discourse presented in the text reflects deeply entrenched gender norms and expectations within Pakistani society. In Pakistan, societal norms often dictate traditional gender roles, with women primarily expected to prioritize domestic responsibilities over professional aspirations. The emphasis on girls' limited career options perpetuates the idea that certain fields, such as medicine, are more suitable for women, while others are deemed inappropriate or unsuitable.

The discourse in the text reflects broader social, cultural, and structural factors that contribute to gender inequality in Pakistan. Pakistan has a patriarchal society where traditional gender roles are deeply ingrained, with women often expected to fulfill domestic duties and caregiving responsibilities. Limited educational and employment opportunities for women further reinforce gender disparities, contributing to their economic dependence and social marginalization. The portrayal of girls' career options as restricted to the medical field reflects a larger pattern of gender segregation in educational and professional spheres, perpetuating inequality and limiting women's agency and autonomy.

In conclusion, the lines from the Pakistani newspaper “The Nation” illustrate a gendered discourse that perpetuates traditional gender roles and limits girls' career choices. Analyzing this discourse through Fairclough's model sheds light on the underlying power dynamics, social norms, and structural inequalities that contribute to gender inequality in Pakistani society.

Fairclough (2003) distinguishes between two types of identity: social and personal. He also makes a distinction between social identity and personality, claiming that the two have a dialectic relationship. Social groups can comprehend and describe their

universe in a various way. Their personality is formed by this distinction. As a result, identity is something that defines who you are and how others perceive you. With the use of certain words, writer depicts his thinking about someone or something.

In this way, the overall impression about the representation of issues related to gender in the selected newspapers employs that male stereotypes consider women subordinate and lower creature, who has no right to talk about her rights. The term gender refers to societal expectations about being male and female. It is socially constructed within the society with the help of various people, social groups and institutions. Feminist scholars, political activists, socially aware consumers and practitioners of media represent the negative outcome of female stereotypes in media. Most often an attempt is made to render female gender invisible from the domain of power by calling them subordinate and dependent creature and they are mostly associated with the domestic affairs.

“People on social media have often criticized him (Hazim Bangawar) for his appearance and attire. He is judged not on the basis of performance but because of his appearance even though he also has a marketing and fashion design degree from the United Kingdom. Making fun of the personal lifestyle of a multi-talented officer is clearly in bad taste.”

(Dawn: 28-02-23)

The mentioned text highlights criticism directed towards Hazim Bangawar on social media, specifically regarding his appearance and attire. It suggests that he is judged unfairly based on his appearance rather than his performance, despite having qualifications in marketing and fashion design from the United Kingdom. The text concludes by condemning the criticism, stating that mocking the personal lifestyle of a talented individual is inappropriate.

The provided lines can be seen as a criticism of gender due to the implicit gender bias present in the discourse. Despite the focus being on Hazim Bangawar's appearance and attire, the underlying gendered criticism is evident in the way he is judged and criticized. The lines highlight how Hazim Bangawar is criticized for his

appearance and attire, suggesting that his worth is being assessed based on superficial attributes rather than his professional capabilities or achievements. This criticism based on appearance is often gendered, as societal expectations around appearance and grooming tend to be more stringent for men, particularly in professional settings.

The discourse presented in the text reflects a social phenomenon wherein individuals are subjected to criticism and judgment based on superficial factors such as appearance. It points to the prevalence of shallow and superficial judgments made by individuals on social media platforms, where individuals may be targeted for aspects of their identity that are unrelated to their professional capabilities or accomplishments. The text highlights the unfairness and negative consequences of such discourse, as it can undermine individuals' confidence, perpetuate stereotypes, and distract from their actual abilities and qualifications.

The fact that Hazim Bangawar is judged not on the basis of his performance or qualifications, but rather on his appearance, reflects a gendered bias in judgment. In many cases, men are expected to conform to certain standards of appearance and masculinity, and deviation from these norms can lead to criticism and ridicule. Despite having a marketing and fashion design degree from the United Kingdom, Hazim Bangawar's professional qualifications are undermined by the focus on his appearance. This reflects a broader societal tendency to prioritize superficial attributes over substantive qualifications, particularly when it comes to evaluating men's capabilities and competence. The lines implicitly critique the double standards that exist regarding gender and appearance. While women are often subjected to scrutiny and criticism based on their appearance in both personal and professional contexts, men are not exempt from such scrutiny, as demonstrated in this example. This critique highlights the unfairness and harmful effects of gendered expectations and judgments.

Fairclough's model encourages an exploration of the broader social, cultural, and power dynamics that shape the discourse in question. In this case, the text reflects broader societal norms and expectations regarding appearance and professionalism, which may prioritize superficial attributes over substantive qualifications and abilities. The language used in the text suggests a critique of the power dynamics

inherent in social media discourse, where individuals may use anonymity and distance to engage in judgmental or derogatory behavior without facing consequences. Additionally, the text implies a critique of societal attitudes towards appearance and lifestyle choices, which may disproportionately affect individuals from marginalized or unconventional backgrounds.

Overall, the lines criticize the gendered bias and double standards that underlie the criticism of Hazim Bangawar's appearance, highlighting broader issues of gender inequality and discrimination in society. In summary, the provided text reflects a discourse that critiques the superficial judgments and criticisms directed towards an individual based on appearance rather than professional qualifications. Analyzing this discourse through Fairclough's model highlights broader societal norms, power dynamics, and the consequences of shallow and discriminatory judgments in online spaces.

“The term 'women card' is often used to dismiss the opinions and experiences of women gender equality and promoting women's rights in Pakistan discrimination that women face to create a society”

(Express Tribune: 22-02-23)

Here, we see the use of the term “*women card*,” which suggests the existence of a particular discourse or narrative in which women's opinions and experiences are trivialized or disregarded. The term implies that women use their gender as an advantage or a tool to gain sympathy or advantage, rather than recognizing the validity of their perspectives. The phrase “*often used*” indicates a pattern of usage, suggesting that this discourse is pervasive within certain contexts.

This statement interprets the implications of using the term “*women card*.” It highlights the negative consequences of such language use, asserting that it is harmful, offensive, and detrimental to the efforts of women striving for gender equality and women's rights in Pakistan. The use of the term is seen as an obstacle to progress, suggesting that it perpetuates gender stereotypes and undermines the credibility of women advocating for their rights.

While the last part of the text shifts towards a broader societal analysis, emphasizing the need to recognize and confront the systemic barriers and discrimination faced by women. It situates the issue within the broader context of gender inequality, advocating for structural changes to create a more inclusive and supportive society for women. By addressing the underlying social structures and power dynamics, the discourse aims to promote women's rights and empowerment on a larger scale.

This sentence highlights the socio-political condition where the hostility of men have been mentioned and female gender has been represented totally at the disposal of the men. Similarly, they are not allowed travel alone or without their guardian, it means if a woman travels alone, she is labeled to various notorious titles.

Overall, employing Fairclough's model allows us to deconstruct the given text, revealing the power relations, ideologies, and social structures embedded within the discourse surrounding the term “women card” and its implications for gender equality and women's rights in Pakistan.

4.7. Frequency of Occurrence of themes:

In the table given below, the researcher has mentioned the frequency of occurrence of themes for the study such as: Social, Political, Health, Education, Religious, and Gender from the three Pakistani English Newspapers such as Dawn, Express Tribune, and The Nation. The time span for the data collection for the present study ranges from February 1st, 2023 to March 31st, 2023 and the frequency of occurrence of selected themes is also presented in the form of pie-charts, as well as a comparative analysis in form of bar-chart has also been provided by the researcher in this section.

The data collected from the selected three newspapers for the selected time period was analyzed and resulted in six emerging themes. The frequency of the occurrence of the emerging themes is presented in the form pie-charts in following sections.

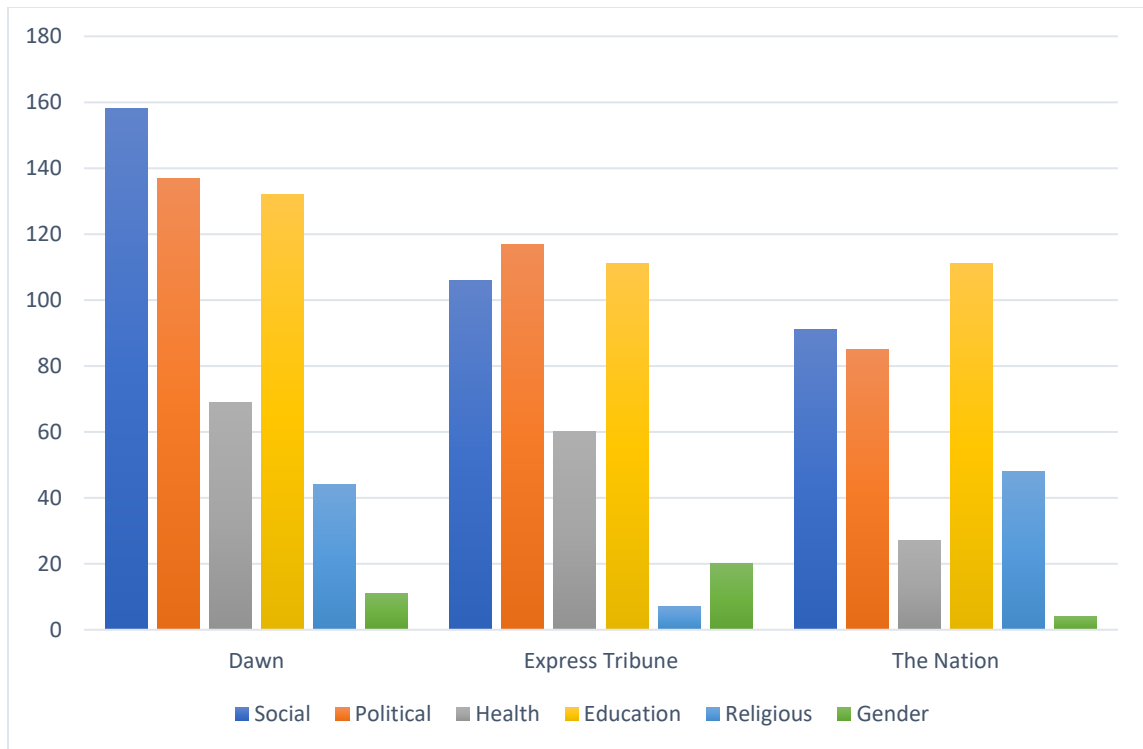
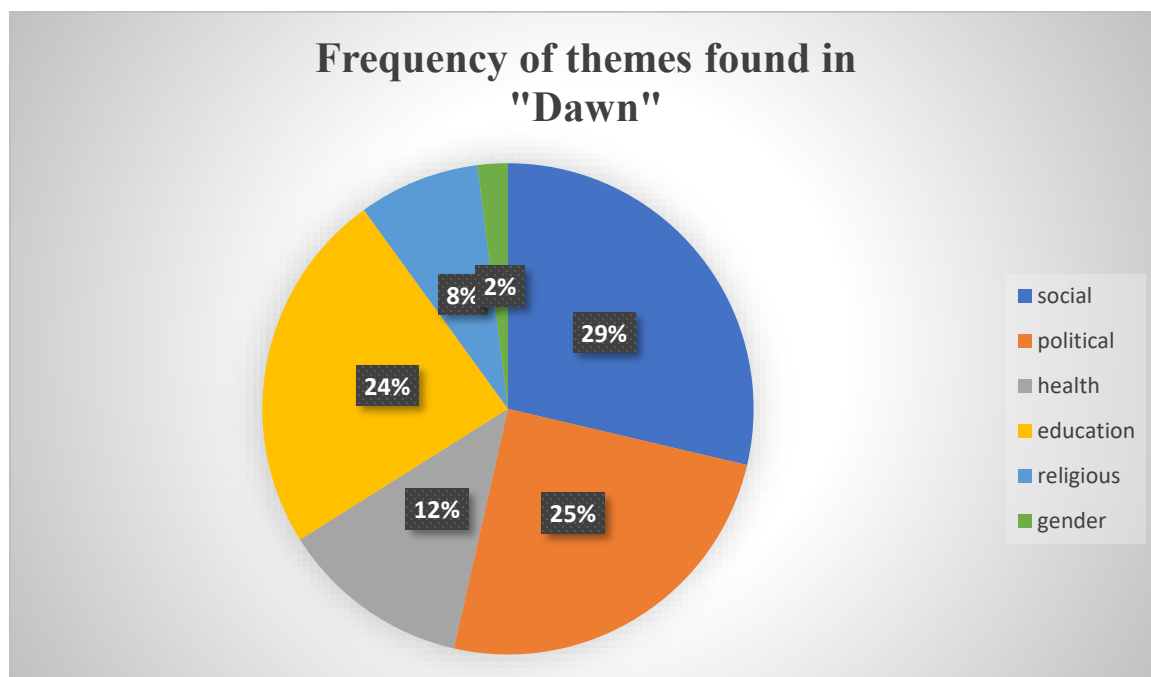


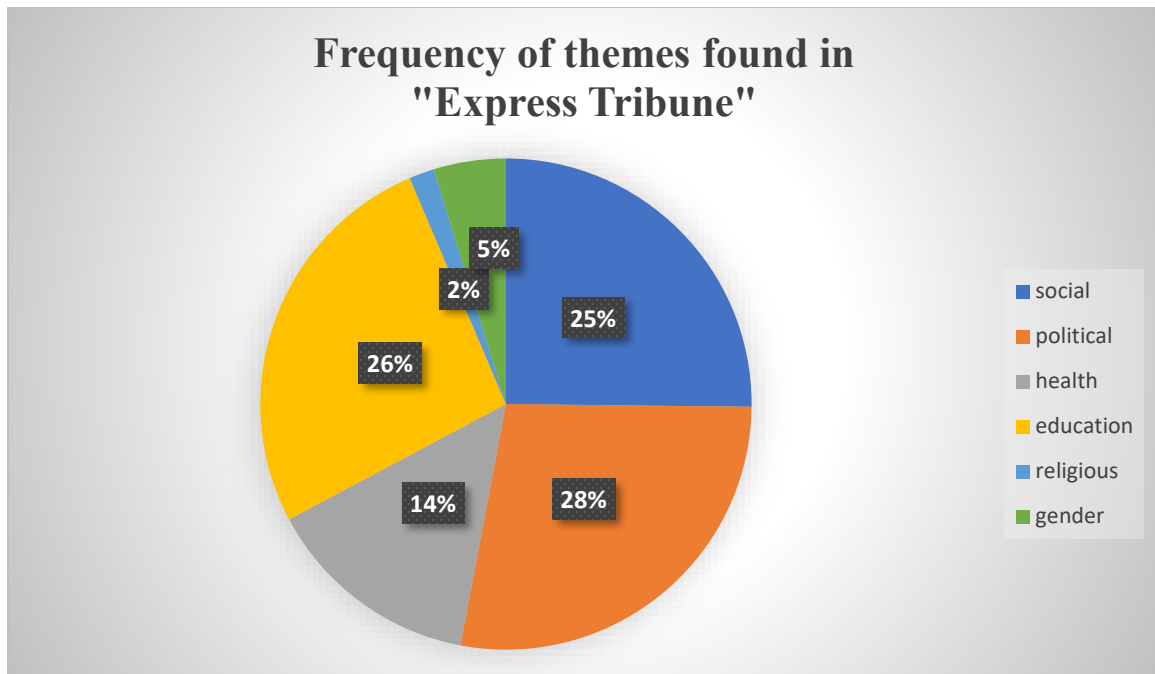
Chart 1: Comparative analysis of themes found in the three selected newspapers

4.8. Pie charts showing frequency of six found themes:

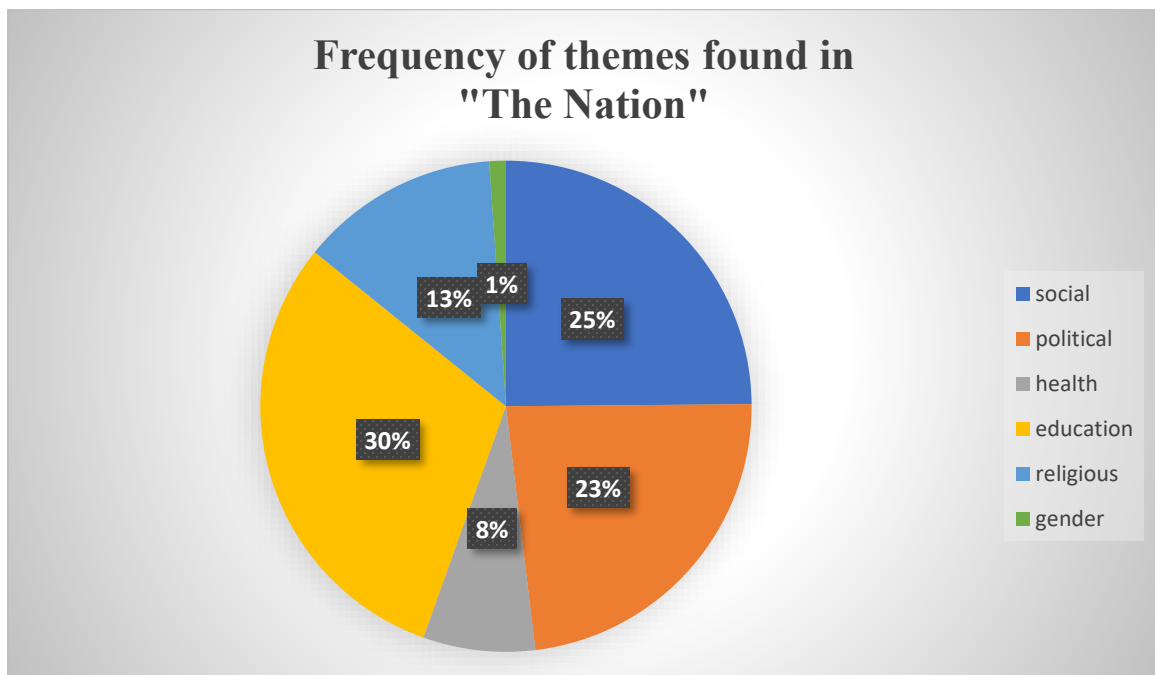
Below are given the pie-charts of the themes found along with percentages in each of the selected newspaper namely, Dawn, Express Tribune and The Nation, as a result of analysis:



Pie-Chart 2: Frequency of occurrence of themes in "Dawn" newspaper



Pie-Chart 3: Frequency of occurrence of themes in "Express Tribune" newspaper



Pie-Chart 4: Frequency of occurrence of themes in "The Nation" newspaper.

4.8.1. Bar-charts showing frequency of occurrence of themes:

4.9. Content Analysis of Collected Data:

4.9.1. Examples related to Social issues

Table 1: Examples related to Social Issues

<i>Analytical Device</i>	<i>Newspaper</i>	<i>Date</i>	<i>Example</i>
Representation	The Nation	15-03-23	Pakistan faces one of the worst financial crises these days.
	The Nation	15-03-23	Pakistan has been facing various hurdles
	Dawn	28-02-23	 the country has been facing electricity and natural gas load- shedding
	Dawn	31-03-23	Merchants and vendors in Pakistan take full advantage of Ramazan to exploit consumers
	Express Tribune	04-03-23	Pakistan is currently facing a severe water crisis ...
	Express Tribune	20-02-23	... many women are constantly faced with harassment on the streets, in public transport
	Dawn	01-02-23	A huge amount of food is wasted at weddings, birthday parties and other social events.
	Express Tribune	03-02-23	 sexual harassment ... violence haunt women ...for rest of their lives

	Dawn	09-02-23	The data is also showing ... story as petroleum sales, auto demand and reflect a slowdown in growth.
	Dawn	28-02-23	the country ... been facing electricity ... natural gas load – shedding
Metaphor	The Nation	07-02-23	 helm of affairs in the country
	Express Tribune	03-02-23	the tip of the iceberg unreported due to societal stigma ...
	Dawn	09-02-23	Pakistan chronic systematic supply ...
Comparison	Express Tribune	03-02-23	In 2022 ... 2,000 cases of rape ... reported ... 1,301 cases of rape were heard in 44 courts in the country
	Dawn	09-02-23	Central banks around the world to control the ... inflation to save the economy ...
Othering	Express Tribune	03-02-23	... United Nations Development Program ranked Pakistan ... the top countries with anti-women bias in courts
Marxist Critique	The Nation	16-02-23	... the poor are left ... no home ... the rich consume a lot of space ... real estate enterprises.

4.9.2. Examples related to Political Issues

Table 2: Examples of Political Issues

<i>Analytical Device</i>	<i>Newspaper</i>	<i>Date</i>	<i>Example</i>
Representation	Express Tribune	02-02-23	Politicians should not take public support for granted
	The Nation	11-02-23	... PTI and PDM ... brought the country close to bankruptcy.
Metaphor	Express Tribune	02-02-23	 economic hemorrhage
	The Nation	16-03-23	 political tug of war
	Express Tribune	16-02-23	... gravity of these crises ...
Comparison	The Nation	01-02-23	Politicians prefer their ... honors, and wealth to the future ... country.
	The Nation	17-03-23	Political leaders ... those who fought ... freedom ... many politicians ... served Pakistan
	The Nation	16-03-23	... opposition ... PTI ...demanding general elections while, ruling ... PDM ... hold onto power

	Dawn	25-02-23	 political parties ... not alone in their cluelessness ... other institutions ... happen to be in the same boat ...
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4.9.3. Examples of Health related Issues

Table 3: Examples of Health Issues

<i>Analytical Device</i>	<i>Newspaper</i>	<i>Date</i>	<i>Example</i>
Representation	Express Tribune	02-02-23	Stomach issues ... extremely common among the youth today
	Express Tribune	20-02-23	Across Pakistan ... people ... affected by thalassemia ... a genetic blood disorder.
	Express Tribune	20-02-23	People ... impoverished backgrounds ... more likely ... affected by ... diseases ...
	Express Tribune	11-02-23	Polio ... infectious viral disease ... caused by ... poliovirus.
	Dawn	07-03-23	I recently visited ... Liaquat University of Medical Health Science (LUMHS) Hospital ... Jamshoro ... appalled ... lack of cleanliness ...
Comparison	Express Tribune	20-02-23	... dangerous virus ... eradicated from the world ... But Pakistan's dream to eradicate ... disease ... unfulfilled
Metaphor	Express Tribune	20-02-23	... crippling disease ...
	Dawn	07-03-23	Garbage ... lying and flying

	Dawn	29-03-23	... leading to frequent episodes ... diarrhea ...
Othering	Express Tribune	20-02-23	Government efforts ... vaccinate children ... parents' refusal to vaccinate children.

4.9.4. Examples of Education related Issues

Table 4: Examples of Education related issues

<i>Analytical Device</i>	<i>Newspaper</i>	<i>Date</i>	<i>Example</i>
Representation	Dawn	25-03-23	Majority of students ... aware of the unethical practices ... observed during ... examinations
	The Nation	13-02-23	I am ... Student at Sukkur IBA University ...
	The Nation	12-03-23	... students in Pakistan ... not being educated but rather trained
	Express Tribune	18-02-23	The absence of ... public library ... further added ... student's problems
Comparison	Dawn	25-03-23	... taken as a menace ... now crossed ... barrier of academic exams ... entered the domain of ... public-sector professional testing

	The Nation	12-03-23	... statistics from 2021 and 2022, countries ... the United States ... Germany rank among ... top 10 in terms of ... education systems.
Metaphor	The Nation	12-03-23	Education should not ... expensive privilege.

4.9.5. Examples of Religious Issues

Table 5: Examples of Religious issues

<i>Analytical Device</i>	<i>Newspaper</i>	<i>Date</i>	<i>Example</i>
Representation	Express Tribune	16-03-23	Ramadan emphasizes ... reflection and charity.
	Dawn	18-02-23	... principle of 'freedom of choice' ... matter of interpretation for such people.
	Dawn	23-03-23	Merchants ... vendors in Pakistan ... full advantage of Ramazan ... exploit consumers
	The Nation	23-03-23	... majority ... non-Muslim world considers Islam ... religion of terror ... war, and encounter.
Othering	Dawn	18-02-23	People around ... in the West, ... double standards ... to any matter related to the Muslims.
	The Nation	23-03-23	... they have set their minds about Muslims refusing or avoiding their basic human rights

Comparison	Dawn	18-02-23	... they do not mind teenage girls getting pregnant ... wedlock, ... frown upon teenage Muslims getting married
	The Nation	23-03-23	... good or bad people live in every religion ... community ... world, anti-Islamic agencies ... in action ... to ridicule Islam
Metaphor	Dawn	18-03-23	... avoid conflicts... live in peace ...

4.9.6. Examples of Gender-related Issues

Table 6: Examples of Gender-related issues

<i>Analytical Device</i>	<i>Newspaper</i>	<i>Date</i>	<i>Example</i>
Representation	Dawn	28-02-23	People on social media ... criticized him (Hazim Bangawar) ... his appearance and attire.
	Dawn	23-03-23	... women in Balochistan ... stranded in cultural that bar them ... even getting their basic right; education.
	The Nation	20-02-23	The government along with each individual ... give women rights ... freedom of expression.
Othering	Express Tribune	20-03-23	Girls ... faced with ... more obstacles ... conservative norms ... values ... most girls ... not allowed ... careers ... employments
	Express Tribune	20-02-23	Women ... can be the sword of our nation ... women in Pakistan ... suffering through ... terrifying circumstances...

Metaphor	The Nation	20-02-23	Women ... individuals ... the sword of our nation
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4.10. Summary:

In this chapter, the researcher has critically analyzed the data from the three mentioned newspapers such as: Dawn, Express Tribune, and The Nation, and the time span ranges from February 1st, 2023 to March 31st, 2023. The research objectives number one “To examine letters to editors’ section published in Dawn, Express Tribune, and The Nation from February 1st, 2023, to March 31st, 2023, focusing on thematic analysis”, of the present study is to know how different social, political, religious, health, education, and gender issues find representation through print media discourses. Therefore, in this chapter, the researcher has analyzed theme through Critical Discourse Analysis (CDA) technique by applying amended model derived from Fairclough’s 2003 and 2013 models and on other hand, the quantification of data through multi-perspective approach has also been done. Mixed research approach has been used to yield a complete understanding of how ways of words help in making something analyzed when combined with number game strategy. Frequency of occurrence all the four themes has been shown in the form of pie charts and the tables.

While AntConc proved to be a valuable tool for identifying and quantifying thematic patterns in the corpus, certain limitations emerged in the context of this research. One primary limitation is that AntConc operates primarily on surface-level word frequency and co-occurrence, without the ability to interpret meaning or context beyond the lexical level. This posed challenges in distinguishing between literal and thematic relevance of keywords, as certain words may appear frequently but not always align with the intended theme (e.g., “school” may appear in metaphorical or unrelated contexts). Additionally, the software does not support advanced semantic tagging or sentiment analysis, which limited the ability to capture nuance, tone, or ideological stance. Another constraint is the manual effort required to curate and refine keyword lists, which introduces a degree of subjectivity and may result in the omission of relevant terms or inclusion of misleading ones. Lastly,

AntConc lacks the ability to analyze multimodal elements—such as layout, formatting, or typographic emphasis—that may contribute to meaning in print media discourse. Despite these limitations, AntConc remains a useful preliminary tool for guiding thematic analysis, which was later supported by close qualitative reading and critical interpretation.

CHAPTER FIVE

5. CONCLUSION

The present research focuses on the letters to the editor sections of three Pakistani English newspapers to find out whether this newspaper genre influences popular opinion distribution to government representatives. The current study is divided into five chapters.

The first chapter provides a detailed description of the current research, a statement of the problem, objectives of the research, significance of the research, research questions, methodology and organization of the research. It elucidates that how the current research deals with the critical analysis of the letters to the editor section taken from two English newspapers such as: *The Dawn* and *The Nation*. In addition, it provides context for the research and explains how the present research is different from previous studies. The research is significant as it intermediates a link between discourse analysis and the way social critique is propagated.

The second chapter, “Literature Review” deals with the review of previous work related to the current study. It also discusses the definition of the key terms used in the study, as well as the theoretical frameworks that are pertinent to the present research. The researcher has discussed the review of the most relevant prior studies, keeping in view the research gap for the current study. The key concepts discussed in the study are genre, genre analysis, newspaper as a genre, genres of newspapers, Marxist and Normative critique, gender, etc. This chapter ends with a discussion on theoretical frameworks highly relevant to this study, as well as giving room for the methodology section's conceptual framework.

Chapter number three “Research Methodology” presents methodology used to justify amendment in existing models of research in this study. The researcher has employed Fairclough’s 2003 model of Critical Discourse Analysis (CDA) and Fairclough’s 2013 model of Critical Social Analysis (CSA). The amended model has been devised with the aim to cope with the objectives of the research.

Chapter four deals with the analysis of collected data. In this section the researcher has categorized selected letters under six themes i.e. social, political, health, education, religious and gender. The data was collected from three Newspapers such as “Dawn”, “Express Tribune”, and “The Nation”, time span ranges from February 1st, 2023 to March 31st, 2023. Qualitative analysis of the data has been done in this section by applying devised model. Data has also been quantitatively analyzed. The researcher has documented the frequency of occurrence of mentioned themes in form of pie charts.

5.1. Findings:

The first research question “How are various themes represented discursively through letters to the editors’ section of Dawn, Express Tribune, and The Nation?” addresses six emerging themes: Social, Political, Health, Education, Gender, and Religious. In the *letters to the editor* sections of *Dawn*, *Express Tribune*, and *The Nation*, various themes are represented discursively through distinct linguistic and rhetorical strategies. These letters often serve as platforms for public opinion, where writers express views on political, social, and cultural issues. Themes such as governance, human rights, social justice, and national identity are frequently discussed. The use of persuasive language, argumentation, and appeals to logic or emotion are common. Depending on the newspaper’s readership, there may also be differences in tone, with *Dawn* focusing more on intellectual and analytical approaches, *Express Tribune* blending modern, liberal views, and *The Nation* reflecting more nationalistic or conservative perspectives. Additionally, the choice of vocabulary, framing of issues, and representation of marginalized groups can differ, influencing how themes are constructed and perceived by readers.

The second research question, “Up to what extent does the frequency of occurrence of themes vary among the selected newspapers?” addresses the dissemination of the mentioned themes among the selected three newspapers of Pakistan. The study concludes that in “The Nation” newspaper, there were 48 occurrences of letters related to religious issues during the specified period, with the frequency of 13%. On the contrary, letters regarding religious issues were published the “Dawn” newspaper during this timeframe, with a percentage of 8%, which is comparatively less than in The Nation newspaper. And the letters published related to the relevant issue were while, “Express Tribune” has the

lesser amount of letters published with a percentage of only 2% during the mentioned time frame. Only 7 letters were found in “Express Tribune” related to religious issues. This illustrates the preference of The Nation for highlighting religious matters, indicating the ideological stance of the newspaper in representing this issue as compared to the rest of the two newspapers. The research findings underscore that The Nation is more inclined to spotlight religious issues through letters to the editor than its counterpart. The predominant discursive techniques employed in discussing religious issues were othering, lexicalization, and capitalization.

In the “Dawn” newspaper, the themes reveals significant insights into the topics that resonate with its readership. Social issues dominate the coverage, accounting for 29% of the themes, reflecting the newspaper’s focus on societal concerns and their impact on the community. Political themes closely follow at 25%, indicating a strong emphasis on governance, policy, and political discourse. Education-related topics make up 24% of the themes, highlighting the importance placed on educational matters and their relevance to the public. Health themes constitute 12% of the coverage, showing a considerable interest in public health issues, medical advancements, and healthcare policies. Religious themes are represented at 8%, underscoring the role of religion and related discussions in the societal context. Lastly, gender issues account for 2% of the themes, suggesting that while present, they receive relatively less attention compared to other topics. This distribution provides a comprehensive overview of the thematic priorities in “Dawn” newspaper, reflecting the diverse interests and concerns of its readers.

In the “Express Tribune” newspaper, the distribution of themes provides a detailed picture of the issues prioritized by its readership. Political themes take the lead, comprising 28% of the coverage, indicating a strong focus on political affairs, governance, and policy discussions. The issues and topics related to education have been discussed frequently with a percentage of 26%, reflecting the newspaper’s emphasis on educational matters and their significance to the public. Social issues make up 25% of the themes, highlighting the importance placed on societal concerns and their impact on the community. Health-related issues constitute 14% of the coverage, demonstrating a substantial interest in public health issues, medical developments, and healthcare policies. Gender-related issues are

represented at 5%, suggesting a growing attention to gender-related discussions and their relevance in contemporary society. Religious themes make up 2% of the coverage, indicating a relatively lesser focus on religious matters compared to other topics. The findings provide an insightful impression of the “Express Tribune” newspaper’s content, showcasing the varied interests and concerns of its readers.

In “The Nation” newspaper, the thematic distribution highlights the areas of focus that engage its readership. Education-related topics dominate the coverage, accounting for 30% of the themes, underscoring the newspaper’s significant emphasis on educational issues and their importance to the public. Social issues follow, comprising 25% of the themes, reflecting a strong interest in societal concerns and their impact on the community. Political themes make up 23% of the coverage, indicating a considerable focus on political affairs, governance, and policy discussions. Religious themes are represented at 13%, showing a notable attention to religious matters and their role in society. Health related issues constitute 8% of the coverage, highlighting a moderate interest in public health issues, medical advancements, and healthcare policies. Gender issues, while present, account for just 1% of the themes, suggesting they receive relatively minimal attention compared to other topics. This distribution provides a comprehensive overview of the thematic priorities in “The Nation” newspaper, reflecting the diverse interests and concerns of its readers.

The findings of this research hold significant theoretical and societal implications for the study of media discourse and public opinion in Pakistan. Thematically and discursively analyzing *Letters to the Editor* as a genre offers valuable insight into how ordinary citizens engage with political and social issues within institutional media spaces. The study contributes to genre theory by demonstrating how public voices direct the conventions of print media to articulate ideological positions, critique governance, and participate in national dialogue. From a societal perspective, the analysis highlights the role of English-language newspapers not merely as information providers, but as discursive arenas where informed citizens—often from urban, educated segments—negotiate identity, power, and belonging. In a media landscape marked by political polarization, censorship, and shifting journalistic norms, this research underscores the importance of participatory genres in sustaining democratic discourse. Moreover, it challenges the assumption that editorial

pages are passive or peripheral, revealing instead their capacity to reflect, reinforce, or resist dominant narratives. Eventually, the study develops our understanding of how mediated public discourse functions as a site of ideological contestation and public expression in contemporary Pakistan.

5.2. Suggestions and Recommendations:

In the present study, the letters to the editor sections of three Pakistani English newspapers, spanning from February 1st, 2023, to March 31st, 2023, have been analyzed to evaluate the significance of these newspapers' genre in conveying public opinion to government officials. This research paves the way for future studies. While, this study focuses on three Pakistani English newspapers; future researchers might consider including other publications, such as The Post, Pakistan Observer, Daily Global, Pakistan Times, Pakistan Today, and The News. Additionally, researchers could use more than three newspapers or they can increase the time span for study. Since this research is limited to Pakistani newspapers, future studies could incorporate newspapers from other countries to shed light on existing social issues in different contexts and how media discourses represent them.

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