

Language and ideology as an instrument in the hands of the powerful has an overarching hold on the people. The relationship of language and ideology is so ingrained and basic that it would be difficult to them operate in isolation from each other. No one can deny this dichotomous nature of both language and ideology. Fascinated by the language-ideology nexus, this study is broadly concerned with the analysis of ideology in discourse. More specifically, it is aimed at the empirical and systematic investigation of the role of language in reflecting the ideological positions of both the verbal and visual text of the biography of 'I am Malala' (2013). Demanded by the flexibility of the notion of 'ideology' and complexity of the definition of word 'language', the study did not employ any single specific model strictly. However, an operational framework was an adapted one, based on Fairclough's (1989, 1992 & 2003) 'Three-dimensional model' and Kress and van Leeuwen's (1996) 'grammar of visual design'. Since research was mainly qualitative in nature, the data were analyzed through the mode of the thematic analysis with the hermeneutic approach. The analysis of the data showed the indoctrination of the West's anti-Islamic ideologies through the manipulative use of language. Thus, conclusively, the importance of the language as a means of discursive practice cannot be underestimated.