

The current research aims to apply critical discourse ideological analysis upon the Political Discourse Strategies adopted by GEO and ARY for representing Azadi March. The news media assume a crucial part in the public eye, yet it watches that people in general perspectives the media as inclined. The center is upon investigation of newses because this genre is exceptionally seen and also responsible for the ideological formation in different reputed news channels. The present study essentially distinguishes and clarifies how ideological discourse is built and exhibited in Pakistani private news channels. Newses uncover the underlying ideological preferences and hence the activity of force in news writings. The year 2014 incorporated a social regime change in Pakistan against arbitration by the government of Pakistan Muslim League Nawaz (PML-n); the insurgence entitled with Azaadi March drove by Pakistan-Tehreek-e-Insaaf (PTI). This protest movement got high electronic and also a print media, consideration and confronted a gigantic political contention. With a specific end goal to explore this issue in this study, investigate the inclination of ideological discourse in the news channel through certain levels of investigation. Pakistan Tehreek-e-Insaaf leader Imran Khan spread the discourse of protest against the Prime Minister of Pakistan Nawaz Sharif, who reacted the protesters consequently; in charge of making the discourse of counter-protest. The data for the current study collected from two Pakistani Urdu news channel GEO and ARY to uncover the left and right wing ideologies by analyzing the discourse strategies of both news channels. The newses for the study is selected from both news channel in accordance with social uprising on 14 August 2014 to 30 August 2014. All these news extracts have been analyzed according to the terms of ideology or political strategies. The framework employed in this study, that is van Dijk's (2004) analytical framework of an ideological analysis of political discourse that acquire from Politics, ideology and discourse is utilized to recognize digressive structures or ideological strategies inside of the news extracts from both news channel Geo and Ary, and find the political ideologies is hiding them. The macro strategies of 'positive self-representation' and 'negative other-representation' (which are personally tied up with "Polarization" of in-group versus out-group philosophies or US-THEM) in addition to the next 25 more unpretentious strategies have ended up being extremely exact criteria for the assessment of demeanors, furthermore, suppositions. the comprehensive framework of Van Dijk (2004) revealed that Geo news present the news stories or news headlines from the platform of their channel tend to be against the Imran Khan and his party PTI. However the democratic candidate Nawaz Sharif and his party demonstrated the opposite inclination towards Imran Kahn and his party. To legitimize their arguments, each news channel utilized elusive ideological or political strategies all of which could be ordered under the two noteworthy methodologies of positive self-presentation and negative other-presentation. Geo news frequently used the political or ideological strategy of Lexicalization 49%, polarization 59%, irony 39%, or categorization 49% as convincing tool for inducement and interpretation. Contrary to this Ary news channel frequently used the political and ideological strategy of Authority 23%, Hyperbole 38%, Presupposition 58%, National Self Glorification 56%, victimization 43%, and polarization 19%. Through this analytical framework uncover the left and right wing ideologies by analyzing the discourse strategies of both Pakistani Urdu news channel GEO and ARY. The discoveries of this study can be helpful for growing researcher's basic thinking capacities in the comprehension and production of language.

**Keywords:** critical discourse analysis, Ideological discourse strategies, Political discourse, GEO and ARY news channel, Right-wing and Left-wing politics, Azaadi March