

**SUSTAINABILITY DISCOURSE: FRAMING
AND DISCURSIVE ANALYSIS OF
NEWSPAPER ARTICLES ON THE ORANGE
LINE PROJECT, LAHORE**

By

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Sustainability Discourse: Framing and Discursive Analysis of Newspaper Articles on the Orange Line Project, Lahore

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ABSTRACT

Title: Sustainability Discourse: Framing and Discursive Analysis of Newspaper Articles on the Orange Line Project, Lahore

This research study has attempted to analyse the media discourse having aspects of sustainability about the Orange Line project, Lahore, Pakistan in the news articles of two influential newspapers, *Dawn* and *The News*. I have used Fairclough's critical discourse analysis for thematisation and lexicalisation, and framing for exploring the frames, themes, and lexical items and related ideologies in media discourse of 67 articles- 36 of *Dawn* and 31 of *The News*. The study reveals the dominant use of essentially negative frames of *blame*, *controversy*, and *litigation* for covering the sustainability aspects. *Dawn* employs these frames to a greater extent as compared to *The News*. The analysis of thematic progression and lexicalisation also highlights the greater use of negative theme rheme structures and lexical items respectively in *Dawn*. The study has determined that although both the newspapers attempt to support the aspects of sustainability discourse specifically related to sustainable transportation, *Dawn* sustains it more vigorously than *The News*.

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DEDICATION

I dedicate this thesis to my all family members who are the vital signs of my everyday life.

CHAPTER 1

INTRODUCTION

This chapter provides a comprehensive introduction of the present study. Firstly, the context is provided to narrate details of the project (under consideration) and sustainability issues related to it (as highlighted by some media reports on it). Further, the background of the study sheds light on the prerequisite of the project in the backdrop of its physical settings and also introduces framing and discursive analysis. In addition, the statement of the problem, objectives, and questions are provided to explicate the dimensions of the present study. Delimitation segment outlines the focus and limits of the present study. Lastly, the significance of the present research is outlined.

1.1 Context of the Study

This research intends to decipher the media discourse, with aspects of sustainability, around the Orange Line Metro, Lahore, Pakistan. The media discourse covering sustainable development related to the project is one of the dominant contemporary national discourses as media plays an important role in shaping up the minds of people, in general with regards to sustainable development in Pakistan, which is confronted with several challenges, and in particular to the concept of sustainable transportation. The preliminary section introduces the project, its physical settings, and sustainability issues related to this project as highlighted by media.

1.1.1 Orange Line Metro Train System, Lahore

The Orange Line Metro Train Project is a system of rapid transportation that is constructed in Lahore, Pakistan. Its construction work started in October 2015 and the project was expected to complete in May 2018 (Habib Construction, 2018). It was claimed by the government and the construction companies that the project will bring transformation in the system of public transport (Habib Construction, 2018). The mass transit transport system for Lahore called Orange Line Metro Train System was

initiated in order to cope with the ever-growing traffic congestion (PMA, 2017). According to the website of Punjab Mass Transit Authority (2017), “A mass transit system network dilutes and protects against ever increasing demand and supply for the urban traffic system, and further contributes towards developing a sustainable transport system.” In 2007, for the construction of the long term mass transit network and the feasibility study, the government of Punjab and its transport department commissioned a consultant. Regarding the Metro Train system, it was reported by Punjab Mass Transit Company that:

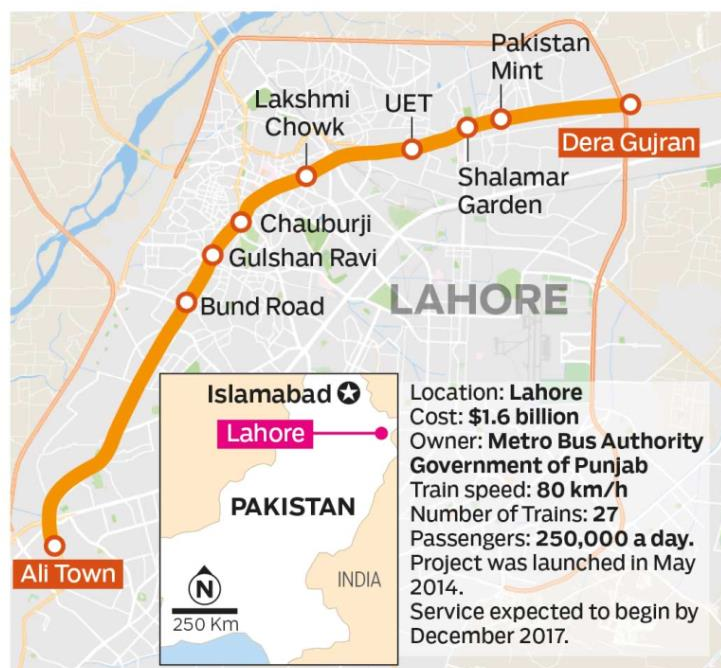
The strategic long term LRMTS network was developed, based on identification of potential mass transit corridors, followed by a broad assessment of patronage and engineering constraints in those corridors. The order of priority for implementing these lines was then determined based primarily on forecast passenger demand. (PMA, 2017)

In 2007, the Consultant MVA Asia Ltd. undertook the feasibility study for the Orange Line MRT for 27 km route. In 2014, NESPAK updated that study through an Addendum. The route of the Orange Line metro train system begins from Ali Town, Raiwind Road, and ends at Dera Gujran. The route follows the Multan Road corridor from Thokar Niaz Baig up to Chauburji, and then it goes through Lake Road, Mcleod Road, Nicholson Road to the main Railway Crossing and reaches GT Road and it follows GT Road till interchange of Lahore Ring Road. The total expense on the project is estimated to be USD 1478.18 Million (exclusive of contingencies).

The Lahore Orange Line Metro Train project has the following features (PMA, 2017) (as shown in the figure below):

- Total length: 27.1 Km (Cut & Cover section: 1.72 Km; Elevated: 25.4)
- Total Stations: 26 (Elevated stations: 24 & Cut & Cover stations: 02)
- Rolling Stock Requirement - 27 Train sets at the start of operations
- Ridership: 245,000 passengers per day (it is also said to be 250,000)

The route



©Gulf News

Figure 1: Image retrieved from <https://defence.pk/pdf/threads/first-train-of-pakistan-metro-service-unveiled-in-lahore.523340/>

The PMA assigned the task of construction of Civil Works of the Project to Lahore Development Authority and made it the Executing Agency. Chief Minister Punjab, Shehbaz Sharif, launched the project in May 2014, in collaboration with a Chinese company. The construction for the project began in 2015. The project was inaugurated in Lahore on October 8, 2017 (Geo News, Oct 8, 2017). It is the country's first metro line.

Chief Minister Punjab Shehbaz Sharif, while highlighting the benefits of the project, mentioned that it will provide ease of conveyance to the public. In his view the Orange Line "is the best inter-city transport project" (Geo News, Oct 8, 2017).

1.1.2 Issues related to the Orange Line Metro Train System

The project costs a huge amount of \$1.6 billion. It is a 27-kilometres rail line which was planned to be running by mid-2017. However, its completion got delayed because of a legal battle in the Lahore High Court that gave orders for a stay on several sites as the development was trampling over heritage sites in Lahore

(Geo News, Oct 8, 2017). In August 2016, Lahore High Court gave a verdict to halt construction activities within a 200-foot radius of 11 protected heritage sites (Malik, 2017). In December 2017, the Supreme Court conditionally allowed the Punjab government to carry on with the Orange Line Metro Train project in Lahore. They allowed the project to proceed – subject to 31 conditions and directions.

Urban development specialist, Imrana Tiwana, while discussing sustainability with regards to the Orange Line project, with Pakistan Today, has highlighted that “urban development interventions, with an eye on sustainable best practices in the world, are based on a visionary and realistic plan that focuses on the needs of the people” (Naqvi, 2016). According to Tiwana:

Public transport is an imperative in a mega city like Lahore. However, the OLMT project overlooks the mobility needs of 98% of the population of the city while spending over \$3 billion in public money... It not only violates international and local laws but will irreversibly destroy the heritage, spirit and communities of Lahore. (Naqvi, 2016)

In view of the importance of the Orange Line project and the discourses covering aspects of sustainable development associated with it, the need of the hour is to undertake a discursive analysis for unravelling the ideologies behind media construction of discourse featuring sustainability. This research aims to critically scrutinise the media discourse pertaining to the sustainability aspects of the Orange Line project in order to determine the ideologies working behind and to explore the level of sustainable development discourse.

1.2 Background of the Study

The background of the study highlights the progress of sustainable development in Pakistan and the situation of Urbanisation in Lahore.

1.2.1 Sustainable development in Pakistan

For the analysis of discourse covering sustainability aspects in Pakistan, a discussion of the sustainable development in Pakistan is necessary. Sustainable development as a concern of the global key issues, such as environment, food security, and human rights, has been incorporated in the five years plan since the 1990s. Prior to this time, the planning of socioeconomic development had emerged in the 1953 with the establishment of the National Planning Board (later called as the Planning

Commission in 1960). Environment was focused in the 7th five year plan and a chapter concerning environment was added in it. The Poverty Reduction Strategy Papers (PRSP, 2003), the Medium Term Development Framework (2005-10), and the Vision 2030 highlighted sustainable development. The Framework for Economic Growth (2001) discussed the climate proofing development. It emphasised on implementing National Environment Policy and connected plans of mitigation and adaptation that were in the pipeline. The framework also set the goal of “green economy” (Kakakhel, 2012). The role of the Planning Commission fluctuated with the change of governments in Pakistan. The Planning Commission’s status also changed with the 18th Constitutional Amendment, which regarded national economic planning as the collective responsibility of the provincial and federal government undertaken through the Council of Common Interests.

During the last two decades, Pakistan, in collaboration with UN agencies, has prepared several policy frameworks on the issues of sustainable development and environment. These include the National Forest Policy, Vision 2025 for Forest Biodiversity Conservation, National Strategy for Sustainable Development, National Wetlands Policy, Energy Conservation Act, National Sanitation Policy, and other strategies and policies developed for the implementation of multilateral environmental agreements (MEAs) (Kakakhel, 2012).

For the protection of environment and implementation of sustainable development, Pakistan has developed a number of bodies and plans since the 1980s including Federal Ministry of Environment, Environmental Protection Agencies (EPAs) at the level of the federation and the provinces, Pakistan Environmental Protection Act (PEPA, 1997), National Environmental Quality Standards, environmental laboratories and courts. Pakistan has also undertaken the task of implementing fourteen multilateral environmental agreements (MEAs). Pakistan plays an active part in the meetings of the Governing Council of UNEP and the Commission on Sustainable Development.

In 2006 and 2008, the World Bank and the Asian Development Bank respectively published their analyses of the environmental challenges faced by Pakistan, which included depletion of natural resources and forests; air, water and soil pollution; waste management; and the issue of climate change and vulnerability to natural hazards. To address these environmental challenges and others, such as

endangered species and trade in hazardous substances etc., Pakistan has formulated several action plans and policy frameworks.

However, despite of the several policies and plans for the betterment of the environment, the environmental condition remains deplorable and in many aspects it is deteriorating at a fast rate (Kakakhel, 2012). For Pakistan, apart from environment, the other strands of sustainable development, including economy, security, social welfare, energy, and food security, are the emerging challenges for sustainable development.

In June 2011, Pakistan Planning Commission was given the functions related to climate change that were previously handled by the Ministry of Environment and GCISC, which led to the way of improved incorporation of concerns of climate change in the national development plans. One of the main recommendations for mitigation and adaptation in the final report of the Planning Commission, related to improvement in energy efficient sources, is the construction of mass transit systems in large cities.

1.2.2 Urbanisation in Lahore, remedial initiatives and related issues

Asia is one of the most dominant regions in the world where urbanisation is occurring at a fast pace and Pakistan comes third in the list of the countries having five-fastest growing megacities (Cohen, 2011). Lahore, as the 2nd largest city of Pakistan and the capital of the province of Punjab, is the largest growth pole and rapid social transformation, infrastructure development, and urbanisation has been undertaken there (Nadeem, 2017, p. 234). In the urban environment of Lahore, the level of air pollution is increasing at a high rate. Urbanites live in precarious circumstances as their health is at stake due to the inexorable level of air pollution. In addition to industrial pollution due to industries, which are a stationery source of air pollution, the air pollution because of motor vehicles, which are the mobile sources, has created an alarming situation. The buses and wagons in Lahore, which are the mass transit of the city, are the major causes of air pollution in the city because of the poor traffic management system. Hence, “to reduce vehicular emission management strategies for bus transit is imperative for the city” (Aziz, 2015).

The government of Pakistan has introduced several plans and acts as remedial initiatives. Similarly, the government of Punjab has taken certain steps to curb air pollution. However, since the British rule, mass transit system in the country has not been given much attention. Primarily, the mass transit is bus transit except Karachi

Circular Railway. Due to the increasing need of public transport in the recent past, the government has taken the initiative of introducing railways and bus rapid transit (Aziz, 2015). In Lahore also, these remedial initiatives have been undertaken.

However, Aziz (2015), in the context of infrastructure development, puts forward the situation of big cities with issues of traffic congestion in the following words:

Lessons from other cities of Asia suggest that construction of flyovers and modernised infrastructure does not guarantee reduction in congestion and air pollution. Trying to solve traffic congestion by building infrastructure simply does not work. Cities like Bangkok and Manila tried to solve their rather serious and economically costly traffic congestion problem by building flyovers, expressways, and rail based mass transit systems along main corridor routes. For people in these cities, traffic congestion remains a daily commuting nightmare. (Aziz, 2015, p. 65)

1.3 Framing of Media Discourse

Framing theories draw on the field of media effects to develop themselves. It leads to the idea that all works of media socially construct knowledge and/or reality to some extent (Bryant & Oliver, 2009 cited in Nambiar, 2014). Kitzinger (2007 as cited in Thirumalaiah & Aram, 2017) has notified that framing can be effectively employed to study different media. Framing can help us in examining journalistic operations and their influence on the presentation of stories. It is probable that the way an issue is depicted and described in news reports has influence on the audiences' understanding of it.

Journalists using frames are able to present news and facts objectively and in a balanced way while consciously or unconsciously participating positively toward the accomplishment of certain political projects (Miller & Reichert, 2000). Thus media frames are a reflection of discourses and also contribute to discourses that are not a part of the textual content, however, are prevalent in the society.

Nisbet (2009) regards frames as “interpretive storylines” that inform us the reasons of an issue becoming a problem, the forces behind it, and the ways of dealing with it. Hence, a frame involves both the story itself and how it is perceived. The organisation of the story and the manner in which it is told as well as its reception, all

are equally significant in the interpretation of a story. König (2004 cited in Nambiar, 2014) explains that frames do not show the whole reality but part of it depending on what needs to be notified.

Various framing elements are also usually employed for supporting a theme. These framing elements or devices include visuals and stylistic, and tonal and statistical dimensions. Other framing tools such as the ones available to a colour magazine are also used to create impact of the theme. Captions, metaphors, and positioning of the articles are also important framing elements.

The exploration of frames in media discourse has to be relevant to a certain society or cultural context. The current global scenario is of cultural hybridisation, which is not a form of homogenisation, and can be explained in terms of global disjuncture. Therefore, as pointed out by Appadurai (1996), within local and national media discourses, exploration of meaning-negotiating processes grounded in context is highly significant.

1.4 Discursive Analysis of Media and Discourse

Media discourse has been the focus of discourse studies for long. Discourse has been defined differently by scholars all over the world; however, there is a general agreement on the social constructivist perspective of discourse that implies that social world and the discourse that is part of it can be interpreted in varying ways. Schroder (2012) regards discourse as one of the means of constructing social reality. According to Wodak, discourse is “patterns of commonalities of knowledge and structure” (2009). Further, Wodak considers text to be a particular unique discursive realisation. Osrick (2012) regards discourse as a “process of meaning-making through talk and text.” Fairclough (1995) considers text, which is a form of discourse, as not merely representation but means of setting up identities and relations.” van Dijk’s considerable work on media discourses and news reports, referred by him as particular types of language and social practice, reveals the presence of specific noticeable patterns. According to van Dijk (2013), it is important to deal with discourse structures having multitude of manifestations in the forms of micro and macro structures including grammatical structures and lexical items, and indirect expression of themes in longer texts and discourses respectively (Bell & Garret, 1998). Bell and Garret (1998) also lay emphasis on the “ideological positions” found within these discourse structures.

Following Roper (2012), this study qualifies discourses as “ideologically invested, shared ways of thinking, knowing and speaking about the world. They are, at the same time, both constituted by and constitutive of social practices.”

According to Idema (2008 as cited in Oswick, 2012), discourse analysis is “the study of how meanings are produced, and of which meanings prevail in society.” Cunliffe (2008 as cited in Oswick, 2012) explains the task of discourse analysts as that to examine multifarious structures in the creation of discourse. These include themes, expressions, meanings, and routine ways of talking along with rhetorical devices that work together to construct reality.

For analysis of text and talk there are a number of techniques. Hence, Oswick (2012) considers it better to think not in terms of “discourse analysis” but “discursive analyses”. Although there are varieties of discourse analysis, certain basic features tend to set them apart from other approaches towards language analysis (Oswick, 2012). Firstly, discursive research does not focus on the analysis of individual words in terms of their pattern and prevalence but takes into account statements and their combinations. Secondly, discursive approaches examine verbal interaction or written text by contextualizing the discursive events. The type of context the discursive approach focuses on depends on the type of discourse analysis. Critical discourse analysis may take into consideration the socio-political context in relation to a particular discourse.

For analysis of media discourse with aspects of sustainability, discursive analysis utilizing critical discourse analysis is an appropriate framework as it brings complex elements like situational, historical, and discursive contexts and manifestations of these in the text to the forefront.

1.5 Statement of the Problem

Sustainability discourse has variety of linguistic, rhetorical, framing, and organisational features that assist to highlight developmental features of any project. Being one of the important urban development projects, the Orange Line venture is covered by Pakistani media, in sustainable domain of action. According to O’Keefe (2011), the very nature of media discourse, i.e. being manufactured, makes it essential that it should be scrutinised. Media discourse analysis not only provides an insight into the details of these discursive practices and their relation with the wider social context, but also serves to inform us about their influence on the public mind-set. Hence,

analysis of media discourses is highly significant in the contemporary era fraught with hierarchical power structures.

Although several researches have explored sustainable development discourses in multifarious contexts, media discourses related to aspects of sustainable development have not been given much consideration. Specifically in Pakistan, media discourses related to mass transit in the country are not researched. As society and media are intertwined, the news presentation of aspects of sustainable development may be one of the important ways in which discourses shape society and lead to social and ecological outcomes. Further, media discourses are possible sites of hidden ideologies and hegemonic representation. This study undertakes a critical analysis of discourses covering aspects of sustainability related to the Orange Line project, Lahore, in news texts published in the year 2016 across the two most widely circulated newspapers in Pakistan.

1.6 Objectives of the Study

- To examine the selected media discourse covering aspects of sustainability regarding the Orange Line project, Lahore
- To analyse the linguistic choices and systemic structures that are used to represent sustainable development of the Orange Line project
- To analyse the ideologies that underlie the representation of sustainability in media discourses related to the selected project
- To identify framing techniques that help Pakistani newspapers to represent sustainable development related to the Orange Line project

1.7 Research Questions

1. What are the particular linguistic choices and constructions used in Pakistani newspapers to construct discourse covering aspects of sustainability regarding the selected project?
2. What are the ideological standpoints, pertaining to sustainability discourse, dominant in the selected media discourse on the Orange Line project?
3. How is the discourse on the Orange Line project related to aspects of sustainability framed and organised in the selected newspapers' articles?

1.8 Delimitation

The research has been delimited to newspaper articles in *The News* and *Dawn* of the year 2016. Purposive sampling has been carried out. These newspapers are selected because of their influential popularity.

1.9 Significance of the Study

The study is significant from multiple perspectives: academic, linguistics and social. Moreover, the value of discourses of media having aspects of sustainable development also make this research all the more important.

The study is highly significant in contemporary Pakistan as it is related to a project much debated upon. Mass transit projects are being constructed in other areas of Pakistan as well. The study assists in understanding the sustainable development discourses related to these projects.

From an academic perspective, the research can serve as a guideline for Pakistani students for comprehending the construction of meaning, interpretation of texts, and use of language in media discourses in Pakistani context that are used to construct the dominant discourse of a popular mass transit system in the country.

The linguistic significance of this research study is the same as that of discourse analysis or critical discourse analysis and framing as such that is to reveal linguistic practices and meaning-making related to them. It is significant to analyse the discursive means of mental and social control (van Dijk, 1993).

The process of negotiating meaning and adopting culture is a crucial endeavour and Nambiar (2014) considers that the exploration of frames employed in this cultural adoption and understandings has the potential to provide insight into setting the standards of change inherent in the concepts of sustainable development and sustainability.

The discourse, having sustainability aspects, of the newspapers under consideration is a significant discourse. Litosseliti and Sunderland (2002) consider that inquiry of linguistic items producing a significant discourse is always legitimate. In this regard, linguists must not be restricted to mere language or mere discourse but should extend their research to all dimensions of discourse, which is one of the aims of critical discourse analysis (CDA) (van Dijk, 1995). As such critical discourse analysis is highly

essential in the field of linguistics as Kress (1990 as cited in Lazar, 2007) indicates that the orientation of CDA makes “linguistics itself more accountable, more responsible, and more responsive to questions of social equity.” Keeping in view this requirement, Lazar (2007) points out feminist linguists such as Deborah Cameron challenged the idea of objectivity in linguistics. She questioned the ‘objective bias of linguistics’ (as cited in Lazar, 2007). Cameron also attempted to show how objective linguistic practices are based on oppression and patriarchal ideology. She has established the significance of CDA within linguistics.

As one of the objectives of the study is to examine how language is used in constructing a dominant discourse, the linguistic significance is the part and parcel of the analysis of language used in media discourse within a specific social context. The linguistic significance is connected with the social significance.

The study has great social significance with reference to Pakistani context. For the contemporary society it is considered vital that it bases its notion of sustainable development on its values. Nambiar (2014) points out that this grounding into one’s value signifies the important part that has to be played by democratic discursive process that lies beneath the concept and implementation of sustainable development. For this reason, it is “important to examine the way that resource-use choices are framed by media and influential groups” (Nambiar, 2014, p. 94).

The role of media discourse is to provide quality information to the masses for enabling active participation of the well-informed masses. For promoting collaborative practice between planners and public and for planners to serve as facilitators and mediators newspapers perform a key role. Newspapers help to make readers understand the policies and planning affairs, the influence of the policies, the controversies, the interested groups, that is, a number of aspects associated with the issues existing in the society. Hence, newspapers are a reflection of discourses and probe the readers to reflect on discourses and as such play a part in construction of new discourses on issues of varying natures, for instance, ranging from socio-economic conditions to broad environmental concerns to a specific mass transit plan affecting the masses. For providing valuable information to people, comprehending the nature of the prevalent discourse is crucial.

This research study examines the characteristics of media practices. Based on the analysis, there are recommendations given to be employed for enhancing public engagement and participation through media. These recommendations contribute to improvements in practice with respect to the role of the planners in the construction of media discourse and the production of informed debate. This study also contributes to the limited literature in the area of discourse on urban planning issues and sustainable development in Pakistani context.

1.10 Organisation of the Study

The present study is divided into five chapters:

Chapter 1 provides a comprehensive introduction of the study. It first introduces the project (under study) and sustainability issues related to it. Further, it provides background of the study to provide its contextual significance. In addition, statement of problem, research questions, objectives and delimitation are outlined. Finally the significance of the present research and organisation pattern is explained.

Chapter 2 provides a review of related literature on the concepts under study, along with the theoretical framework. Further, relevant researches are discussed to establish a research niche for the present study.

Chapter 3 explains the research design with all the details of paradigm, methodology and sampling techniques.

Chapter 4 presents the findings along with the comprehensive discussion.

Chapter 5 outlines the summary of findings and includes a discussion and conclusive remarks.

CHAPTER 2

LITERATURE REVIEW

This chapter provides with a comprehensive review of the literature related to the important concepts, context, theory, and research in the selected frame of the study. Firstly, in this section a detail of ideology and ideological standpoints within media discourse, and sustainability discourse as an ideological strand of environmental discourse has been spelled out. Secondly, this section further elucidates the concept of sustainability discourse along with its development throughout history. Further, the importance of sustainability discourse has been highlighted in the section of its future of development. In addition, the link between media discourse and sustainability has been explained. Afterwards, theoretical framework has been expounded. Finally, related research has been reviewed to identify the research gap for the present work.

2.1 Ideology and Ideological Standpoints within Media Discourses

The idea of ideologies obscured within discourses lies at the heart of discursive analysis, specifically the critical ones for instance critical discourse analysis (Carvalho, 2007). The term ideology is interpreted as having several related and unrelated meanings in discourse studies. Carvalho (2007) points out the various conflicting sense of the concept of ideology. She related ideology to political and social values connected with practical stances in relation to a particular reality. She has argued for ideology and media(ted) discourses as having mutually constitutive perspectives.

According to Richardson (2006), discussing the meaning of ideology is not a fruitful exercise as it is an inherently contestable concept. He recommends studying the history and usage of the term 'ideology'. After the French Revolutions, the term 'ideology' began to surface. Antoine Destutt de Tracey coined the term to speak of "a new science of ideas, an idea-logy, which would be the ground of all other science" (Mc Lellan, 1986, p.6 as cited in Richardson, 2006). De Tracey considered that our

ideas are the product of our perceptions about the social environment, generated by the physical senses, and they are not something placed in our heads by God or nature. He recommended investigating rationally and without any metaphysical or religious prejudice the source of ideas, i.e. the origin of ideas based on experience, to lay the edifice of a just and prosperous society. His views on ideology present it as something positive and progressive (Gee, 1990 as cited in Richardson, 2006).

Marx's approach towards ideology stresses on the material dimension of human interaction. His views on ideology suggested that our ideas are not merely a product of our experiences but are formed by economic circumstances and hence are a reflection of it. Gee (1990 as cited in Richardson, 2006) regards Marx's concept of ideology as reflecting reality in an "upside-down" manner. The influential people of the society mould reality in a way they want to see it in order to maintain their power. Callinicos (1983 as cited in Richardson, 2006) regards Marx's epistemological concept of ideology conceptualized as a set of false beliefs. However, according to Jones (2001 as cited in Richardson, 2006), ideology is not merely a system of beliefs and ideas but is "ways of thinking in which historically transient exploitative forms of social organisation are represented as eternal, natural, inevitable or 'rational'."

van Dijk considers the explanation of ideology in terms of 'ideas' and 'false consciousness' as informal. For an analysis of ideologies represented in a discourse, van Dijk considers an explicit explanation of the term 'ideology' to be very crucial. He explains that ideologies comprise of ideas and beliefs, more specifically these are 'belief systems'. He differentiates between ideologies and ideological practices having manifestations of ideologies. Ideologies defined as belief systems are not related to just an individual but are formed from beliefs shared by social groups which can be referred as epistemic communities. Through his research, van Dijk has shown the polarized nature of ideologies. Ideologies interpreted as belief systems are of great use when these apply to multifarious aspects of real life such as situations, actions, and events (van Dijk, 2011). The general and abstract forms of ideologies are applicable to domains of everyday life as these are manifested in the form of basic norms. Beliefs that are related to a particular situation and are of a specific nature are ideological only if they are based on the fundamental beliefs that constitute a group's ideology. Hence, all beliefs that are based on an ideology can be included as part of that ideology.

Explaining further the concept of ideology, van Dijk elaborates the notion of

shared or distributed ideology as not a duplicate system of beliefs common in all group members. They have different aspects and applications. New members of a group acquire shared ideologies by being taught through special teachers or communicative events. Ideologies can be dispensed and inculcated via different means, for instance, textbooks and mass media are ways through which ideologies are acquired generally.

Ideological standpoints are the basic mould that shapeup a text. Carvalho (2007) considers that the ‘fundamental shaping influence’ of ideological standpoints is not fully brought out in the case of discourse analysis. Hence, critical discourse analysis is a way out for fully revealing them. Fairclough (1995) recommends probing ideological mechanisms in textual implications, assumptions, and presuppositions. van Dijk (1998) regards the semantic structures of discourse as the ‘core content’ of ideological manifestations.

Carvalho (2007) presents even a broader view of ideology as realised in discourse. He claims ideology to be an ‘overarching aspect’ of the text. According to him, ideology “is embedded in the selection and representation of objects and actors, and in the language and discursive strategies employed in a text.” This implies that ideology prevails within the text and also in processes outside the textual domain as the acts of selection and representation have an inherent link with the real-life context. However, Carvalho emphasises, an author’s ideological standpoints are not found in the text in an overt manner. Especially in news texts, ideological standpoints are not made explicit but lie veiled. Allan (1999, as cited in Carvalho, 2007) points out that an ideologically shaped work wears a guise of ‘appearing natural’. Hence, it is immensely significant to determine the discursive strategies of ‘ideological closure’ in the news-making process which Hartley explains as “the multi-accentual ‘potential for meaning’ of the chosen signs ...filled in until the signs are ‘closed’, apparently uni-accentual” (1982 as cited in Carvalho, 2007). For the identification of discursive strategies of ideological closure, one needs to delve deep into the text and its context and to interpret the work thoroughly. In some texts the moral and political claims are made explicit, but for those in which the ideological standpoints are obscured, a researcher has to make use of subtle devices and mechanisms to bring them forth. Carvalho (2007) deems the consideration of alternative constructions of the same real-life aspects as an effective strategy. The scrutiny of different media reports and comparative-synchronic analysis is helpful in this regard.

The analysis of ideological standpoints and discursive strategies along with the analysis of other elements go hand in hand. The discursive strategies used by journalists are found in the textual structure and layout, construction of discursive actors and objects, language, grammar and rhetoric. Carvalho (2007) states that the analysis of ideological positions requires inference from all textual elements and discursive strategies.

For analysis of texts not only the existent but also the absent should be analysed (Fairclough, 1995). Ideological standpoints are reflected not only in words or beneath words but in silence as well as it can have an equal role in construction of a discourse as words have i.e. the meaning-making process is influenced by the presence or absence of facts and opinions.

2.2 Sustainability Discourse- An Ideological Strand of Environmental Discourse

Dryzek (1997) distinguishes environmental discourse on the basis of underlying ideologies. Environmental ideologies vary on a spectrum ranging from anthropocentric (human centred) to eco-centric (nature centred) (Corbett, 2006 as cited in Kaefer, 2014). Dryzek regards sustainability discourse to be one of the five ideological strands of environmental discourse, the other four being industrialism, or Promethean discourse, problem solving discourse, survivalist discourse and discourse of green radicalism. Within sustainability discourse, Dryzek further classifies two central stands: ecological modernisation and sustainable development. Dryzek (1997) explicates sustainable development as to be having environmental (ecological protection), economic (economic growth), and social (social justice and intergenerational equity) aims at a global and perpetual scale. Sustainable development is the stronger version and an ideal form of sustainability discourse (Kaefer, 2014). Ecological modernisation, on the other hand, views environmental sustainability and economic growth as a business case. It maintains the idea of economic growth as necessary. Moreover, it advocates active collaboration between environmentalists, governments, businesses, and academia. Riedy (2007 as cited in Kaefer, 2014) points out the weakness of ecological modernisation discourse lacking the capacity to address the issues of environmental justice as it over-emphasizes economic prosperity and environmental integrity.

Dryzek's division of environmental discourses into categories with underlying ideologies helps to understand the discourses; however, as Kaefer (2014) argues,

environmental discourses cannot be placed in one category alone as they have overlapping characteristics. For instance, classifying a news story within any of the ideological strand can be a very tricky task not least because individuals with varying backgrounds might collaborate in order to deal with any issue (Kaefer, 2014).

This research study looks for the ideological standpoints and the aspects related to sustainability and sustainable transportation (discussed later in this section) within the selected media discourse; hence, it takes into account sustainability in a broader perspective and refers to sustainability discourse and sustainable development discourse/sustainable discourse interchangeably unless specified otherwise.

2.3 Sustainability Discourse and its Evolution

Sustainable development discourse is based on the concept of sustainability. UN defines sustainability as “integrating concerns such as the fight against poverty, gender, equality, human rights, education for all, health, human security, intercultural dialogue” (UNESCO, 2010). Although some of these aspects (like gender, equality, education) are not applicable in the case of the articles related to the Orange Line Metro, Lahore, the ones that are related, such as poverty, human rights, human security, and intercultural dialogue, have been chosen for this study. Sustainable development discourse or sustainability discourse is a worldwide discourse but has specific features pertaining to different regions and functional systems of society. Conrad (2012), while discussing its characteristics, states that sustainable development discourse “reflects the global fundamental search for an ecologically and socially sustainable development model of modern civilisation solving the problems generated by modernity itself.” Sustainability and sustainable development are terms that are used interchangeably and are regarded as essential ways of “disciplining the body, and regulating populations” (Foucault, 1980 in Wright, 2015, p. 18). Development in the literal sense means beneficial changes in the structure and improvement in the standard of life (Morris & Adelman, 1988). The Brundtland Commission has defined sustainable development as an extension of these aspirations with respect to equity within and between generations related to the efficient usage of resources (Nambiar, 2014). Sustainable development does not merely include environmental sustainability but also seeks for social justice and equity for the masses. This concept is an advanced development in the concept of development itself.

In sustainability discourses, sustainable development or sustainability is a much contested term. On the one hand, it is deemed to be having similar intrinsic aims; on the other, it is visualised to be a concept contested on all grounds. According to Conrad (2012), sustainable development discourses exhibit an agreement regarding the concept of sustainable development for opposing ideas are considered to be illegitimate. However, Soderbaum (2007, as cited in Hugé et al., 2013) regards it to be a concept lacking any absolute interpretation.

Sustainable development discourses generally regard sustainability as a necessary element of planning and implementation for societal benefits in the present and the future. In 2016, after the Millennium Development Goals (MDGs) came to an end in 2015, sustainability became the new global goal of development (World Bank, 2016 as cited in Houston, 2017). The concept of sustainability has taken the form of a “mantra or shibboleth” (Mebratu, 1998 in Wright, 2015, p. 18). It is also regarded as a “rhetorical talisman” having strong influences on the intellectual processes (Luke, 2005 as cited in Wright, 2015, p. 18). It is deemed as one of the major routes to everything beneficial and demanded in a society (Holden & Linnerud, 2007, p. 174). It has become an inseparable element of technical, scientific, and civic discourses. It has been a turning point in the way environment, development, and governance was perceived. Now, sustainability is viewed as a means “to recalibrate institutional mechanisms at the global, national and local levels” (Sneddon, Howarth, & Norgaard, 2006). Presently, sustainability defines both the positive and the negative- something beneficial and up to the mark and something dire and erroneous.

Sustainability development discourses, sharing the same essential nature of sustainability, are assessed for favouring or forbidding sustainable development through “competing interpretation frames and story lines” that render a different interpretation to each case (Conrad, 2012, p. 2). The storylines in sustainability discourse, as Conrad (2012) has explained, are constituted of conflicting notions of 1) responsibilities and funding obligations, 2) measurement theories, 3) Governance models, and 4) sustainability strategies. Although there is a general agreement for the aims and goals of sustainability in the sustainable development discourses, the opposing attributions of the mentioned four aspects produce the differences regarding the execution of sustainable development. The controversies in sustainable development discourse mainly pertain to “appropriateness, reliability and validity of methods and

procedures” for the implementation of sustainability aims (Conrad, 2012).

Nambiar (2014) mentions the cultural and local grounding within a national community to be an essential feature of the terms sustainability and sustainable development. This is the reason for which intra-national understanding of the concepts of sustainability and sustainable development is highly essential besides the international official definitions of the concepts having certain global traits. Within a national community, experts and media “interpret and enhance the concepts as part of a cultural adoption process” (Nambiar, 2014). From this perspective, Corner (2009) remarks that the various forms of journalism do not merely produce and circulate information and knowledge but also act as cultural brokers for varied aspects and commodities related to culture.

The discourse of sustainability, similar to other significant discourses, has undergone a period of evolution to take its current accepted form. Sustainability discourse began to emerge in the 1950s and 1960s as opposed to a dominant view of that time namely industrialisation. Dryzek (2005, as cited in Barnes & Hoerber, 2013), while attempting to trace the development of environmental discourse, has observed industrialisation to be the single dominant discourse of 1950s and 1960s and an opposing view during that time was “couched in terms of a discourse of sustainability (Dryzek 2005, p. 22 cited in Barnes & Hoerber, 2013, p. 1).

Sustainability discourse in the 1950s and 1960s was not entirely a new domain. Concern about the challenges of sustainability surfacing in that time had roots in generations-old debates regarding the capacity of the ecosystem and its probable persistence over time. However, in those times the sustainability discourse had a narrow scope and focused mainly on ecological sustainability (Barnes & Hoerber, 2013, p. 1). Pearce (1993, cited in Barnes & Hoerber, 2013), because of this limited focus of the sustainability discourse, remarked that a sustainable future “may well be awful”. According to him, certain conditions have to be fulfilled for the sake of a better sustainable future- “both inputs and outputs were sustained and social goals other than Gross Domestic Product (GDP) growth were embraced” (Pearce, 1993, p. 5 cited in Barnes & Hoerber, 2013, p. 1). Discourses of sustainable development integrating economic and ecological sustainability influenced and modified the political discourse regarding the ways of relating environmental and economic objectives for better policy decision-making. Hence, the conceptual model of sustainable development was altered

and centred on the notion that “economic growth and environmental protection were interdependent and should not be perceived in isolation one from another” (Barnes & Hoerber, 2013, p. 1).

Sustainable development became a necessary part of the political debates in Europe when, in 1987, the report of World Commission on Environment and Development (WCED) (The Brundtland Report) was published. This report brought forward the issues prevalent in the industrialised world arising due to the environmental deterioration caused by excessive use of natural resources. The Brundtland Report aimed to set development patterns favouring sustainability and producing a better quality of life for the current generation and the ones to come.

In the 1980s, the sustainability discourse developed while having optimistic elements as opposed to the ones in 1960s that endorsed “draconian action imposing constraints on the model of economic development which had taken hold in the industrialized world” in order to rectify the environmental circumstances (Barnes & Hoerber, 2013).

Sustainable development, since the 1980s, is visualised as the ‘accepted wisdom’ for policy making amongst stakeholders and actors, institutional and non-institutional. Barnes and Hoerber (2013, p. 2) explain that as a conceptual model sustainable development “encompasses complex changes in society in order to achieve the ends of economic development, environmental protection and social justice.”

2.3.1 Synthesis typology of sustainable development discourse

Hugé et al. (2013) have proposed a synthesis typology based on the characteristic features of a variety of sustainable development discourses. These are related to the conceptions of sustainability, the assumptions about natural relationships and agents, and their motives (Hugé et al., 2013, p. 189).

The three sustainable development discourses distinguished by Hugé et al. (2013) do not have absolute boundaries. These are stated as follows:

“The first discourse views sustainable development as the pragmatic integration of development and environmental goals; the second discourse emphasises the idea of limitations on human activities; and the third discourse views sustainable development as a process of directed change (Hugé et al., p. 190, 2013).”

Discourse 1: sustainable development as integration.

Sustainable development as integration tends to combine political, social, economic, and cultural development aspects. Within this approach, the consensus regarding the concept of sustainability development is found. There is a strong interdependency among the dimensions of sustainable development. They also mutually reinforce one another and share a common aim of human welfare.

This sustainability development discourse divides sustainable development into ‘pillars’ which are also referred to as assets or forms of capital. These pillars are the environmental, economic, and social and institutional ones.

Hugé et al. (2013) also points out the critical approach towards this consensual integration discourse. Gibson et al. (2005, as cited in Hugé et al., 2013) criticise the integration approach for its ineffective integration as this approach does not highlight relationships and interdependencies but makes conflicting interests, which mostly turn out to be detrimental for the environment, more prominent.

Discourse 2: sustainable development as limits.

The sustainable development discourse of the second type makes use of the idea of limitation to highlight the relationship between nature and human society. This discourse has its roots in ecology. It takes into account earth’s carrying capacity and regards sustainable development to be the one that is carried out within the limits of this capacity. This discourse also emphasises Malthus’ predictions related to the ultimate clash between the available resources and the growth of human population. It stresses on maintaining non-renewable resources in order to verify the resilience of the socio-ecological system. From this perspective, sustainable development, which requires several strategies for implementation, is a strategy itself for managing resources and preventing their scarcity (Spengenberg, 2010 as cited in Hugé et al., 2013).

Discourse 3: sustainable development as change.

The third sustainable development discourse is rooted in development critique and emphasises processes of change (Lele, 1991 as cited in Hugé et al., 2013). This category of discourse regards sustainable development not as a strategy or a goal but as a process of change. It is neither “a fixed state of harmony” nor “a defined end-state”. The World Commission on Environment and Development (WCED) (1987) states that

sustainable development is “a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations.”

As a result, sustainable development, as process of change, incorporates a critique on ‘business as usual’ thinking and practice. This discourse lays emphasis on the need of bringing a change in human lifestyles for evading the irrevocable exhaustion of natural resources (Hardi, 2007 as cited in Hugé et al., 2013).

2.3.2 Types of sustainable development discourse

There are two major types of sustainable development discourse: weak and strong. The concept of weak vs. strong sustainable development discourse is related to the ‘level of intensity’ of sustainability (Rozema et al., 2012 as cited in Hugé et al., 2013). The frames of weak and strong sustainability also contribute significantly in developing sustainability discourse as the one having contested meaning.

According to Hugé et al. (2013), weak sustainable development (WSD) states that natural and human ‘capital’ stocks are substitutable. From the perspective of weak sustainability, technology is considered as “both necessary to scientific and economic progress and as the solution to managing environmental risks” (Milne, p. 806 as cited in Gilbert, 2014). Hence, weak sustainability does not resist technological advancement but advocates harmonious interaction between environmental protection and growth of the economy.

According to Gilbert (2014), sustainable development and sustainability are not synchronous but the former falls in the area of weak sustainability that supports the idea of ‘we can have it all’ related to economic development as well as environmental protection (Gilbert, 2014, p. 8).

Strong Sustainable Discourse (SSD) does not accept the trade-off stance on the basis of the presence of crucial and non-substitutable ecosystem functions (Ekins et al., 2003; Neumayer, 2003 as cited in Hugé et al., 2013). Strong sustainability has a distinguished idea of ethics and morality as compared to the weak sustainability defence that favours scientific and economic progress. Supporters of strong substantiality have developed their critical notions on the basis of deep ecology, environmental justice, and politics. Hence, strong sustainability has a profound focus on the idea of justice as

existent in ecological literature. The proponents of strong sustainability, also referred to as “deep ecologists”, regard the notion of growth and progress as one of the root causes of the environmental issues. They demand for “low carbon, low consumption” (Grist, 2008, p. 796 as cited in Gilbert, 2014). Strong sustainability prioritises environmental limits over human needs.

Both strong and weak sustainability deem renewable resources as important; however, for different reasons. Strong sustainability views renewable resources as significant because they do not lead to ecological destruction; whereas, weak sustainability consider these resources as important for their use makes humans less affected by the climatic change.

Strong and weak sustainability also deal with environment, nature, and their inherent value in different ways. Weak sustainability has an “anthropocentric” perspective as opposed to “biocentric” view advocated by strong sustainability. Strong sustainability regards nature as important because of its essential worth, in contrast to weak sustainability, which considers nature to be something that humans have to exploit for the fulfilment of their needs (Gilbert, 2014).

2.3.3 Sustainability Discourse and its Perspectives and Contributory Discourses

Sustainability communication has an extremely important role to play in changing the situation from one in which sustainability was less prioritised by the society to the one in which individuals and groups began to interpret contradictory discourses appropriately and dealt with complex societal challenges (Godemann & Adomßent, 2011). Different discourses contribute towards producing sustainability discourse. These discourses have certain characteristics in common. Godemann and Adomßent (2011) point out that such type of discourses have an inclination to take short histories into account. These contributory discourses have successfully given way to intensive discussions in the present and are estimated to do the same in the future as well.

Lozano (2008) details the different perspectives of sustainable development discourse: 1) Conventional economic perspective; 2) non-environmental degradation perspective; 3) Integrational perspective including the environmental as well as economic and social aspects; 4) inter-generational perspective focusing on time and the long-term influences of the current decisions; and 5) holistic perspective taking into

account both integrational and inter-generations perspectives by considering economic, environmental, social and temporal aspects. In certain instances these perspectives do not have very clear divisions among them.

Environmental, science, and risk communication are the most prominent discourses that lead to sustainability discourse. These types of communication have multifarious approaches based on their different focal points at the level of theory as well as content (Godemann & Adomßent, 2011, p. 28).

Environmental communication.

Environmental communication has become an important constituent of our day-to-day communication. This communication involves the discussion of different kinds of personal, professional, and societal perceptions. It also includes the procedures of dealing with intricate environmental issues. This environmental communication strongly influences the public opinion about the environment. The reason is that when we get involved with others into talks and arguments, our personal concerns get transformed into public matters (Cox, 2010 as cited in Godemann & Adomßent, 2011). All types of communication- individual, institutional, or those through media are included in environmental communication. This multi-dimensional nature of environmental communication makes defining it a problem. This environmental communication is known in the scientific community as ‘ecological discourse’ “with the sustainability concept being the most recent ‘framework’” (Godemann & Adomßent, 2011, p. 28).

Risk communication.

The process of development in a society is always accompanied by risks as it often entails decisions that lead to unavoidable and unpredictable consequences (Godemann & Adomßent, 2011). Risk communication is one of the important parts of risk analysis (along with risk management and assessment) (Arvai & Rivers III, 2013). The definition of risk communication is much debated among researchers and practitioners. The focal points of risk communication are disputed. For some, the focus is the content of risk messages or the process of risk communication and for others, the reasons of engaging in risk communication, which may be to inform risk management communicative decisions or to produce an environment that is congenial for the participants of the process. These three focal points dealt with the ‘what’, the ‘how’ and

the ‘why’ related to risk communication and are its three dimensions (Arvai & Rivers III, 2013).

Risk communication, similar to environmental communication, has a political dimension (Godemann & Adomßent, 2011, p. 24). Beck and Kropp (2007, as cited in Godemann & Adomßent, 2011) have pointed out that from a scientific viewpoint a close connection prevails between researches taking into account risk and those considering environment.

Science communication.

Science communication entails communication of the nature of a ‘dialogic turn’ described as “a new form of scientific governance based on dialogue, interaction and participation throughout the research process rather than the unidirectional knowledge transfer of completed research results from researchers to policy-makers, practitioners and members of the public” (Philips, 2009 as cited in Godemann & Adomßent, 2011).

In the discourses of sustainability, sustainability communication can supplement science communication. It has the role of “sensitizing a scientifically generated awareness of problems” (Godemann & Adomßent, 2011).

Deep ecology.

The deep ecology movement addresses environmental issues at the grass-root level (Devall & Sessions, 2016; Naess, 1990). It emphasises political and cultural changes for dealing with the basic reasons of ecological destruction. The movement comprises of various philosophical systems that are positively influenced by the nature-centred wisdom of traditional cultures. These philosophies share the value of all natural phenomena (Manes, 1990).

The development challenge of sustainable development.

According to Mc Micheal (2011, as cited in Houston, 2017), the development challenge of sustainable development is an “environmentalist’s paradox”. The reason for the existence of this paradox is that there has been an increase in the standard of living because of increasing development in spite of the probable intensification of environmental degradation and social inequalities resulting from unrelenting development strategies (UNDP, 2011 as cited in Houston, 2017).

According to United Nations Development Program, one of the major concerns

of sustainable development is to find ways for decreasing poverty and improving welfare by means of developing dignified sustainable work (UNDP, 2016; Sachs, 2016 as cited in Houston, 2017). The second challenge is the consideration of ways for evading a global environmental disaster (Brundtland, 1987 as cited in Houston, 2017). In view of these challenges, Mc Micheal (2011, as cited in Houston, 2017) states that sustainable development must incorporate ways of dealing with the “business as usual model—which has the worst case scenario for the future of the global climate at a 2° Celsius change in global climate levels—to a drastic change that shows climate levels remaining what they are today.”

Next section of this study sheds light on the importance of sustainability discourse in the current millennia for a prosperous future. As the present research focuses on sustainability as a form of discourse, it is vital to see how it is relevant in the present world.

2.4 Sustainability and the Future of Development

Sustainable development, since the Millennium Development Goals (MDGs) came to an end in 2015, “became the new global goal in 2016” (Sachs, 2016; UNDP, 2016; World Bank, 2016 as cited in Houston, 2017). Although sustainable development began to be considered, in 2016, as the primary aspect of development, it is since the Brundtland report was published in 1987 that sustainable development emerged as it is in its modern state (Sachs, 2016 as cited in Houston, 2017). The report put forward this argument that no matter what state the state itself is in, market-oriented, centrally planned, developed, or developing, the ideas of limitation should be made explicit. Additionally, the state should have a clear understanding of probable issues in the realisation of the needs of its people in view of the over exploitation of its resources. Furthermore, The Brundtland report observed that political interactions cannot put a restriction on ecological interactions (World Commission on Environment and Development, 1987 as cited in Houston, 2017).

Environmental sustainability is the target of most of the states of the world. However, the governments remain in a predicament because of the conflicting relationship between environmental protection and economic growth. The United Nations Environment programme has prioritised two concerns for sustainability action – “addressing climate change and the sustainable management of natural resources”

(OECD, 2001 as cited in Wright, 2015, p. 1-5). The latter concern has motivated the nation states to consider environmental issues at a deeper level and incorporate their concern in policies pertaining to different areas. It has also made governments to look for and endorse national sustainable development strategies for a long-term and to implement self-regulation, participation, and cooperative governance (Jänicke & Jorgens, 2009).

Ecological modernisation and reformist discourses of sustainable development have shaped the response of western democracies towards the directive of sustainability (Dryzek & Dunleavy, 2009). The reformist discourses include assumptions of the relationship between policy change and broader social change. These also put forward values and mechanism following which institutions can achieve sustainable environmental outcomes (Wright & Kurian, 2010). For instance, World Commission on Environment and Development (WCED) articulates sustainable development as informed by equity, social justice, and ecological sustainability world-wide (WCED, 1987 as cited in Wright, 2015). According to it, a national government has to play an important part in cooperating, checking, and producing long-term plans for sustainability (Jänicke & Jorgens, 2009). As opposed to it, for ecological modernisation, the key relationship is between government and industry and state has a lesser role to play. According to this discourse, the government is responsible for establishing environmental targets that have ways of implementation that are given a shape by market actors who decide how to achieve these goals in the best possible way (Barry, 2005, p. 309 as cited in Wright, 2015). Wright and Kurian (2010) consider the role of the state as “to establish transparent regulatory frameworks which determine environmental risks, outline rules and responsibilities, and ensure the availability of experts to determine technocratic risks of development.”

The present research focuses on discourse featuring sustainability aspects related to infrastructure, and transportation. In relation to infrastructure, urbanisation, an important aspect of development, is discussed in the succeeding section. The main focus is on transportation, as the project selected for examination in this study falls in the said category.

2.5 Sustainable Development: Urbanisation and Transportation

Sustainable development, as The Brundtland Report titled *Our Common Future*

states, is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, p.8 as cited in Haque, 2000, p. 17). According to a statement by Anne-Birgitte Albrechtsen, UNFPAs Deputy Executive Director of Management, at the Open Working Group on Sustainable Development Goals, urbanisation can serve as “a powerful driver” of sustainable development. In urban areas, due to higher population density, government can provide services and establish essential infrastructure with relative ease and low cost per capita. Among other benefits of urbanization it can produce energy savings, particularly in the housing and transportation sectors” (Albrechtsen, 2013).

Urbanisation has a ‘dark side’ to it as well as the UN survey points out the resistance towards urbanisation by most of the policy makers. This is because “rapid urbanisation brings about real social and political headaches” (Spence et al. 2008, p. xii). While urbanisation is “probably inevitable and ultimately desirable” it is important to consider “not how to stop it, but how to reap its benefits without paying too high a cost” (Spence et al., 2008, p. xii). Spence et al. (2008) consider that the whole answer for this question lies in establishing public services and infrastructures.

Infrastructures for the cities to ‘work better’, especially in developing countries, as notified by urban policy interventions, include infrastructures varying from sewerage to public transport for improving the availability of local public goods (Duranton, 2008). Since sustainability discourses describe sustainability as having three dimensions- social, economic, and environmental, Aziz (2015, p. 63) points out that “sustainability is inextricably linked with the transportation system.” As transport, according to UNEP (2010, cited in Aziz 2015), is “the second largest sector contributing to global carbon dioxide (CO₂) emissions, a sustainable transportation system with supporting policies can help to improve urban environment meaningfully.”

As the present research mainly focuses the discourse around a transportation project, namely Orange Line project, Lahore, the next section provides details of the concept.

2.5.1 Sustainable transportation

In the past few decades considerable attention has been given to the concept of sustainable development. Sustainable transportation, however, has not been extensively researched (OECD, 1996 as cited in Zhou, 2012). Zhou (2012) in his study on

sustainable transportation in US has considered the understanding of the concept “sustainable transportations” to be necessary for any research related to it and for programs promoting it.

Built on the concept of sustainable development, definitions of sustainable transportation began to emerge in the beginning of the 21st century. In the view of many authors, sustainable transportation is a concept derived from sustainable development. Similar to sustainable development, sustainable transportation is defined as having three concerns: environment, economy, and equity (society) (as cited in Zhou, 2012). The early attempt at defining sustainable transportation focused on resource depletion and degradation of the environment caused by automobiles. In the recent years, the focus has changed and now sustainable transportation is defined in terms of more dimensions. These dimensions include reforming existing institutions and building their capacity, searching an integrated solution to sustainable transportation, bench marking and operationalising sustainable transportation and incorporating the concept of sustainable transportation in the usual planning of transportation (as cited in Zhou, 2012).

From the perspective of different researches in the area, sustainable development is defined in two ways- one having a narrow definition and another having a broader one (Litman & Burwell, 2006 as cited in Zhou, 2012). The broader definition is concerned with all the impacts of transportation. Narrowly defined, sustainable development focuses on air pollution and resource depletion. These and other aspects related to the other strands of sustainable development, that are social and economic welfare, human health, equity and ecological integrity, all are considered in the broader definition. It also enables people to explore “opportunities for coordinated solutions”, involving “economic incentives”, “improved travel choices”, “technological innovation”, and “institutional reforms”. It would also assist in paving the way for “integrated solution” to sustainable transportation (Zhou, 2012). For an integrated solution, Litman and Burwell recommend interconnections between the sector of transportation and other sectors.

For the framing and critical discourse analysis of media discourse covering aspects of sustainability, this research study outlines the features of sustainable transportation based on three definitions of it- first, the one given by Centre for Sustainable Transportation, second, sustainable transport policy given by Banister

(2005) and third, the one highlighted by UN Shanghai Manual (Shah, 2010).

The researches on sustainable transportation usually quote the definition given by the Centre for Sustainable Transportation. This definition mentions three key elements of sustainable transport:

- Sustainable transport should facilitate people's fundamental access needs in a way that it has positive influence on human health and the well-being of the ecosystem. It should also promote inter- and intra-generational equity.
- Sustainable transport must be affordable and supportive of a vibrant economy. It should work efficiently and should also provide conveyance options to the people.
- Sustainable transport should reduce emissions and waste and should restrict them within a limit that can be tolerated and absorbed by the planet. It should reduce the use of non-renewable resources and restrict the use of renewable resources to the yield level that is sustainable. It must also be able to reuse and recycle its parts. Any construction plan should also lessen land use and decrease noise production (The Centre for Sustainable Transportation, 2005).

Banister (2005) provides 7 key principles for establishing sustainable transport policy:

1. Reduce the need to travel
2. Reduce the absolute levels of car use and road freight in urban areas
3. Promote more energy efficient modes of travel for both passenger and freight
4. Reduce noise and vehicle emissions at source
5. Encourage a more efficient and environmentally sensitive use of vehicle stock
6. Improve safe pedestrians and all road users
7. Improve the attractiveness of cities for residents, workers, shoppers, and visitors (Banister, 2005).

According to UN's Shanghai Manual- *A Guide for Sustainable Urban Transport in the 21st Century*, a sustainable urban transport system should have the capacity to strengthen a variety of aspects of the system including accessibility, mobility, social equity, affordability, efficiency, comfort and convenience, security,

safety, low carbon, and people- and environment-friendliness.

For this research the following workable definition of sustainable transportation has been devised. Sustainable transportation should be sustainable in the way as outlined by the acronym SUSTAINABLE given below:

Safe and secure

Upholds equity

Strengthens social quality of life

Trims down car usage

Accessible

Improves safe pedestrians

Noise reducer

Affordable

Beautifies cities and environment friendly

Limit emissions

Energy and economy efficient

The present research examines the media discourse related to sustainability of a transportation project in Pakistan. In this regard, next section illuminates the connection between media discourse, urban planning sustainable development discourse.

2.6 Media Discourse, Urban Planning and Sustainable Development

Urban planning in the contemporary era must be carried out in an organized way involving active collaboration and communication among all stakeholders. Active public participation is also required for urban planning to be successful. Hajer (2009) highlights the importance of public engagement and participation while emphasizing its value in the establishment of a true democratic state. For democracy to function appropriately, it is essential that public participation should be an informed one. van Dijk (2013) concurs with Rosenblum in stressing on an informed electorate as an essential requirement for democracy to function appropriately. For an informed participation of the citizens, it is highly essential that they are provided with quality information. Kovach and Rosenstiel (2007) highlight the role of media in this

regard. According to them, media should inform people about what is happening in their immediate surroundings as well as about the national and global events in order to make the people capable to make informed decisions about personal and societal issues related to them.

Print media and their online versions, which also constitute the sample of this study, are the perpetrators of information pertaining to urban planning and sustainable development. Readers obtain knowledge about current policies and planning affairs through newspapers. Newspapers also inform the readers about the influence of policies, the associated controversies, and the interests of various political, governmental and private groups. In this manner, media are the reflection of public opinion.

The influence of media on the public mind cannot be denied. Media are the means of accessing local knowledge (Yanow & Yanow, 2000). van Dijk (2013) considers media as the “central purveyors of public discourse.” Several theories including the agenda-setting theory have pointed out this significance of media. In 1972, the agenda-setting theory originating from Mc Comb’s and Shaw’s work shed light on the role that informative media play in the construction of public opinion and believes (Kubey, 2001 as cited in Nambiar, 2014). Although there have been different points of view regarding the influence of media, it is generally accepted that media have a considerable influence on policy shaping and agenda-setting. Nambiar (2014) highlights the influence of media in agenda-setting and policy-making. Kubey (2001, as cited in Nambiar, 2014) lists a number of theories and approaches focusing on the power and influence of media, such as, theories of cultivation and agenda-setting, and approaches of critical Marxism, semiosis, stimulus-response, and cultural studies agree that media have an irrefutable influence on public because of the part they play in the construction of reality.

Most importantly, media discourses providing information tend to have a strong influence on public opinion related to issues prevalent in the society. Kovach and Rosenstiel (2007) remark that the role of media in the society is to keep the people informed about the local, regional, national, and global happenings to enable them to take informed decisions related to issues pertaining to their lives. Hajer (2009) regards media to be highly influential and, in the contemporary era, as a crucial dimension of the game of politics.

Media discourse is an area studied in various disciplines including media and cultural studies, cultural geography, linguistics, sociology, psychology, and tourism studies. Media are types of social institutions that have a significant part to play for the presentation, development, and reflection of politics, culture, and social life. While discourse constructs realities for individuals and groups, media, as opposed to old social institutions, are accepted to be the basic means of comprehending the world (Talbot, 2007).

Experts around the world have different opinions as to how the media perform their role. Some suggest using media campaigns of an extremely precise and targeted nature that are guided by researches in the field of cognitive psychology and communication as to ways of stimulating the human receptors (Lakoff, 2010). In contrast, within a community, the use of slow media and dialogues, which have important frames appropriate for the local culture, is an organic approach, which is also recommended (Nambiar, 2014).

In Pakistan, media in English language, especially newspapers and magazines, are influential for their language and the fact that they are read by the elites. English language has immense importance in Pakistan. Over years English language has grown to become the global language and in Pakistan, it enjoys the prestige and status of being the official language. English is associated with the national progress, prosperity, and enhanced social status.

The role of media is crucial in spreading awareness about environmental protection and catalysing change especially when resource-use decisions lack support. Howson and Cleasby have highlighted this fact, “The problem for those studying the relationship between media and society is that it is neither linear nor straightforward... Given the political and cultural contexts that influence media, we can now ask what the entry points are for those wishing to promote sustainability” (Howson & Cleasby, 1996, p. 149).

Media discourse is a means of establishing the concept of sustainability and promoting the paradigm of change in perspectives at a variety of levels. In the global era, where individuals and groups are not restricted within the borders of their nation, media have a critical part in developing a novel discourse which can be used by the citizens for the expression of their identity and values (Marin & Lengel, 2007). The

essential nature of sustainable development as a discourse assigns an undeniable significance to media for its promotion. Print media, for instance newspapers, and their online versions are also one of the important mechanisms of informing the masses about urban planning and sustainable development.

Media discourses related to sustainability of a project can be analysed under different theoretical frameworks. However, the present research seeks to examine the framing techniques and discursive practices in this regard. The following section provides details of theories used for the purpose.

2.7 Theoretical Foundations for the Present Research

For the analysis of sustainability discourse related to the Orange Line project, the following theories and concepts constitute the theoretical framework:

2.7.1 Framing

According to Entman, framing is choosing some features of a perceived reality for making them “more salient in a communicating text, in such a way as to promote a particular problem definition, casual interpretation, moral evaluation, and/or treatment recommendation” (Entman, 1993, p. 52). Tankard (2001 as cited in Nambiar, 2014), as opposed to Goffman’s concept of framing as integral to all conscious or subconscious social processes, regards framing to be an active and conscious process and not a subconscious one which makes it necessary for the experts to measure it exactly.

Carvalho (2007) regards framing as a discursive strategy integral to the construction of texts. Framing refers to the organisation of discourse from a certain perspective or point of view. In the process of text-production, framing involves not only the composition of text but also the selection of texts. Journalistic texts include certain facts, opinions and value judgments while excluding many others. This action of inclusion and exclusion constitutes the selection of texts (Carvalho, 2007). Composition refers to the organisation of these elements in a text for creating particular meanings. Thus a researcher needs to see how a reality has been framed and not that whether it is framed or not as framing is not an optional intervention but a necessary part of construction of texts.

Ideology has a significant role in the selection, language and framing of news stories (Kaefer, 2014). Several variables influence the framing of an issue by journalists. These include social-structural, organisational, individual or ideological

variables (Shoemaker & Reese, 1996 and Tuchman, 1978 as cited in Scheufele, 1999). Ideology, attitudes, professional norms, and prejudice are the main influencing factors in the choice of frames (Edelman, 1993 and Donsbach, 1981 as cited in Scheufele, 1999).

News frames create a context and provide the main idea around which news stories are organised. Corbett (2006 as cited in Kaefer, 2014) defines framing as “the subjective act of selecting and ordering objective facts”. In addition to defining an issue, assigning responsibilities, and suggesting solutions, news frames also determine the relative importance of issues by extending judgements and also identify victims (Corbett, 2006 as cited in Kaefer, 2014).

Research in the area of framing has revealed that in national and international contexts certain frames such as human interest, conflict, consequences, and responsibility are employed more often as compared to many others (Entman, 1993; Norris, 1995; Semetko & Valkenburg, 2000). Corner, Richardson and Fenton in their study of audience reactions in discussion groups have determined five major frames that play the role of interpretive tools. These include the civic, the political, the evidential, the environmental and the personal frames that are based on fairness, politics, evidences, environment, and personal experience respectively (Corner et al., 1990 as cited in Nambiar, 2014).

Nisbet (2009) typology of frames based on media reports and researches of scholars is applicable on research focusing on climatic change which is seen to be not caused by human impact but by nature and occur as a gradual phenomena. The typology of frames include economic development, economic competitiveness, social progress, ethics and morality, technical and scientific uncertainty, governance and public accountability, the middle way-alternative path, Pandora’s box, and strategy and conflict (Nisbet, 2009).

In newspaper articles different types of frames can be determined. Nambiar (2014), from his research of several articles, has pointed out certain frames- such as the *scientific* frame, the *morality* frame, and the frame of *personal responsibility*. These frames are usually found in sustainability discourses.

In framing issues of sustainability and environment the most recommended method is to use a scientific approach (Nambiar, 2014). The *scientific* frame involves

numbers, statistics, opinions, and explanations based on scientific research.

The *morality* frame has a tone of moral correctness while encouraging individuals of authority and nations to adopt the ethical path (Nambiar, 2014). This frame employs sarcasm, judgment, and condemnation in abundance.

Lifestyle and *personal responsibility* frames are also frequently used in sustainability discourses. Newspaper articles employing such frames usually bring in references to personal choices in relation to modification in behaviour and lifestyles.

The *balance* frame in the treatment of sustainability by the media is used to create a sense of fairness through pointing out the pros as well as cons. It brings forward the arguments-for as well as the rebuttals before presenting comments on the situation.

Nambiar (2014) considers framing to be a powerful tool to extend the environment and sustainability agenda. For framing analysis of sustainability discourse, the research follows the Nambiar's (2014) framing analysis based on grounded theory. Lakoff (2010) defines a frame as "a neural circuit physically present in our brains which is used to understand and reason." Frames can be a conscious selection as well as one resulting from a subconscious process. According to Nambiar (2014b), frames are not always consciously manufactured. They emerge due to the communicative processes and happen to be "shaped, moulded and embedded in the unconscious." In this study, frames are defined as the reiterative usage of specific ways of dispensing information that contributes to aid the reader in meaning-making and deciphering the significance of that information. On the basis of principles that frames provide, information is selected, emphasised, and dispensed. In the following category, episodic and thematic framing techniques are important. Thematic framing is used in the news articles, and is carried out consistently in a strategic manner. Whereas, episodic framing is haphazard, inconsistent and lacks focus on a particular theme.

For achieving the framing purpose, many devices are used. Metaphors, depictions, catch-phrases, visual images, and the causes of events and their results along with any structures used for reasoning, and appeals to principles are some of the important framing devices (Hannington, 1995).

2.7.2 Critical Discourse Analysis (CDA)

For discursive analysis of sustainability discourse in newspaper articles, from Fairclough's three dimensional framework of critical discourse analysis two

dimensions- the first and the third are employed. For this analysis, the study focuses on the process of lexicalisation (re-lexicalisation, over-lexicalisation and lexical reiteration) and thematisation.

Fairclough's (1995, 2013) discourse analysis framework has three distinguished levels of meaning: text (spoken or written), interaction (an example of discourse practice), and social context (social practice). Hence, critical discourse analysis has three corresponding stages: 'description of text, interpretation of the relationship between text and interaction, and explanation of the relationship between interaction and social context' (Fairclough, 2013).

The description of text is the micro level stage of analysis. It refers to the analysis of formal aspects of a text. The formal analysis is representative of the text production process and aids in the interpretative process. The interpretative stage is the meso level analysis, which studies the connection between text and interaction. In the interpretative dimension of CDA, text is a resource for interpretation as well as a product of productive process (Fairclough, 2013). The explanatory stage is the macro level of analysis and provides explanations of the connection of interpretative and productive process with social context (Fairclough, 2013).

In this research, CDA is used while being cognizant of the significance of taking into account the socio-historic context of the texts, by means of analyzing the news-making processes, and the conditions- social, institutional and political, that direct them.

Lexis, lexicalisation and lexical focus.

Lexis, lexical units or lexical items refer to words or chain of words. These are the basic elements in a lexicon of a language which implies that in linguistics it refers to "the language's inventory of lexemes" (Wang, 2016, p. 57). In morphology, lexical units are open class morphemes in which new items can be added. They are the words that carry the main information and can change in form. Noun, adjectives, verb and adverbs are lexical units. From the perspective of traditional grammar, lexical units are the content words, whereas the functions words are the grammatical words which belong to the close category of words.

Systemic Functional Linguistics (SFL) places lexis on one end of the lexicogrammar continuum. In *An Introduction of Functional Grammar* a concise

definition of lexis is mentioned: “starting at the lexical end – with content words of the vocabulary- we find names of entities, names of processes and names of qualities” (Halliday & Matthiessen, 2014).

Halliday (1978) observes that there is a higher lexical density in written language as compared to that in spoken language. The higher lexical density refers to the existence of content words. Function words are found less in number. However, the cognitive load is not merely carried by content words in isolation. The lexicalised word sequences that emerge as content words form combinations that express ideas. The clusters of dense ideas present new information (Chafe, 1992)

Halliday’s (1978) theory on lexicalisation synchronises with Fairclough’s theory on wording. According to him, wording refers to using lexical items from different register fields. These lexical items, in an overt or covert manner, provide insights into the writer’s ideology. The usage of morphological processes and structures, such as blending, compounding, affixation, collocation etc. in order to create lexical chains, gives an idea about the text-producer’s inherent bias.

In lexicalisation, the meanings of words are distinctive yet they have some kind of relation among themselves. Wang (2016) lists these meanings:

- a) Lexicalisation may involve the usage of any lexical form for expressing certain concepts. Some languages may lexicalise specific concepts while others may not.
- b) Lexicalisation also refers to assigning lexical items to concepts not previously named in a language thereby including them in a lexicon of a language. Several word-formation processes, for instance, blending, borrowing, coinage etc. are relevant to this process.
- c) Lexicalisation can be termed as a process in which the lexis takes over the different means of organising language- morphological, syntactic or pragmatic. Some types of grammatical metaphor can be related to this aspect of lexicalisation.
- d) Lexicalisation can also be employed as opposed to grammaticalisation. Wang (2016) refers to it as movement in opposite direction along a lexis-grammar cline where the meaning is construed. Hopper and Traugott (as cited in Wang, 2016) view it as a “process whereby a non-lexical form ... becomes a fully

referential lexical item.”

For lexicalisation in this study, the term is basically used as it is indicated by a) above, i.e. conceptual expression through lexical form. The case of lexicalisation as opposed to grammaticalisation on the lexis-grammar cline d) may be used to refer to person-related meanings.

Overlexicalisation, Re-lexicalisation, Lexical reiteration.

Lexicalisation reflects the ideational meanings of a discourse (Halliday, 1994). Halliday (1978) refers to dense wording as over-lexicalisation. Fairclough uses the term ‘overwording’ (2013). This leads to peculiarities in the text because of intense preoccupation with ideas. It refers to the high density of particular linguistic items having specific connotations. It signifies the contribution of lexical density towards the legitimisation of certain ideologies and concepts. Re-lexicalisation is a term used by Halliday for the process in which words give rise to new lexical items. This has been termed re-wording by Fairclough (2013). Lexical reiteration implies the reinforcement of concepts by means of repetition. Lexical reiteration also includes collocational repetition.

Thematisation.

Thematisation is the process of analysing sentences into their constituent parts-themes and rheme. Halliday considers the theme systems and the informational systems to be the main components of texture within a sentence. Theme is one aspect of textual metafunction of language. Although theme and information system are related to each other, Halliday has preferred to keep them separate. Halliday presented his discussion on theme firstly in his seminal papers that were published in the 1960s. His views have remained constant since then.

Halliday has employed simple theme-rheme division. In doing so he has used the same terminology of Prague School but has not followed the Firbas’ approach of multiple division (Ping, 2004). Halliday (1994, p. 37) writes “one element in the clause is enunciated as the theme; this then combines with the remained so that the two parts constitute a message.”

Halliday gives certain other definitions of theme. These are as under:

- a) “The theme is another component in the complex notion of subject, namely the ‘psychological subject’; it is as it were the peg on which the message is

hung, the [rheme] being the body of the message” (Halliday 1970 as cited in Ping, 2004).

- b) “The Theme is the element which serves as the point of departure of the message; it is that with which the clause is concerned” (Halliday 1994; Halliday, 1988 as cited in Ping, 2004).
- c) “The Theme is the starting point for the message; it is the ground from which the clause is taking off” (Halliday, 1994).

Halliday has classified the clause-initial elements as textual, interpersonal or topical themes which are related to the textual, interpersonal and experiential metafunctions parts of Halliday’s framework.

The most important of the three types of theme is the topical theme. It consists of a single experiential element and comes at the end of the portion of theme in a clause. The textual and interpersonal themes are optional as they might not appear in the thematic portion. If all the three themes appear in a text they usually follow the sequence- textual-interpersonal-topical.

The identification of theme also has a connection with choice of mood. Marked themes can be differentiated from unmarked based on the mood structures. Declaratives, imperatives and interrogatives, all can have unmarked themes. When the subject is not a clause-initial element, the resulting theme is a marked theme. Marked themes are used for special emphasis on certain aspects. They are given a thematic status. The elements that occur in this position are adjuncts which are the adverbial groups forming part of a sentence. Complements can also appear in thematic position when they are fronted for some specific reason and for creating a special effect.

The clause initial position can also be occupied by the writer or speaker’s own judgment. Halliday calls such elements as modal adjuncts. Eggins refers to them as comments adjuncts. The most common type of marked theme is formed when adjuncts appear in the thematic position (Eggins, 1993)

Hence, a clause gets its character as a message because of the thematic structure. The thematic structure of a text is formed by the selection of marked and unmarked themes.

Relationship between thematic structure and information structure.

The theme in a sentence conflates with given information and the rheme with

new information. Discourse analysts have different opinions regarding the relationship between thematic and information structure. Some tend to make distinction between the two, while others do not distinguish them. Linguists follow one of these ideas by following ‘combining approach’, which makes the theme and given information equivalent, or the ‘separating approach’, which places the two apart. Halliday, Firbas and van Dijk, among other linguists, advocate the former approach. However, Downing considers the disentangling of the terms important as the theme and given information tend to combine often, yet they can take the form other way round, that is to say, the new information can be the part of theme and given information may fall into rheme. In spoken English this flipping of position is for the sake of prosodic prominence (Downing, 2011).

Thematic Progression (TP).

Thematic progression refers to the patterning and distribution of theme or given information in a text. Downing (2011), while clarifying the meaning of ‘new’, specifies that ‘new’ can refer to two aspects. The property of ‘new’ can mean that the information has not been mentioned before in the text, i.e., it has not been given previously. Secondly, the trait ‘new’ can also mean that although the information might not be altogether new i.e. it is given in the text but for the given theme it is ‘new’. It implies that the information is ‘new’ when it appears for the first time in a theme-rheme nexus.

Danes (1974, as cited in Downing & Lavid, 1998) divides thematic progression in four types. These are the progressions of a simple linear, constant, derived hyperthematic and splitting types. In simple linear theme, the succeeding clause also shares the same theme. In the constant type, the rheme of one clause becomes the theme of the following one. In derived hyperthematic type, the theme is not clearly stated but has to be derived based on cues from the context. In the fourth type, multiple components of a rheme are taken as themes of the subsequent clauses.

In this research study, the framing and critical discourse analysis are guided by the features of sustainable transportation as outlined by the mentioned acronym, the concepts of weak and strong sustainability discourse, and the aspects of risk communication, science, and environmental communication that contribute towards sustainability discourse (discussed above).

2.8 Researches on Sustainability and Media Discourse

Sustainability discourse, in its present form, has undergone transformation from being primarily ecological to the discourse in which not only environment but science, economics, and social welfare are also incorporated. Researches involving sustainability discourse related to urbanisation and development of infrastructures keep on surfacing in view of expanding urbanisation in the present era. This section contains works related to the analysis of sustainability development discourse, urbanisation, and transport infrastructure.

The researches on sustainable development and related discourses embedded in Pakistani context are very limited and do not present an in-depth analysis of language. Aziz (2015) in his research on the topic “Imperilling Urban Environment through Varying Air Pollution Rein in Measures and Mass Transit Policies - A Case Study of Lahore” has evaluated the policies related to mass transit in Lahore. According to him, the policies related to mass transit were vague and hence resulted in an increase in surfeit emission and the demand of transportation as well. The paper mainly focuses on air pollution in Lahore. It brings to the forefront the loopholes in policies and strategies for controlling air pollution in big cities of Pakistan. Houston (2017), informed by Michel Foucault’s power/knowledge, has analysed the interviews of Pakistani professionals related to discourses of sustainable development pertaining to dams and climate change. He has determined professionals supported dams through mobilising technocratic discourses that were perceived as apolitical which were actually political in nature.

A research study focusing on the discourse of urban development has been carried out by Gebresselassie (2013). Using discourse analysis under the framework of interpretive policy analysis, the researcher has studied the characteristics of discourses surrounding urban planning issues in relation to Transit City, which was a light rail transit system proposed by the city of Toronto, Canada, in 2007. The study covering a period of three years and nine months analyses 94 articles in four different newspapers and trade magazines of Canada: the *Toronto Star*, *National Post*, *Canadian Urban Transit Association Forum*, and *Ontario Planning Journal*. It was identified in the analysis that through their representation the media outlets brought specific themes to the forefront and excluded several others. However, in this research study, the researcher has used discourse analysis in a restricted sense as not including the critical version due to time constraints. This study also does not take into consideration

specifically the various integrated aspects of sustainability to examine the media coverage related to urban planning issues.

Researchers around the world have employed a variety of methods to study sustainable development discourse. Lockie (2006) has researched on sustainability discourse in newspaper articles from Australia pertaining to organic foods, food scares, genetic engineering, environment, and health. The researcher has carried out content analysis of the articles from 1996 to 2002. Content analysis has also been carried out by Rozema (2014) in the research on sustainability discourses. The researcher has investigated the influence, in Environmental Impact Assessment, of mobilisation of sustainable development discourses on controversial infrastructure developments. The researcher, while studying the influences on infrastructure development of High-Speed rail in UK and motorway connection in Netherlands, has determined limited influence of institutional design and political culture on sustainability discourse mobilisation. Gotham and Lewis (2015) have studied the influence of the relation between sustainability discourse and green tourism on post-Katrina rebuilding process. They have made use of long-term ethnographic field observations to shed light on conflicts between the two different concepts of sustainability- abstract and idealised.

Critical discourse analysis has been employed considerably for the analysis of discourses of sustainability. Using CDA, de Burgh-Woodman and King (2013) have dealt with sustainability marketing discourse of Toyota's hybrid car website to study the contrast of prevalence in sustainability as a discourse and sustainable development practices. The research has determined that Toyota's marketing campaign involving the concept of human/nature connection on the one hand creates motivation towards sustainability, on the other, tends to make obscure the actionable agenda related to sustainability. The approach of Fairclough's critical discourse analysis has enabled the researchers to explore the various dimensions of Toyota's marketing text embedded within its social context.

Bernard (2015) has used critical discourse analysis (CDA), systemic functional linguistics (SFL) and corpus linguistics to investigate the 2011, 2012, and 2013 corporate social responsibility (CSR) and integrate annual (IA) reports of six South African companies. In his research, he has discussed sustainability discourse in detail. His findings suggest that social transformation and environmental protection are unlikely to be achieved if the sustainability discourses of corporate institutions are not

publically challenged.

Wright (2015) has also employed critical discourse analysis to evaluate environmental policies, practices, and prospects related to the dairy industry in New Zealand. The researcher has evaluated the politics of sustainability in his country. For analyzing the discourses of sustainable development, ecological, and technological modernisation a discourse analytic framework has been developed. The researcher has explored these discourses related to the practices of dairy industry and environmental processes and policies. The framework has also been applied to the analysis of stakeholder interviews, a Q-sort survey, and texts from a variety of governmental and nongovernmental organisations. The analysis offers insights into the disjuncture between the intentions of the Resource Management Act (RMA) (1991) and actual environmental outcomes.

Yacoumis (2017) has studied the discourses on sustainable development in Australian News Media. Using Fairclough's critical discourse analysis, the researcher has found that the news related to sustainable development in the Australian media is limited to a narrow range of discourses that tends to establish further media hegemony.

Studies focussing on analysis of frames used in media have revealed, both at the individual and organisational level, the use of same kind of frames of conflict, human interest, economics, morality and level of responsibility (Neuman et al., 1992). Nambiar (2014) has employed framing to determine the way in which media has framed sustainability discourse. He has used elements from grounded theory and framing for the case study analysis of environment and sustainability. Agnihotri (2008 as cited in Nambiar, 2014), in his study of frames used in media for reporting crisis, has determined the responsibility frame to exist the most. Nisbet (2009) has developed a typology of frames that can be considered on research focusing on climatic change. Nisbet (2009) has developed the typology based on several researches and media reports.

However, no research has been conducted on the perspective of sustainability discourse as projected by media on the Orange Line project, Lahore, Pakistan. This research fills the gap.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents details of the research design. As the theoretical framework is extensively discussed in chapter 2, this part gives a brief overview of related conceptual framework (based on the theoretical framework) and mainly focuses on methodological details.

3.1 Research Design: Quantitising the Qualitative Research

This research is primarily qualitative in nature as the major focus of the research is on interpretation and exploration of data to discover how media has reported the selected transportation project within sustainable development context. However, to validate certain patterns and to explore prominent eccentricities of sustainable discourse, quantitative data has also been used at various places. Maxwell (2010), while highlighting the advantages of using quantitative data in qualitative research, writes that quantitising in qualitative research is carried out to “allow analysts to discern and to show regularities or peculiarities in qualitative data they might not otherwise see... or to determine that a pattern or idiosyncrasy they thought was there is not” (Sandelowski, 2009 as cited in Maxwell, 2010). This research also quantitises the data by presenting percentages and frequencies of instances to present a clear picture for the construction of meaning-making. Nambiar (2014), in his framing analysis of sustainability discourse in the Indian English language press, has also included instances of the employed frames to discuss the prevalence and purposes of frames and overall framing behaviour. Nambiar (2014b) has also mentioned instances of types of frames to highlight the most common and the uncommon ways of framing. Becker (1970 as cited in Maxwell, 2010) has supported the use of numbers in qualitative analysis. He highlighted the use of quantitative claims under the guise of verbal forms, such as, indicated by *some*, *many*, *often*, *sometimes* etc., in qualitative researches and argues that the use of numbers make the quantitative claims more precise and adds value to the analysis. Becker refers to

such use of numbers as *quasi statistics*. The research, thus, can also be referred to as employing *quasi statistics* or a mixed method design.

3.2 Research Method

This study has analysed the media discourse pertaining to sustainability based on qualitative content analysis using framing paradigm. Firstly, for the research, content analysis of newspaper articles has been undertaken. The methodology of content analysis, as Nambiar (2014) points out, can be used in both ways. Initially, it focused more on words but gradually it has adopted sophisticated forms. This study has an approach that focuses not only on semantic relationships and concepts for examining intricate constructions of meaning and examine their “socio-cultural, affective or cognitive significance” (Nambiar, 2014) but also integrates quantitative data in it.

The research, following Nambiar (2014), has used both deductive and inductive approaches, the latter being advocated by grounded theory. The research employs theoretically derived frames (TDF) defined as “framing elements developed from theory in a deductive way” (Nambiar, 2014). These are the ones identified by earlier studies (Nambiar, 2014). The inductive approach helps identifying new frames, emerging from the data, referred to as data derived frames (DDF).

For the integration of qualitative and quantitative data, the analysis has been carried out in steps. Each article has been thoroughly read and analysed. Multiple themes and issues have been identified through the analysis. The theoretically derived frames as identified in previous studies (Cornet et al. 1990; Entman, 1993; Nambiar, 2014; Pan & Kosicki, 2001; Semetko & Valkenburg, 2000, Thirumalaiah & Aram, 2017) included crisis, conflict, responsibility, economic, and political frames. Following Nambiar (2014), articles have been examined and then descriptive extracts that matched the theoretically derived frames have been determined. Secondly, new frames have been identified that could not be placed in the groups of theoretically derived frames. The new frames are coded to the newly emerged themes. Hence, each article has been coded to have multiple themes- both theoretically derived and data derived.

The frames have been identified at the level of the theme. The study divides the frames into subject-frames and sub-frames. Sub-frames present the details that constitute a scene. The frame analysis of climatic change outlays various hierarchies of

framing levels starting from super-frame thematic level to meta-frames that “operate on a relative scale to issue frames that constitute the details that make up a scene (Dombos, 2009; Minsky, 1975 as cited in Nambiar 2014). This research, however, groups the identified frames of the chosen articles from *The News* and *Dawn* into subject-frames having sub-frames clusters based on rhetoric that “contributed to the construction of a coherent frame” (Nambiar, 2014, p. 11). Some selected articles (such as an interview) were of a diverse nature and besides the Orange Line covered different social aspects. From such articles, only the frames related to the Orange Line have been determined.

For quantitising the data, the frequency of all frames has been specified. For determining the most prominent frames each article has been treated as the unit of analysis for the identification of frames and for calculating their frequency. Each article is coded for only the most prominent frame. The research has determined the percentage of each frame and explanation is discussed with respect to the number of instances or frequency of occurrence.

Hence, not only descriptive passages and their in-depth analysis but also the frequency of words and the number of instances of occurrence are used. Krippendorff clarifies the concern of validity of qualitative research by emphasizing transparency and consistency of methods used in a “subjective process of inquiry” (Krippendorff, 1980 as cited in Nambiar, 2014). This study clarifies the issue of subjectivity on theoretical grounding and transparency on methods (Nambiar, 2014) but also employs the quantitative data as a buttress to the inferential approach.

For analysis of text, Halliday’s (1994) linguistic theory called Systemic Functional Linguistics (SFL), as suggested by Fairclough, has been used as it is “concerned with the relationship between language and other elements and aspects of social life, and its approach to the linguistic analysis of texts is always oriented to the social character of texts” (Fairclough 2003, p. 5). The study uses lexicalisation and thematisation as methods for critically analysing sustainability discourses related to the Orange Line project, Lahore, in their micro and macro perspectives to determine how sustainable they are and what ideologies operate behind this representation. The analysis of lexicalisation corresponds with the first dimension of Fairclough’s three-dimensional framework of critical discourse analysis and thematisation relates with the third dimension. Framing has determined the prominent frame in the texts.

Thematisation highlights the theme and rhemes of individual sentences in the articles. It brings out a clear picture of the underlying themes in the sustainability discourse.

Hence, the methods employed in this study have been used to thoroughly analyse the text embedded in the context. Framing analysis of media discourse related to sustainable development aids in examining the “active definitional, performative and cultural sense-making” processes which Cottle (2011, as cited in Nambiar, 2014) considers critical to be studied. Thematisation and lexicalisation, corresponding with Fairclough’s three dimensional framework of CDA, have been used to examine micro and macro dimensions of discourse. Carvalho (2007), while presenting a brief comparison of framing with Critical Discourse Analysis, explains frames as type of categorisation. According to Carvalho (2007), frames are used for the organisation of discourse in relation to main ideas or principles. Frames are also treated as ways of creating perspectives. They bring to light particular aspects while concealing others. This research study thus uses framing analysis to illuminate the central ideas and perspectives of the media discourse under consideration. Carvalho (2007) also states that CDA is meant for a “richer examination of the resources used in any type of text for producing meaning.” It is a means of deeply scrutinizing the discourse. Both framing and CDA take into consideration the variable social context, however, CDA lays greater stress on language and “on the relation between discourse and particular social, political and cultural contexts” (Carvalho, 2007). Thus for carrying out a richer analysis of media discourse, this research study has used framing as well as CDA.

3.3 Sample

The research uses purposive sampling- total 67 articles covering the Orange Line project have been analysed. The articles from *Dawn* and *The News* have been selected from their online archives over the period of one calendar year-2016. The study has selected 36 articles from *Dawn* and 31 articles from *The News International* that took into account any aspect of sustainability related to the Orange Line Metro, Lahore.

Dawn and *The News International* have been selected for their greater influence and extensive readership. These are the top two English newspapers in Pakistan. As of 2010, *The News* having the top position in English newspapers and fifth among all has a circulation of 120,000 papers and *Dawn*, second in English newspapers and sixth nationwide has 109,000 papers in circulation (Shah, 2010).

Dawn, founded by Quaid-e-Azam Muhammad Ali Jinnah in 1941, is the oldest newspaper in Pakistan. It is owned and published by *Dawn* Group of Newspapers and Pakistan Herald Publications respectively. It owns the leading magazines that include a marketing, advertising and media magazine, *Aurora*; an information technology magazine, *Spider*; a current affairs magazine, *Herald*; and a magazine for the young generation, *The Young World*. It is one of the top three English-language dailies in Pakistan. The daily newspaper, apart from front and back pages, has several sections including National, World, Sport, Business, Opinion, Editorial, Technology, etc. Similarly, its website also has several pages, such as Latest, Blogs, Multimedia, Culture, etc. Besides these print and online versions, it runs a TV channel, *Dawn*, and radio channel, *CityFM89*, as well.

The News International, owned by Jang group of Newspapers, was founded in 1991 by Mir Khalil Ur Rehman. Apart from its dailies published from Islamabad Karachi, and Lahore, it has an overseas edition also that is published from London. The publishers of *The News* own a chain of channels by the head name Geo. Although the channels are primarily in Urdu language, their rankings establish the popularity of the media group. Its top magazines include *Instep*, a fashion magazine; *Money Matters*, a magazine related to financial matters; and *You and Us*, magazines for the youth. The print version of the newspaper has different sections such as National, Sports, World, Business, Entertainment, Health, Opinions, Newpost, and Editorial which are also a part of the newspaper's website. The website has other sections as well such as blogs and e-paper.

3.3.1 Selection criteria for the sample.

The choice of articles is guided by the aspects and perspectives of sustainability and its contributory discourses, and the acronym SUSTAINABLE as given in the previous chapter. The two newspapers, *Dawn* and *The News*, have online archives available at www.dawn.com and www.thenews.com. The study has taken the news articles from the archives for data collection using the following search terms: 'Orange Line' and '2016' simultaneously. The initial search with these terms displayed 7,230 articles in *Dawn* Archives and 1,960 articles in *The News* archive. Although the results were mentioned to be this much, on both websites a total of 10 pages with 10 results each were displayed. Both websites lack advanced search option. The results also contained articles from the year other than 2016 or about other Orange Lines being

constructed elsewhere in Pakistan. Those articles were also included that had these terms not in the headline or the body of the article but in the comments of people visiting the site. Moreover, the results also had duplicate stories saved in the archives by the links of news stories of a particular contributor. Some results did not have any references to the Orange Line but to the year 2016. The displayed results clearly indicated the unrefined nature of search and results as well. Hence, from the results, only the articles of the year 2016 and those having the search terms in the headline or the body were selected. There were certain articles that had the search term “Orange Line” not in relation to any sustainability aspect but in the form of references to individuals also related to the Orange Line. Such articles were not selected for the analysis. The archives of the two websites were searched multiple times by adding different Orange-Line-related search terms as well. During the selection of articles from the displayed results on *Dawn* and *The News* websites it was observed that results were not displayed for all the months. Then articles were searched on Google by using the search terms: “www.dawn.com” AND “Orange Line” AND “2016” for *Dawn* articles and “www.thenews.com.pk” AND “Orange Line” and “2016” for *The News* articles. The search was further refined by replacing “Orange Line” with “metro train” and other search items such as “mass transit”, “orange train”, “orange” AND “train”. The chosen articles were downloaded and screened to reassure they were in accordance with the semantics of the search criteria. After these multilayered search processes, 36 articles were selected from *Dawn* and 31 were selected from *The News*.

The different articles selected as sample as taken from the online archives fall into both versions- print and online, that is to say, the selected articles include those that were originally published in the print version and those as well that were a part of online sections such as blogs.

The sample for theme-rheme analysis constitutes the headlines and the lead paragraphs of the selected articles. Headlines and lead present the gist of the article. They incorporate the main idea and present the major points instantly and in a concise manner (Smith, 1999). Headlines and lead are crucial for the news discourse process as they serve as a hook by capturing the readers’ attention. The readers usually decide whether they should read the whole article or not after reading them. Readers think they get a clear understanding of the news by reading the headlines and leads (Smith, 1999). While highlighting the importance of headlines and lead, van Dijk remarks that the

headlines and lead activate relevant background knowledge of readers that they require for understanding the message. Together the headlines and lead make a macrostructure. They create a summary of the entire news discourse provide significant strategic cues for comprehending the news text (van Dijk & Kintsch, 1983). Usually people read only the headlines and never read the story (Joyaux, 2001). van Dijk also considered that the headlines “signal the social or political opinions of the newspaper about the events” (van Dijk, 1991, p. 53). Hence, headlines and leads should be considered specifically.

CHAPTER 4

RESULTS OF THE STUDY

This chapter presents the findings of the study. As the media discourse on the Orange Line project, Lahore, has been analysed as sustainability discourse from the perspectives of framing, thematisation and lexicalisation, thus findings are presented in these three domains respectively, in the next sections.

4.1 Analysis of Framing

The research has aided in determining the prominent frames of sustainability related to the Orange Line Metro, Lahore with respect to the newspaper, *Dawn* and *The News*.

Table 4.1

Frequency and percentage of subject frames

No.	Frames	<i>Dawn</i>		<i>The News</i>	
		Subject-Frames	Sub-Frames	Subject-Frames	Sub-Frames
1	Heritage	5 (13.88%)	10	2 (6.45%)	10
2	Construction	2 (5.56%)	5	3 (9.68%)	3
3	Blame	9 (25%)	12	6 (19.35%)	5
4	Exemplary	-	1	1 (3.23%)	2
5	Expense	1 (2.78%)	11	4 (12.90%)	9
6	Concern	3 (8.33%)	3	3 (9.68%)	9
7	Litigation	6 (16.67%)	10	6 (19.35%)	3
8	Relationship	2 (5.56%)	-	2(6.45%)	1
9	Controversy	5 (13.88%)	1	1 (3.23%)	-
10	Defence	-	-	2 (6.45%)	-
11	Activist	2 (5.56%)	1	1 (3.23%)	-
12	Personal	1 (2.78%)	3	-	7
13	Economic	-	3	-	6
14	Change Paradigm	-	-	-	10
	Total	36		31	

The total news articles covered by *Dawn* are found to be 36 and in *The News* the articles covered are found to be 31 (Table 4.1). Although the initial research in the archives of the two newspapers revealed a large amount of results, after content analysis these numbers of articles have been found. Both the newspapers covered the Orange Line more in the months of June and September. The coverage of the Orange Line in the news articles has been found mostly to be before and after the days of the court proceedings. As the court had given a verdict for a stay order for the construction of the Orange Line in August 2016, articles are found in the news discussing the issue (Table 4.2).

Table 4.2

The month-wise coverage of the Orange Line in The News articles for the year 2016

Months	<i>Dawn</i>	<i>The News</i>
January	4	2
February	4	1
March	1	1
April	1	-
May	4	2
June	3	5
July	2	2
August	3	-
September	4	6
October	2	6
November	3	2
December	5	4
Total	36	31

As sustainable transportation is defined not merely in terms of environmental concerns but also cost effectiveness, human rights and planning, the frames found in the articles were of varied nature (see Table 4.1).

The content analysis for the identification of frames has identified the following frames in the newspaper articles: Theoretically derived frames that have been found in the article include the frame of *concern*, *blame*, *controversy*, *exemplary practice*,

economic, activist, personal perspective, and the frame of *change paradigm* and data derived frames include the frames of *heritage, expense, litigation, construction, relationship*, and the frame of *defence*.

The issues related to the Orange Line have been found to be mainly clustered around the prominent frames of *litigation, heritage, and blame*. Another dominant frame that surfaced during the analysis was the frame of *expense*. The *scientific* frame was hardly found in the news articles. The frame of *expense* had the numbers and statistics, although no graphs and charts were found in the online archives. The frame of *concern* is another frame which showed concern for the general public and the marginalised groups. The frame of activism, termed as the *activist* frame (from Nambiar, 2014) was found to be existing less in number. Other important frames were of *planning, litigation, and responsibility*. Data derived frames for instance, the *relationship* frame and the frame of *defence* were found to exist in some instances; however, these do not constitute the dominant frames.

The theoretically derived and data derived frames that have emerged from the analysis are discussed separately. A discussion of the articles' headlines and their correlation with the subject-frame has also been included where required.

4.1.1 Theoretically Derived Frames

4.1.1.1 Scientific frame

Nambiar (2014) defines the *scientific* frame as the one “where technical details, numbers and statistics, graphs and charts make up some of the elements of scientific objectivity.” Surprisingly, this frame did not exist in any articles of both the newspapers. A reference to a little technical detail like vibrations within 200 meter radius of the heritage sites was present in many of the articles. However, this minor technical detail has been considered as part of the frame of *heritage*. An important aspect to be considered is that although in the articles it is mentioned that the court directs that the Orange Line project should meet all technical requirements and several times the articles make a reference to technical reports by NESPAK (National Engineering Services Pakistan) about the project, the articles fail to discuss the technical details of the project. No article was found in the archives that delineated the detail of the technical reports. The newspapers seem to develop the readers' opinion or tend to inform them about the projects in terms of broad areas of environment, heritage

and expense and refer a little towards negative influences of the project in the form of vibrations but do not discuss the technicalities in detail.

4.1.1.2 Economic development and competitiveness

According to Nisbet (2009), the *economic competitiveness* frame defines science-related issues as an economic investment. It also refers to market benefit and overall competitiveness at national and international levels. A very few articles included the frame of *economic development*. This frame existed as a sub-frame in the articles of both the newspapers. In *Dawn*, it was a sub-frame in 3 articles and in *The News*, 6 articles. The *economic development* frame involves references to the Orange Line project as a positive or negative influence on the economic growth of the country. In *Dawn*, it has all negative references, that is to say that the Orange Line has been covered using a negative frame as it portrays negative impact on the economy of the country. In *The News*, however, two out of five articles referred to it negatively but four articles framed it as having a positive impact on the economy especially being a part of China Pakistan Economic Corridor (although later the project has been declared not to be a part of CPEC).

<Dawn Articles\ A train for less than one per cent>

But the greatest economic nonsense of the Orange Train Line Project is that it will always be a project with a financial loss (Sheikh, 2016).

<The News Articles\Like CPEC, Orange Line train is a boon>

Reports say that the project will have direct economic benefits of over 39 billion rupees per annum in passengers' total time and vehicle operating cost saving (Rehman, 2016).

4.1.1.3 Blame

The frame of *blame*, as the name indicates, is essentially a negative frame. The blame that gets integrated in the processes of litigation has not been included in this frame as it has been considered in the frame of *litigation*. *Blame* appears as a defining subject-frame in the articles of *Dawn*. It appears less often in the articles of *The News*. In *Dawn*, the frame of *blame* as a subject-frame appears in 25% articles. In *The News*, however, as a subject-frame it has a percentage of 19.35. As a sub-frame also it is more frequent in *Dawn* articles having 12 instances whereas in *The News* it appears as a sub-

frame in 5 articles. The *blame* frame is used in three ways. Firstly, the public and the civil society blame the government for less compensation or for giving rise to immense problems because of the project. Secondly, the party in opposition, Pakistan Tehreek Insaf (PTI) blames the government for misleading the public and starting a project that the country cannot afford. Thirdly, the blame comes from the side of the government officials toward the parties in opposition for delaying the project. However, the occurrence of the *blame* frame from the side of the public and civil society blaming the government is the most.

<Dawn Articles\ Emotions run high against Orange Line train>

They chanted slogans against the government in general and the prime minister and the chief minister in particular for launching the huge project without thinking about its worst impact on the routine life of the public at large, particularly those who would be relocated due to it (Hasnain, 2016).

<The News Articles\ Orange train affectees protest in Samanabad>

The affectees said that the Punjab government was forcibly taking their properties on short notices and compensation being given by the government was insufficient (The News International, January 8, 2016)

4.1.1.4 Controversy

The *controversy* frame is also a theoretically derived negative frame. This frame included references that involved the Orange Line project being discussed as having controversial aspects. In 5 (13.38%) articles of *Dawn*, the *controversy* frame appears as a subject-frame and as a sub-frame it had 1 instance. However, in *The News* this frame appears as a subject-frame in only 1 article (3.23%) and it does not appear as a sub-frame. The controversial aspects regarding the Orange Line project are the confusions regarding its inclusion in CPEC, its cost, and its construction. *Dawn* makes a frequent use of the *controversy* frame in the treatment of sustainability aspects related to the Orange Line. Hence, *Dawn* covers the controversial aspects zealously whereas *The News* avoids from doing the same. The samples of the frame are given below:

<Dawn Articles\Orange Line secrecy>

Many things about the Lahore Orange Line rail project are disturbing, including the failure to carry out a proper environmental impact assessment, as well as

confusion over whether or not it is part of the CPEC bouquet of projects (Dawn, December 17, 2016).

<The News Articles\ A controversial project>

The Orange Line project has become a problem for the Punjab government and the public – albeit for different reasons (I. Khan, 2016).

4.1.1.5 Concern

In *Dawn*, 3 (8.33%) articles had the subject-frame of *concern* and 3 had it as a sub-frame. In *The News*, 3 (9.68%) of the articles had it as a subject-frame and 9 had it as a sub-frame.

The frame of *concern* involves concern for the people by the government, the court, the civil society, the citizens or the writer herself.

This frame can be categorised to be showing concern for three groups of people. Firstly, it is constituted of references involving concern for those groups and individuals who have been influenced because of the Orange Line.

The first group of people are those who have not been given the desired compensation for their properties that were required by the government for constructing the Orange Line. These people are influenced negatively due to the Orange Line construction initiated by the government as the Punjab government has laid out the plan of the Orange Line despite of the strong opposition that it has received throughout the country. Some references are made directly to specific people and others referred to the public in general and the vast number of issues caused because of displacement of properties. The articles also include the reported speech of government officials who claim that the people have been compensated. Secondly, it refers to the citizens of Lahore in general, who experience the traffic problems and the pollution created because of the Orange Line. Thirdly, it refers to the people of Pakistan who will either suffer because of the Orange Line or they may be benefited by it. These direct and indirect references to the public and certain groups and individuals are sub-themes covered by the frame of *concern*.

Concern for the affected people is specifically related to sustainability issues. Nambiar points out this relation- “Concern for the welfare of underprivileged and marginalised people, issues and groups is considered singularly relevant to the main

tenets of sustainability, which are intra-generational equity and social justice” (2014, p. 101). Any project cannot be sustainable unless apart from other essential features of sustainability it satisfies the concerns of the people somehow found in connection with it.

The frame of *concern* does not form one of the defining perspectives on coverage of sustainability in the selected media articles. In the articles of *Dawn*, it ranks fourth as a subject-frame. In *The News* it ranks third. As a subject frame it has fifth and second position in *Dawn* and *The News* respectively. In *The News*, two articles have *concern* as a subject-frame framing concern for public from the side of the government whereas as a subject-frame and as a sub-frame as well in *Dawn*, the frame covering the concerned people sheds a negative light on the government indirectly or directly blaming the government for all the emerging issues. *Concern* as a sub-frame in *The News* is a mix of positive and negative framing for the government i.e. the government has also been framed to be showing concern for the public in general by developing a mass transit system for them or by giving them sufficient compensation for their properties..

One sample each from the two newspapers is given below.

<Dawn Articles\ Orange Line train project crane claims man’s life>

So far at least four people have lost their lives in accidents involving vehicles engaged in the project work (January 25, 2016).

<The News Articles\ ‘Shops, offices along Metro route to get discount in tax’>

He said the Punjab chief minister was desirous of giving concession in property tax to the shops and business offices along the route of the metro train which had been affected due to the ongoing civil works on the project (The News International, November 3, 2016).

4.1.1.6 Exemplary practice

The *exemplary* frame has been determined by Nambiar (2014) as such it is a theoretically derived frame identified in previous studies. Nambiar (2014) defines the *exemplary* frame as the one “where specific case studies of ground-breaking success stories at the local level were showcased and analysed to shine on sustainability goals.” In the newspaper articles selected for this research, allusions were made to successful

transportation plans elsewhere. Examples also existed in the form of suggestions. Hence the nomenclature ‘*exemplary*’ frame is named so as having examples of two types- Suggestive Genuine Examples (SGE) and Suggestive Fictitious Examples (SFE).

Both newspapers, *Dawn* and *The News* have used best practices for framing the Orange Line. These are showcased by the established journalists, or in the articles from the mouth of the politicians and the contributors of the editorials. One instance of the *exemplary practice* frame as a subject-frame was found in *The News* articles and a sub-frame in two articles of *The News* and one article of *Dawn*.

This frame has a laudatory tone for other projects implemented elsewhere. The appreciative rhetoric involves suggestions from the writer for the implementation of some other plans which can prove to be exemplary as compared to the Orange Line project of massive expenses. The commendable language for best practices is juxtaposed with negativity in relation to the Orange Line. Samples of *exemplary practice* frame are given below:

<Dawn Articles\ A train for less than one per cent>

Mind you London`s underground system is now over 150-years old. India today has 12 cities with underground rail systems and within the next 15 years another 55 will also have such rail systems (Sheikh, 2016).

<The News Articles\ A controversial project>

A hybrid electric bus combines a conventional engine propulsion system with an electric propulsion system. There are 1,500 hybrid buses running in London alone. London has even started converting its double-deck buses to the hybrid electric system (I. Khan, 2016).

4.1.1.7 Changing paradigms

Nambiar (2014) considers the frame of changing paradigms highly relevant to the coverage of environmental and sustainability concerns. According to him, “Paradigmatic change has been recognized as the essence of the drive for sustainability with the employment of the rhetoric of discontinuity and the justification of an alternate world-view” (p. 103). According to Brulle (2010, p. 87), effective language of change is crucial in presenting a “Utopian vision of where the society needs to go”. The frame of changing paradigms in the articles related to the Orange Line present the Orange

Line as a harbinger of change in Pakistan in terms of the transportation scenario. The change frame is also used negatively considering the Orange Line to be a negative change for the city of Lahore. The positive frame is used to applaud the Orange Line and celebrate its construction as a project of extreme value that would serve to solve the transportation problems as 250,000 people can use it for conveyance purposes every day. The articles having this frame have reported or direct speech by the government officials who regard the change as a hallmark achievement or the opinion of the writer who considers the project as a positive change. None of the article in *Dawn* used the change frame positively to frame the Orange Line. On the other hand, at least 10 articles of *The News* used a positive frame as a sub-frame for portraying the Orange Line project. The given samples serve as prototypes:

<Dawn Articles\ A train for less than one per cent>

But all said and done this project will, forever, change the way we imagine our great city to be. Urban rail projects and urban planning are deeply interconnected (Sheikh, 2016).

<The News Articles\ CPEC: a Baloch perspective>

Only the 27-km length Orange Line Metro will initially benefit around 250,000 passengers a day which will be increased to 500,000 passengers a day by 2025. The metro line will increase mobility, accessibility, efficiency and productivity (Baloch, 2016).

<The News Articles\ The western route>

While the federal government considers it a game changer for Pakistan and the entire region, the others consider it a game changer for only Punjab (Mandar, 2016).

4.1.1.8 Activism

Nambiar (2014) considers the *activist* frame to be comprising of “personal opinions, judgment, and tonal quality” which are “some of the elements used to construct a powerfully persuasive case by the author” (p. 100). According to him the frame of activism involves ‘consciously evangelical framing of issues that have been editorially prioritized’ on the basis of increased consistency and frequency of their coverage. In the articles this frame had the sub-frame of “personal opinion, judgement

and strong statements” (Nambiar, 2014). This frame is specifically found in the articles of the editorial and not in the ones that are routinely published in the articles from the correspondents. This is certainly because the news articles present the news in a more or less unbiased manner. They focus on delivering news without the tinge of personal tone in it as pointed by Sissons that objectivity is one of the most important principles of news writing. According to him news journalists may attempt to judge an event but rarely present their opinion and often endeavour to stay aloof (Sissons, 2006, p. 33). There are two instances of the use of this frame in *Dawn* articles of which one is an epaper and the other an interview of an activist in the Herald magazine. In *The News* article, the frame of activism was found in one article in the section of Opinion. This frame involves an attempt on the part of the journalists and contributors of the articles to effect change by means of giving a vent to their personal opinion and the exposition of their personal ideals and experiences. Moreover, the tone of these references is highly personal and emotionally charged in nature. The samples are given below.

<Dawn Articles\ I need this train like I need a hole in my head: Mumtaz>

Why do I feel so strongly about it? Because I need this train like I need a hole in my head. This is an unguided cruise missile crashing through the heart of my city (Ezdi, 2016).

<The News Articles\ The orangening of Lahore>

Out of my head

While PM Nawaz is off to London to fix up his faulty ticker one hopes that his younger sibling, CM Shahbaz has a change of heart too and puts a full stop to the Lahore Orange Line Metro Train project. I know, I know – it’s a pipedream (like most Pakistanis I oscillate wildly between cynical fatalism and senseless optimism) (Mumtaz, 2016).

4.1.1.9 Personal perspective

Nambiar (2014) classifies the sub-frame of personal opinion under the ‘meta-frame’ of activism which he has found to be a highly popular frame used in the *Frontline* magazine that he has researched for the treatment of topics related to sustainability. However, in this research, the *personal* frame was not found to be as vigorous except in a few cases. The aggressive cases have been included in the *activist* frame. However, certain other articles had the *personal* frame as a sub-frame. In the

articles of *Dawn*, it appeared as a subject-frame in one article and as a sub-frame in three articles (including those two that had the *activist* frame as a subject frame). In *The News*, at least 7 articles (including the two of activism) had the sub-frame of *personal perspective*. The *personal* frame in *Dawn* has been used negatively i.e. it portrays the Orange Line as an unwanted project (see the given sample). In the articles of *The News*, the *personal* frame is used in both ways- negative and positive. Four articles (including the two of activism) out of seven articles of *The News* have employed the negative *personal* frame, that is to say, it views the Orange Line negatively. Three articles have used it as a positive frame (see the sample). The following extracts serve as samples:

<Dawn Articles\Orange Line battles>

Before proceeding further, I have to declare that I am unequivocally in favour of mass transit projects of any variety in my hometown. Lahore has suffered the ignominy of a derelict public transport system for far too long... Nevertheless, being in favour of the concept of mass transit does not entail awarding the government an eternal hall pass for the city (Javed, 2016).

< The News Articles\ Like CPEC, Orange Line train is a boon>

I'm happy that Orange Line Metro Train project has been started with the technical and financial support of highly sincere Chinese friends (Rehman, 2016)

4.1.1.10 International perspective

Nambiar (2014) points out the frequent usage of the international perspective frame in the discussion of environment and sustainability issues. This frame discusses the issue with respect to a global orientation. In the articles of *Dawn* and *The News*, this frame existed neither as a subject nor as a sub-frame. Its occurrence can be referred as a minor theme in many articles with the frame of *litigation*, *economic competitiveness*, *blame* and some others making a reference to International standards, experts and expertise for assessing the Orange Line project.

4.1.2 Data Derived Frames

4.1.2.1 Heritage

The total articles that have *heritage* as a subject frame are 7. *Heritage* appears as a sub-frame in 20 out of 67 articles. In the articles of *Dawn*, *heritage* as a subject-

frame has 5 instances and as a sub-frame, it has 10. In *The News*, it is found in 2 (6.45%) and 10 articles as a subject-frame and a sub-frame respectively. As a subject-frame, it ranks third in *Dawn* articles and fourth in *The News* articles.

The word ‘heritage’ refers to aspects and objects that relate to the culture of a society and as features belonging to the past, they have continued historical importance. With respect to the articles, it means the historical places that were constructed by the Mughals and reflect the cultural history of Lahore. These buildings are the beautiful architecture of Lahore. The historical places not only have a visual appeal but are also considered as the identity of Lahore (Ezdi, 2016). A reference to these heritage sites has been found in the newspapers: Chauburji, Lakshmi Building, Zebunnisa’s Tomb, the Shalamar Gardens, Buddhuka Awa, Gulabi Bagh Gateway, General Post Office, St Andrews Presbyterian Church at Nabha Road, Aiwan-i-Auqaf, Supreme Court’s Lahore registry, and Baba Mauj Darya Bukhari’s shrine.

The *heritage* frame is a data derived frame. It is one of the dominant sub-frames in both the newspapers owing to the fact that the court had been dealing with the potential harm that the construction of the Orange Line could cause to the historical buildings found in Lahore. This frame portrays the Orange Line as a means of damaging the heritage of the capital of Punjab, Lahore. This frame constitutes specific references to the Antiquity Act, a reference to the efforts of NGOs in preserving the historical places, the concerned people of the heritage department and other concerned individuals. This frame also specifies the possible harms that can be caused to the heritage. It also outlines, however very briefly, necessary measures for the protection. Moreover, the instructions of the court with relevance to the protections of the heritage sites are also a part of this frame. Hence, in many cases the *heritage* frame is the subject-frame with sub-frames of *litigation*, *environment*, *concern*, *personal perspective*, and *exemplary practice*. The references to heritage and antiquities usually come in the form of direct or reported speech of the court. There were some articles in which the writers or the affected people have been shown to be respectful towards heritage for instance the article of *Dawn* mentioned below.

Samples of the frame from *Dawn* and *The News* are reproduced as under:

<Dawn Articles\I need this train like I need a hole in my head: Mumtaz>

Cultural heritage is revered by all traditional value systems as a signifier of a society's spiritual, material, intellectual and emotional characteristics. Old buildings are not to be saved for the sake of visual pleasure but because cultural heritage is the identity of our city (Ezdi, 2016).

<The News Article\ Saving our heritage>

The Shalamar Gardens are on the UN's World Heritage Sites list, and a train route close to this site is in conflict with Article 11 of the World Heritage Convention, to which Pakistan is a signatory (Adil, 2016).

4.1.2.2 Construction

In both the newspapers the frame of *construction* existed in 3 articles as a subject-frame. As a sub-frame it existed in 5 of *Dawn* articles and 3 of *The News*.

The frame of *construction* includes construction of two types- the constructions of the Orange Line that had already been completed and the planned construction for the future. More number of articles made a reference to the completed construction. This frame existed in the form of direct or reported speech of the government officials mostly. The frame of *construction* mostly had a neutral orientation. In some instances, however, in both the newspapers it has been used to present a negative view of construction by implying that the government started the construction without making proper considerations of the environment. A few number of times it was also found in connection with the frame of *blame* highlighting the fact that although a major part of construction has been completed, the affected have not received the compensation amount for their properties.

<Dawn Articles\Progress on Orange Line project reviewed>

The Lahore Orange Line Metro Train project is right on track as over 48 percent construction work has been completed besides substantial progress on nine out of the 11 elevated stations being built from Dera Gujran to McLeod Road as part of package one of the project (Dawn, September 22, 2016).

<The News Articles\ Orange train Package-II work to resume today>

Construction work on Package-II of Lahore Orange Line Metro Train Project (LOMTP), from Chouburji to Ali Town will resume today (Friday) (The News International, December 3, 2016).

4.1.2.3 Expense

The frame of *expense* is a data derived frame different from the *economic* frame which is a theoretically derived frame. The frame of *expense* seemed to be a dominant choice of frame in the treatment of sustainability aspects related to the Orange Line in both newspapers, although as a subject-frame it is less frequent. In *Dawn*, the frame of *expense* appears as a subject-frame in 1 (2.78%) article. In *The News*, however, it appears as a subject-frame in 4 (12.90%) articles. As a sub-frame it appears in 11 and 9 articles in *Dawn* and *The News* respectively. It involves the frequent reference to the cost of the project, the low budget of the provinces and the financial resources of the provinces. The overwhelming demand that the Orange Line project lays on the monetary value is presented in a negative light as viewed from the perspective of the political party forming the opposition and by the citizens of Lahore. However, in direct and the reported speech of the government officials this huge amount is framed positively as a gift from the Chinese and as an essential amount required to be spend on the public's conveyance. In *Dawn*, one subject-frame of *expense* is presented neutrally. Two of the sub-frames are positive whereas nine sub-frames are negative i.e. they cast a negative impression on the cost of the Orange Line. In *The News*, two subject frames are negative and two are positive as well. Five of the sub-frames are negative, three are positive and one is neutral. There exists a difference in the way the frame of *expense* is employed in the two newspapers. The greater frequency of the negative frames in *Dawn* shows quite less support given to the Orange Line project. Whereas there is a minor difference in the number of negative and positive frames in *The News* which implies greater support for the project. In the samples below the first one for each newspaper is the positive frame.

<Dawn Articles\Chinese bank releases Rs3.63bn for Orange Line>

According a spokesman for Punjab government, a regular release of funds for the project is a proof of the confidence of Chinese government and financial institutions in Punjab Chief Minister Shahbaz Sharif's leadership, development policies and good governance (Dawn, September 27, 2016).

<Dawn Articles\'Govt misleading public on all aspects of metro train'>

This cost still does not include destruction of homes and shops, financing cost (interest on loan), loss of business of street vendors, destruction of

neighbourhoods and communities, and blocking and destruction of heritage sites, environmental and health impacts, and need for 74 megawatts of electricity (Dawn, September 6, 2016).

<The News Articles\ Like CPEC, Orange Line train is a boon>

The money involved is coming from China in the form of an Exim Bank soft loan involving a mark-up of nominal two per cent to be returned to China in 20 long years with a grace period of another six to seven years (Rehman, 2016).

<The News Articles\Saving our heritage>

Thus, the current project is much more expensive, as far as terms and conditions are concerned (Adil, 2016).

4.1.2.4 Litigation

The frame of *litigation* is also one of the dominant frames because of the court proceedings that were taking place in 2016. This frame makes a constant reference to the proceedings of the court. The details of the judgement against the project in the form of stay order by the courts, contempt of court, any other violations of the instructions of court, the decisions by the court, or any other aspect related to the court and law constitute a part of this frame. In *Dawn*, this subject-frame has a greater frequency as compared to *The News*. In *Dawn* articles, it appears as a subject-frame in 16.67% articles and in *The News* in 19.35% articles. Its instances of occurrence as a sub-frame are 10 and 3 in *Dawn* and *The News* respectively. This frame has the sub-themes of blame. The allegations as a part of court proceedings have not been grouped under *blame* frame but as a part of litigation. *Litigation* is a negative frame as it covers the aspects of violations by the government in the construction of the Orange Line. As it is evident that *Dawn* makes more use of this frame, it is inclined towards presenting the negative side of the government and the Orange Line project.

<Dawn Articles\ Panel to probe Orange Line deaths>

Earlier, Advocate Azhar Siddique representing the petitioners stated that the incidents of deaths relating to Orange Line's construction had been increasing day by day (Dawn, June 24, 2016).

<The News Articles\ Orange Line Train: Experts say project violates Antiquities Act>

It said the Lahore Orange Metro Train route clearly contravenes Clause 22 of the Antiquities Act, 1975 and Clause 11 of Punjab Special Premises (Preservation) Ordinance, 1985 as its execution evidently represents a development scheme and involves new constructions with 200 feet of the five immovable antiquities, which protected under Act and the Ordinance (S. Khan, 2016).

4.1.2.5 Relationship

One of the data driven frames is the frame of *relationship* that is typically related to the Orange Line as this project is said to be laid down in alliance with China, a staunch supporter of Pakistan. As China is a friendly nation and is said to have financed the project with a very nominal mark-up of 2%, some of the articles in the newspaper had news wholly from an appreciative perspective, referring to the Orange Line as a gift from China. The frame of *relationship* is shown to be validating the construction of the project as is exemplified in the given samples. As a subject frame it was found in two articles of *Dawn* and was not present as a sub-frame. Both of these articles were published in the paper for Lahore. In *The News* as a subject-frame it was present in two articles of which one appeared in the section of Opinion and the other in the section for the city Lahore discussing the reported speech of the Chief Minister thanking China for the provision of billions of rupees. As a sub-frame it was present in one article of *The News*. As a subject frame in *Dawn*, it was also found as direct speech and a discussion of the reported speech of the Chief Minister.

<Dawn Articles\ China releases Rs33bn tranche for train project>

He said despite rumours, misinformation and speculations, release of such a huge amount to Pakistan clearly reflected the Chinese government's trust and confidence in the PML-N regime (Dawn, May 18, 2016).

<The News Articles\ CM thanks China for new instalment for orange train

Chief Minister Shahbaz Sharif has said that provision of billions of rupees by EXIM Bank of China for Pakistan reflects the confidence of China in the leadership of Prime Minister Nawaz Sharif and the Punjab government (The News International, September 28, 2016).

4.1.2.6 Defence

The frame of *defence* appears in opposition to the frame of *blame*. It has the sub-themes of justification and support. It is a data derived frame. As the public blames the government, two articles in *The News* having *defence* as a subject-frame were written from the perspective of defending the government and the Orange Line project from all angles and regarded it as a positive development. One of these articles was published as a Newspost and other was published in Islamabad paper. The sample is given below. The frame of *defence* was not found in the articles of *Dawn*.

<The News Articles\ Rejoinder>

The government has not violated any law and the executing agency is fully complying with the orders of the Lahore High Court (The News International, June 7, 2016).

<The News Articles\ Like CPEC, Orange Line train is a boon>

The Centre has acted like a fatherly figure by re-prioritising the route for the sake of ‘westerners’ even though the experts and engineers had previously suggested starting the work from fully developed eastern route and completing the un-developed western route in the following phases (Rehman, 2016).

4.1.3 Differences in page-wise occurrence of frames in *Dawn* and *The News*

Results are presented in the following tables:

Table 4.3

Page-wise Occurrences of the Frames in Dawn

No.	<i>Dawn</i> Pages	No. of Articles	Subject-Frame	No. of Instances	
1	Lahore	23	Litigation	-	5
			Expense		1
			Blame	-	6
			Concern	-	3
			Relationship	+	2
			Heritage	-	1
			Construction	+	2
			Controversy	-	3
2	Epaper	4	Controversy	-	1
			Activism	-	1
			Heritage	-	1

			Litigation	-	1
3	National	1	Blame	-	1
4	Editorial	1	Controversy	-	1
5	Column	1	Personal	-	1
6	Front Page	1	Blame	-	1
7	Back Page	2	Heritage	-	2
8	Herald Magazine	1	Activism	-	1
9	Web Archives	1	Blame	-	1
10	Blog	1	Heritage	-	1
		36			36

Table 4.4

Page-wise Occurrences of the Frames in The News

No.	<i>The News</i> Pages	No. of Articles	Subject-Frame	No. of Instances	
1	Lahore	12	Litigation	-	1
			Expense		1
			Blame	-	3
			Concern	+ -	2
			Relationship	+	1
			Heritage	-	1
			Construction	+	3
2	Islamabad	2	Litigation	-	1
			Defence	+	1
3	National	7	Litigation	-	3
			Blame	-	1
			Concern	++	2
			Expense	+	1
4	Opinion	7	Relationship	+	1
			Blame	-	1
			Expense	-	2
			Heritage	-	1
			Activism	-	1
5	Newspost	2	Defence	+	1
			Exemplary	-	1
6	Top Story	1	Blame	-	1
		31			31

The page-wise occurrences of frames have a greater variety in case of *Dawn* articles. Articles in *Dawn* covering the Orange Line are spread over different 10 sections. They appear in ten sections within the newspapers although they are mainly concentrated in the Lahore section. The articles in *The News* are also mainly published

in the Lahore section; however, the number of sections in which the articles appear are 6. The greater number of articles, along with the greater number of pages, shows a greater penetration of the coverage of sustainability articles in *Dawn*. This presentation indicates stronger endorsement by *Dawn* of the reflected ideological standpoints.

In *Dawn*, all the articles except two are negatively framed. However, the articles in *The News* have employed a combination of negative and positive frames, although their number is not equal. This discursive shift indicates the difference in ideological stances of the two newspapers. The profound use of negative frames in *Dawn* delineates the institutional inclination towards portraying the project started by the government as negative with its aspects related to sustainability.

4.1.4 Local and Universal Frames

The analysis shows that there had been a use of certain distinct local frames identified as data driven frames along with the frames having universal themes referred to as theoretically derived frames, following Nambiar (2014). The data derived frames have a complex nature because of the controversies associated with the project. These were employed in the construction of discourse related to the Orange Line and incorporated aspects of sustainable transportation highlighted as positive, negative or neutral. Other frames found for covering government and its plan. These frames occurred in different genres as well as sections within the newspapers such as routine news, columns, news post, editorial, and other sub-sections of the papers.

The analysis reveals a choice of particular frames in certain cases for specific sections of the papers. Variety was found in particular dimensions as well. Moreover, differences in rhetoric were also identified.

Nambiar (2014), while discussing the strategy in his research of *Frontline* articles, identifies a strategy “formulated along the lines of a carrot and stick approach, which uses positive framing through exemplars that reward and encourage social change and promote best practices, along with negative frames of *blame*, crisis and morality, among other.” This research also identifies positive and negative frames. The positive ones frame the Orange Line and its sustainability aspects as positive such as the frame of *relationship*. Certain frames had a combination of positive and negative themes, for instance, *economic competitiveness*, *change paradigm*, *construction*, *concern*, and *expense*. Unlike Nambiar’s (2014) research, the positive framing,

however, does not employ exemplars. It is the negative framing, viewing the Orange Line as negative, that integrate exemplars as a comparison.

The content analysis of the articles has identified the use of powerful frames in a complex manner, for covering sustainability issues with an intention of presenting the negative side of the project in order to engineer social change. This intention is profound with respect to article of *Dawn* as it covers the sustainability aspects of the Orange Line consistently in a negative manner. The focus on progressive agenda of protecting the environment and rejecting the project has developed a preference for the negative frames. However, the *activist* frame is not employed frequently owing to the less frequency of opinion-based articles in *Dawn*. *The News* uses a combination of frames, both positive and negative in the construction of news. As it employs a combination of frames and has variety, it has neutral orientation toward the sustainability issues of the project.

4.2 Analysis of Thematisation

The analysis of theme-rheme structure implies scrutinizing the textual functions of a clause. Fairclough (1993, p. 178) defines theme as “a textual dimension of the grammar of the clause concerned with the ways in which clause elements are positioned according to their informational prominence” which refers to the organisation of information or the way it is highlighted at the level of a clause. In a clause, the focus of thematisation is organisation of information structure. The thematic system is a reflection of the way the speaker develops a clause as a message. Thus the organisation gets manifested in the form of a theme-rheme structure with the theme as the first element and the clause and the rheme is all that follows (Halliday, 2002). As mentioned earlier, the subject in a statement constitutes the unmarked choice of theme. A marked theme results when elements besides the subject are chosen for the initial part of the clause which signifies the act of foregrounding them.

Fairclough (1993) considers the marked themes to be significant as they provide insight into basic ideas and rhetorical strategies. For this reason, this study has undertaken the analysis of theme/rheme structures to determine the organisation of information in the headlines and lead paragraphs of *Dawn* and *The News* news discourse. The study focuses more on marked themes to determine the manner of foregrounding of specific elements and the influence of thematic choices on the

construction of particular ideologies about sustainable development in relation to the Orange Line.

The thematisation analysis of *Dawn* and *The News* shows that mostly those noun phrases occupied the thematic positions that referred to the court, the government and its officials and the Orange Line itself.

In *Dawn*, the noun phrases of the headline and lead paragraphs in the thematic position were mostly related to the Lahore High Court (Table 4.5) and the Orange Line (Table 4.6). References to sustainable development aspects related to the Orange Line are quite less in number. A few of the themes were marked for they had foregrounding of other aspects in the form of lengthy pre-modifiers. The rest were fairly short and made a direct reference to the court and the Orange Line. The rhemes related to the topical theme of court highlight the acts of the court – issues/directs, stays/forbids/reserves, forms/constitutes, provides/saves, and seeks/invites. Majority of the rheme structures constitute a single main verb which tend to emphasise on the actions taken by the court.

Certain headlines consisted of only theme and no rheme as they were a single phrase or a combination of phrases and were not in the form of a clause. This use of theme structure as the headline shows a deliberate attempt on the part of the writer to highlight all the aspects in the headline and make them all appear key terms for comprehending the news. This organisation of theme/rheme structures reflects the ideologies of the writer and the newspaper.

Another tendency was observed in the theme/rheme structures of *Dawn* pertaining of highlighting of negative news about the Orange Line project. The headlines of the news article refer to the negative news in the article, however, tend to conceal the positive news which is later mentioned in the body of the article. For instance, in Table 4.6 the theme/rheme structure ‘Orange line train project violates antiquities act’ conceals the fact that there were two reports given by the experts from which although one was negative, the second one was positive given by TYPASA Asian Consulting Engineers (Pvt) Ltd.

Table 4.5

Dawn- Thematic positions related to court (Lahore High Court or Supreme Court)

1	A Lahore High Court (LHC) division bench on Thursday	issued notices to the Punjab government
2	LHC	stays Orange Line train work
3	The Lahore High Court	stayed on Thursday the construction work
4	Orange train project: LHC	forms body to inspect stay order compliance
5	The Lahore High Court on Monday	constituted a local commission to inspect
6	Orange Line train project: Court	seeks information about security of labour
7	A Lahore High Court division bench on Tuesday	directed the Punjab government to apprise it of the steps
8	The Lahore High Court on Thursday	constituted a three-member committee
9	Verdict on pleas for protection of 11 heritage sites	reserved
10	A Lahore High Court division bench on Thursday	reserved judgment on petitions
11	A division bench of the Lahore High Court (LHC) on Friday	ordered the suspension of construction
12	Verdict on heritage sites	threatened` by Orange Line project today
13	A Lahore High Court division bench	is set to announce its decision on Friday
14	The Lahore High Court's ruling on the Orange Line case	forbids the Lahore Development Authority
15	Orange Line Metro: Will the Supreme Court	save Lahore's heritage?

16	The Lahore High Court's (LHC) decision this August to suspend construction on Lahore's Orange Line Metro Train within 200 feet of 11 heritage sites	is a critically important verdict
17	LHC	issues notice to Orange Line project director
18	The Lahore High Court (LHC) on Thursday issued	a notice
19	Orange Line: SC	invites objections against two reports
20	The Supreme Court on Wednesday	provided an opportunity

Table 4.6

Dawn- Thematic positions related to the Orange Line

1	Orange Line train project crane	claims man's life
2	Orange Line	turns PR helpline offline
3	Orange Line	leaves trail of displacement
4	Orange Line loan deal	challenged
5	Orange Line	Battles
6	The Lahore Orange Line Metro Train project	is right on track
7	Orange Line project	may miss deadline
8	Orange line train project	violates antiquities act, says expert report
9	Work on Orange Line package-II	resumes today
10	Construction on Lahore's Orange Line Metro Train to be suspended: LHC	
11	Construction work on package-II of the Lahore Orange Line Metro Train Project (LOMTP) -- from Chauburji to Ali Town	will resume on Friday (today).

12	A train for less than one per cent	
13	Progress on Orange Line project	Reviewed
14	Orange Line secrecy	
15	Rise in Orange Line cost	
16	The controversial Orange Line Metro Train project	will not be able to meet its Dec 2017 completion deadline
17	The issues pertaining to displacement and compensation stemming from the Orange Line Metro Train	never refuses to go away.

The noun phrase at the thematic position also had a reference to the government (Table 4.7). One single word, government, or the government tends to emphasise on it and highlights it as isolated (for instance, in Table 4.7- 1, 2, 3 to 5). In 2 of Table 4.7, the reference to Punjab government appears as part of the rheme. This theme-rheme combination has a marked theme highlighting the characteristic trait of the Punjab government as *overly enthusiastic*. The inclusion of an example in the theme supplies the proof of referring the government as *overly enthusiastic*. The fronting of an adjective with negative connotation prepares the reader for something more negative to follow. The use of *blind eye* in the rheme appears in direct opposition to the term *overly enthusiastic*. The theme-rheme structure is used with the intention of presenting a clear picture of contrasts to the readers. The Punjab government or the federal government in the thematic position have mainly rheme structures highlighting the corruption done by the government. However, these theme-rheme structures are quite less in number.

Table 4.7

Dawn- Thematic positions related to government

1	Govt	issued notice on Orange Line train
2	Overly enthusiastic about various projects such as the signal-free corridor and the Orange Line train,	the Punjab government or the city district administration has turned a blind eye to the issue of child labour
3	Orange Line case: 'federal govt	misled court about foreign loan'
4	'Govt	misleading public on all aspects of metro train'

5	The government	has been misleading everyone consistently
6	The latest disclosure by a department of the Punjab government that a secrecy clause in the loan agreement for the Orange Line train being built in Lahore	prevents the release of the terms of the loan is serious cause for concern.
7	Loan agreement between the Pakistan government and a Chinese bank for Orange Line Metro Train project	has been challenged before the Lahore High Court.

Table 4.8 shows the role of the Chinese government in this project. The rheme structures show that Chinese are the investors. They have ‘released’ the money required for building the Orange Line project. The choice of China as a theme emphasises on the fact the government is not supposed to arrange the money for the project but it is China that is arranging the required money. The theme-rheme structure is significant as it mostly tends to suppress the deal of a loan for the project.

Table 4.9 shows the thematic positions occupied by the parties, organisations or committees in opposition of the government. These are those organisations or parties that are in opposition to the Orange Line Metro Train project. All these themes are followed by the rhemes involving opposition and protest against the Orange Line project.

Table 4.8

Dawn- Thematic positions related to China

1	China	Releases Rs33bn tranche for train project
2	The EXIM Bank of China	has released the first tranche of US \$331.08 million
3	China	releases Rs7.51bn for Orange Line bills
4	The Chinese government	has released \$72 million (Rs7.51 billion) to Punjab

5	Chinese bank	releases Rs3.63bn for Orange Line
6	The EXIM Bank of China	has released another instalment

Table 4.9

Dawn- Thematic positions related to other parties or committees

1	Civil society organisations, political leaders and workers and Orange Line train affectees	held on Friday a protest rally at GPO Chowk
2	The counsel for the civil society in the Orange Line Metro Train case	told the Lahore High Court on Tuesday that the federal government misled court
3	Panel to probe Orange Line deaths	
4	PTI	wants to become party in Orange Line train case
5	The Pakistan Tehreek-i-Insaf (PTI)	intends to become a party in a case
6	An expert report on re-verification of credibility of the Nespak environmental assessment reports in the Rs45 billion Orange Line Metro Train (OLMT) project	declares the scheme in contravention of the Antiquities Act, 1975.
7	The Public Accounts Committee (PAC) of the National Assembly	has decided to take up the matter of cost escalation

Some of the aggrieved individuals and groups also occupied the topical theme position. These are mentioned in Table 4.10. Here the ideologies are reflected by the use of verbs of negative denotation and connotation, such as, ‘died’ and ‘ended’. The theme/rheme structures having these verbs may be considered as a straightforward mention of facts, however, the fronting of ‘most’ and ‘majority’ along with ‘dissatisfied’ and ‘unsatisfied’ in the rheme strengthen the negative portrayal of the Orange Line. Table 4.11 shows other negative aspects of the Orange Line Metro such as ‘bizarre planning’ and ‘blind push for completion’.

Table 4.10

Dawn- Thematic positions related to the affected

1	A man	died here on Sunday
2	Children at construction sites	labour most foul!
3	Orange train project: Most compensation seekers	dissatisfied with offer
4	A majority of the affected people	are still unsatisfied with the compensation
5	‘Train compensation issue’ Estate agent	ends life
6	An estate agent	ended his life by shooting himself

Table 4.11

Dawn- Multifarious thematic structures

1	Emotions	run high against Orange Line train
2	The landline telephone connections of Pakistan Railways inquiry	become the fresh casualty of the ongoing Orange Line Train project
3	On the far horizon	is a pipe dream of the Orange Train Project
4	Bizarre planning it surely	is
5	In the blind push for completion it has, without doubt,	destroyed Lahore`s finest heritage
6	In Pakistan, all public loans to be repaid with public funds	need to be disclosed

Nearly all the themes along with the followed rhemes mention the Orange Line negatively. The theme-rheme structures that cannot be termed as negative are ‘Progress on Orange Line project/ reviewed’, ‘The Lahore Orange Line Metro Train project/ is right on track’ and ‘Work on Orange Line package-II/ resumes today.’ Except these two and the theme-rheme structures involving China, all the other theme-rheme positions make a negative reference towards the Orange Line project. This negativity portrays that *Dawn* highlights the negative sustainability of the Orange Line project. The sustainability aspects mostly form a part of the rhemes as the themes make references mainly to the parties related to the project. These references to the parties

highlight their significance in Pakistan’s political and social scenario. Certainly the court, the government, China, and the Orange Line itself are of high importance. Nevertheless, the negative aspects such as references to death, destruction, dissatisfaction, violations, and challenges shed light on the Orange Line project in terms of unsustainability.

The headlines and lead paragraphs of *Dawn* can make the readers infer that the Orange Line is causing much trouble for the society, there are very less direct references to any negative influence that the Orange Line may have on the other two major aspects of sustainable development discourse, that are the economy and the environment. There are some references to cost in terms of ‘cost escalation’ and ‘loan’ and for environment references to violations of Antiquity Act and destruction to heritage. However, the environment and economy are not highlighted by the themes.

The analysis of *The News* demonstrates that primarily there was a presence of unmarked theme as the subject. The thematisation of *The News* delineates more references to the Orange Line as compared to the thematic positions involving the court. There are references to Chief Justice, hearing and stay order within the theme (Table 4.12). The rheme shows an authoritative nature of the court by specifying the actions – gives/allows, forms/constitutes, hears/observes asks, remarks and stops. The theme-rheme system involving the court implies the negative understanding the court has towards the Orange Line which points at the unsustainability of the project.

Table 4.12

The News- Thematic position related to the court (Supreme court or Lahore High Court)

1	SC	gives conditional go ahead to Orange Line
2	The Supreme Court (SC) on Friday	allowed the Punjab government to proceed
3	SC	forms commission to assess Orange Line
4	The Supreme Court (SC) on Friday	constituted a commission for examining

5	SC	asks parties to submit names of experts
6	SC to review LHC verdict against Orange Line	
7	The Supreme Court on Monday	formed a five-member larger bench
8	A three-member SC bench, headed by Chief Justice Anwar Zaheer Jamali,	heard the Punjab government's appeal
9	The Lahore High Court	will hear tomorrow (Monday) a petition
10	Chief Justice (CJ) Anwar Zaheer Jamali on Thursday	observed that a kingdom was being run
11	During hearing of Orange Line Train case, the Chief Justice of Pakistan	remarked that an empire has been established
12	a stay order that	stopped work on the project

The thematic positions occupied by references to the Orange Line are more in number as compared to the thematic position of the court. In most of the places the themes and rhemes (Table 4.13- from No. 1 to No. 10) are related to the construction work going on the project. The themes specify the amount of work that has already been done. The construction work has been foregrounded as to capture the reader's attention towards the near completion of the project. The theme 'with the completion of the Orange Line Metro train system' has a positive rheme 'the common man will be able to travel with dignity.' However, in this theme-rheme structure not the common man but the completion has been prioritised. It forms a marked theme.

Certain rhemes with an appreciative tone towards the sustainability of the project were found (from No. 11 to No. 14- Table 4.13). The themes, however, are simple and do not have any fronting of traits to highlight the project's credibility. From no. 15 to no. 28 the themes and rhemes have a non-commendable tone. At the theme position there is only one negative word *controversial* that is fronted. The rest of the themes are without the fronting of negative words. The rhemes of these numbers have an unappreciative tone for the project which is evident from the negative words such as *risk*, *problem*, *too expensive*, *threat*, *jeopardise*, *violate* and *badly affect*. The unsustainability is not implied by the themes but by the rhemes.

The marked theme at no. 29, 'Like CPEC', sets the Orange Line in comparison with CPEC in order to establish its significance by referring it a *boon*. Although the thematic position in this theme-rheme combination is not occupied by the Orange Line itself, it has been placed in the same table for not getting thematically set elsewhere.

Table 4.13

The News- Thematic position related to the Orange Line, Metro Lahore

No	Theme	Rheme
1	The ongoing construction of Orange Line Metro Train	continued to pollute the city during the year.
2	Construction work on Package-II of Lahore Orange Line Metro Train Project (LOMTP), from Chouburji to Ali Town	will resume today (Friday).
3	'Half of Orange Train project	completed'
4	Half of the civil work on Lahore Orange Line Metro Train project	has so far been completed
5	construction of 12 elevated as well as one underground stations for the train	have also started along
6	Orange train Package-II work to resume today	
7	'48pc Orange Train project	completed'
8	The Lahore Orange Line Metro Train project	is right on track
9	with the completion of the Orange Line Metro train system,	the common man will be able to travel with dignity
10	more than 48 percent construction work of the project	has so far been completed
11	The demand on the Orange Line corridor clearly	shows that if buses operated on the proposed corridors it would result in even more congestion.
12	Orange Line train	is a boon, not a bane.
13	Obviously it	is a boon
14	It	will be beneficial

15	The project already	has put many historical monuments at risk
16	A controversial project	
17	The Orange Line project	has become a problem
18	Plea to seize record of Panama Leaks, metro train	
19	The amount that would have been spent on such a transport network	would have been much less as compared to the money being spent on the Orange Line Train.
20	With almost half of the civil work completed on the intercity mass transit rail system, aka the Orange Line, in Lahore,	there is little use of demanding that this project be abandoned for being too expensive and a threat to historical sites.
21	‘Orange Line Train Project not part of CPEC’	
22	the Orange Line train project in Lahore	was not part of CPEC framework.
23	The oranging of Lahore	
24	It	jeopardises the city’s historic sites.
25	Project	violates Antiquities Act
26	that it	will badly affect the city’s historical places.
27	In contrast, the estimated passenger demand on Orange Line	is 10,100 pphpd in 2016, which will increase
28	Like CPEC,	Orange Line train is a boon

In *The News*, although the first nine of the theme-rheme systems referring to the government (Table 4.14) do not have any negative words, from 10 to 17 there are words with varying degree of negative meanings and connotations. Some of these have negative implications towards sustainability such as *budget deficit*, *high cost*, *compensation* that is *insufficient* and *forcibly taking properties*. However, as these mostly form a part of rheme they do not tend to prioritise the negative aspects. Similarly, Table 4.15 having thematic positions related to other individuals and committees do not have any significant marked themes highlighting the sustainability aspects, except themes referring to budget and violations of Antiquity Act.

However, a contradiction is observed in news representation by *The News* indicated by the theme/rheme structures no.1 and vs. no.3 and 4 in Table 4.15. The headline ‘Orange Line Train: Experts say project /violates Antiquities Act’ has no fronting of negative words in theme but conceals the mention of positive news by TYPISA related to the credibility of the earlier technical reports. This is the same tendency of news representation observed in the analysis of *Dawn* article on similar news. However, the headline ‘Cunningham’s report on Orange Line project questioned’ is in somewhat contrast to the previous headline but is also confusing. It is not indicated in the headline whether Cunningham’s report on the Orange Line was good or bad, although the body of the article does specify that the negative report on the Orange Line given by Prof. Cunningham was questioned. These two headlines, among others as well, indicate that the negative about the Orange Line has been highlighted through the theme/rheme structures of the news articles.

Table 4.14

The News-Thematic position related to the Government (Federal Government or Punjab Government)

	Theme	Rheme
1	The Punjab government	has decided to give concession
2	CM	thanks China
3	Chief Minister Shahbaz Sharif	has said
4	provision of billions of rupees by EXIM Bank of China for Pakistan	reflects the confidence of China in the leadership of Prime Minister
5	CM, Governor Sindh	meet to discuss development projects
6	Chief Minister of Punjab Mian Muhammad Shahbaz Sharif	said
7	Planning and Development Minister Ahsan Iqbal	Said
8	LDA	approves Rs80b uplift budget for 2016-17
9	Lahore Development Authority (LDA) on Thursday	approved the annual development budget

10	While PM Nawaz	is off to London to fix up his faulty ticker
11	(one hopes) his younger sibling, CM Shahbaz	has a change of heart too and puts a full stop
12	Rs114b budget deficit govt's failure	says Pervaiz
13	Cost: The government of Punjab	is spending Rs162 billion
14	The government	is contesting a legal battle
15	Kingdom	established in name of democracy: CJP
16	the Punjab government and	was forcibly taking their properties on short notices
17	compensation being given by the government	was insufficient.

Table 4.15

The News- Thematic positions related to other parties or committees

	Theme	Rheme
1	Cunningham's report on Orange Line project	Questioned
2	Expressing their views over the news regarding report of Professor Robin about Lahore Orange Line Metro Train Project,	engineering experts have expressed the view
3	Orange Line Train: Experts	say
4	project	violates Antiquities Act
5	International technical experts	have declared the Orange Line Train Project, Lahore a violation of Antiquities Act
6	Commission	directs Punjab govt to share info on Orange Line Project
7	The Punjab Information Commission	has directed the Chief Minister
8	PML-Q senior central leader and former deputy prime minister Ch Pervaiz Elahi	has termed the Punjab budget a wangling

The sustainability aspects of welfare and economics are negatively presented in rhemes involving the citizens of Lahore, although the themes do not have any fronting of negative words (Table 4.16). Seem from a holistic perspective i.e. the headlines and the body of the article, it has been observed that *The News* has highlighted the disruptive events in the headline, ‘Orange train affectees/ protest in Samanabad’ seem to suggest that the entire news discourse is about the protest. However, an equal part of the news talks about the disbursement of payment by LDA and remedial initiatives by the government. Negative words fronting in thematic position were found as shown in Table 4.17 from 1 to 4. However, these negative words are not found in direct relation to the Orange Line project. The articles having these headline or lead paragraphs are not directly related to the Orange Line project but include references to it as something detrimental for Lahore. Those references were not found in the headlines or lead paragraphs themselves. Hence, those are not mentioned in Table 4.17 as the analysis has been delimited to the headlines and lead paragraphs.

Table 4.16

The News- Thematic positions related to the affected

	Theme	Rheme
1	Orange train affectees	protest in Samanabad
2	Residents of Samanabad on Wednesday	staged a demonstration
3	against notices	they had received to vacate their houses within 24 hours.
4	The affectees	said
5	They	chanted slogans against the government and blocked the traffic.
6	They	Burnt tyres and uprooted the fences that were fixed for the train project.
7	They also	took out a symbolic funeral procession of the project.
8	‘Shops, offices along Metro route to get discount in tax’	

Table 4.17

The News- Thematic position related to issues caused by the Orange Line

1	Adulterated food, pollution major issues of Lahore	
2	Unavailability of safe drinking water, adulterated and contaminated food, rising pollution levels, rapid and unplanned urbanisation	remained the main problems faced by the citizens during 2016.
3	Scattered rain inundates roads	
4	Scattered but heavy rain	hit the provincial capital
5	A lot of trees	have been chopped down to pay the way for the project.
6	The protest	caused a traffic mess on Multan Road
7	the funds allocated for agriculture, education and health	will be eaten up by the orange line project.
8	The situation	caused a severe traffic jam on Multan Road
9	where vehicles	seen piling up.
10	Within the next few minutes, the mess	stretched to adjoining areas
11	as hundreds of vehicles finding no way	moved onto the key roads.

Table 4.18 shows some theme-rhemes involving planning and suggestions. The first three of these come from a single lead paragraph justifying the construction of the Orange Line. The theme-rheme ‘Mass transit systems/ are planned on roads/ corridor’ alludes to the justification of the construction of the Orange Line mass transit on roads. In the next theme, the fronting of *conventional* suggests that something besides conventional is required and that can be in the form of the Orange Line Metro Train.

Table 4.18

The News- Thematic position involving planning and suggestions

	Theme	Rheme
1	Mass transit systems	are planned on roads/corridors
2	Conventional buses operating in a mixed corridor with traffic signals	can carry a maximum of 6,000 passengers

3	the consultant, after collection of traffic data and detailed analysis of traffic/passengers trips for the next 30 years,	has recommended four mass transit lines for Lahore.
4	But,	certain changes can still be adopted to minimize the harm.
5	Capital suggestion	
6	a viable transport system	should be provided to the people of Lahore
7	Saving our heritage	

Table 4.19

The News- Multifarious thematic structures

	Theme	Rheme
1	The writer	has expressed his dissatisfaction
2	The writer	has suggested
3	The writer	made certain observations
4	While criticising the Orange Line,	the writer conveniently ignored the project
5	like most Pakistanis	I oscillate wildly between cynical fatalism and senseless optimism
6	Common man	will travel with dignity in Orange Line train
7	I	know
8	The western route	
9	CPEC: a Baloch perspective	

Table 4.20

A comparison of the themes in Dawn and The News

No	Theme	<i>Dawn</i>	<i>The News</i>
1	Court	20	12
2	Orange line	17	28
3	Gov	7	17

4	committees	7	7
5	suggestions	-	7
6	Issues	-	11
7	Affected	6	8
8	China	6	-
9	multifarious	7	9

The analysis of the system of themes depicts a high contrast in thematic references made to the court, Orange Line and the government. As the number of articles in *The News* regarding Orange line is lesser than those in *Dawn* for the year 2016, the less number of thematic references to the court are not something noticeable. However, the greater number of references to the Orange Line shows a striking contrast. Nevertheless, as these references do not have significant mention of welfare or economics, it cannot be ascertained that *The News* focused more on the aspects of sustainability. However, it can be said that *The News* focused more on the Orange Line itself.

4.3 Analysis of Lexicalisation

Lexicalisation refers to the value of words in giving rise to ideologies. Lexicalisation focuses on word meanings, that is to say, it concentrates on the connections between meanings of words and as well as words to reveal latent ideologies and hegemonies. In the words of van Dijk (1995, p. 259), “the major dimension of discourse meaning controlled by ideologies is the selection of word meaning through lexicalisation.” The selection of lexical items reveals the ideological representations by providing insights of the same.

Analysis of selection of lexical items in the news articles showed that *Dawn* and *The News* have employed negative terms, repetition and quasi synonyms to construct the sustainability issues regarding the Orange Line. The words related to aspects of sustainability are also frequent.

For the characterisation of words, words have been identified with respect to themes which can be called as core word (Table 4.21). These core words also have the themes of the data derived and theoretically derived frames that have emerged from the theme and framing analysis. Table 4.21 shows the words that appeared in *Dawn* related to the core word. Table 4.22 shows the words related to *The News* as found in relation

to the core words. The frequency of these words is given in table 4.23.

Both the newspapers have made use of negative words; however, the frequency of usage of these words is more for *Dawn*. These negative words shed light on the aspects of sustainability by “the selection of word meaning through lexicalisation” (van Dijk, 1995, p. 259). The analysis shows that negative words were assigned to the Orange Line project for the construction of its discourse pertaining to sustainability to depict it as an unsustainable project.

Table 4.21

Core words/themes in The News

Core word/words	<i>The News</i>
Court	bench, application, case, advocate, division, general, hearing, decision, petition, judgement, section, body, allegation, legal, law, objection, notices, plead, file, issue, reserve, stay, direct, violate, resume, form, constitutes, approve
orange line	train, metro, construction, work, project, political stunt, completion, huge, useless, waste,
Gov	authorities, political leaders, government officials
	launch, spend, disrupt, harass, force, tease, threaten, snatch, demolish, refute, pay, accept, file, plea, objects,
Cost	money, billion, loan, markup, agreement, pledge,
heritage & environment	historical monuments, world heritage convention, antiquities, garden,
Property	land, houses, compensation, possession,
committees	institution, organisation, commission, raise

Public	affectees, unity, property, homeless, slogans, campaign, protest, resolve, fight, surrender, resist, accuse, vacate, chant, relocate, raise
Problems	traffic jams,

Table 4.22 below shows the frequency of the given words that appeared in the text of all the articles of *Dawn* and *The News*.

Table 4.22

Frequency of the lexical words

No	Theme	Frequency	
		<i>Dawn</i>	<i>The News</i>
1	court		
	Supreme Court	25	16
	SC	2	12
	High court	30	22
	LHC	14	8
	case	37	18
	decision	17	8
	stay	28	6
	legal/legality	4	11
	illegal/illegally	8	3
	notice	12	6
	hearing	23	10
	agreement	15	3
2	Orange Line		
	Orange Line	85	99
	metro	54	71
	train	107	112
	road	36	81
	mass transit	10	13
	project	215	214
	plan (words including plan)	39	31
	route	13	38
	construct (words including construct)	80	60
3	transport		

	bus	23	42
	car	33	35
	motorcycle	5	-
	traffic	20	13
	rush	5	3
	mobility	7	1
	transport (words including transport)	20	19
4	government		
	government	152	100
	govt	4	2
	prime minister	3	5
	chief minister	6	20
	provincial minister	2	-
5	heritage & environment		
	heritage	68	30
	history	4	4
	historical	11	24
	environment	10	14
	environmental	16	10
	antiquity	12	2
	architecture	16	2
	culture	5	1
	cultural	12	5
	horticulture	1	3
6	places		
	Lahore	155	115
	Punjab	72	113
	Pakistan	34	52
	China	17	25
	Chinese	20	72
	EXIM Bank	7	2
7	other parties		
	PTI	7	7
	PML-N	5	3
	people	35	36
	public	26	27
	family	5	-
	organisation	5	1

	committee	17	-
	society	33	4
8	land & property		
	property	12	3
	house	21	8
	land	28	-
	landmark	-	5
	compensation	33	1
	acquisition	13	-
9	economics & money		
	investment	11	22
	invest	2	2
	economic	17	20
	economical	1	0
	economy	4	10
	money	17	6
	cost	30	68
	billion	59	88
	million	21	61
	budget	5	21
	loan	26	11
	mark-up	1	1
10	negative words		
	violate	1	2
	violation	9	7
	damage	7	10
	harass	3	-
	affect	2	13
	affected	14	6
	affectees	7	4
	against	44	24
	protest	6	7
	accuse	2	0
	poor	10	3
11	CPEC	10	42

Table 4.23

Words in relation to sustainability aspects

Lexical categories	words pertaining to sustainability discourse	<i>Dawn</i>	<i>The News</i>
	heritage	53	30
	history	4	4
Noun	historical	10	16
	architecture	16	2
	greenness	-	
	environment	9	1
	protection	15	3
	ecology	-	-
	sustainability	1	-
	conservation	8	3
	biodiversity	-	-
Adjectives	green	4	4
Adverbs	environmental	11	4
Verbs	environmental-friendly		
	ecological	-	-
	natural		
	sustainable	15	-
	environmentally	1	3
	sustainably	-	-
	protect/protected	14	18
	preserve	2	2

This chapter has provided with the results of the study in three selected areas. A summary of findings is presented along with the discussion in the next chapter, before making conclusive remarks of the study.

CHAPTER 5

DISCUSSION AND CONCLUSION

This chapter presents the final words of this study. Firstly, a summary of findings is presented along with the discussion. Next, a conclusion is made on the basis of findings. Finally, recommendations are provided.

5.1 Summary of Findings and Discussion

Framing analysis has data-driven frames along with theoretical frames. A total of fourteen frames have been determined: *Heritage, construction, blame, exemplary practice, expense, concern, litigation, relationship, controversy, defence, activism, personal perspective, economic, and change paradigm*. The articles covering sustainability aspects are 36 and 31 in *Dawn* and *The News* respectively. The *scientific* frame has been only employed as a sub-frame. Neither *Dawn* nor *The News* cover project using the *scientific* frame. Both of the papers highlight that a technical report was required by the court about the technicalities of the project; however, both newspapers have not discussed what was actually there and remark that there were technical flaws in the report. The *economic* frame representing the Orange Line project as a positive economic development did not exist as a subject frame and was found as a sub-frame.

The most prominent subject frame in *Dawn* newspaper was found to be of *blame*, whereas in *The News* there were two prominent subject frames- *blame* and *litigation*. The percentage of instances of the frame of *litigation* is more in *The News*. The frame of *litigation* covers the proceedings of the court and is dealt separately from *blame* in this study. The *blame* frame involves blaming from the part of public or parties in opposition. The instances of *blame* in *Dawn* are greater. The frame of *blame* involves blame on the government for initiating a controversial project, not paying enough compensation to the affectees and harassing the people for giving up their properties for the construction for the project. Another negative frame highlighted in *Dawn*

newspaper is the frame of *controversy* which, as a subject frame, appears only once in *The News*. The frame of *controversy* highlights the controversial aspects regarding the project such as the doubt regarding the project being the part of CPEC and the exact expense of the project. Besides these prominent negatives frames of *blame* and *controversy* in *Dawn*, the *construction*, *expense*, and *concern* frame were also found to be framed negatively. This implies that the construction of the Orange Line project was depicted negatively as a source of trouble. The expense was also portrayed negatively as consuming the whole budget of the province. The percentage of the *activist* frame is also greater in *Dawn* as compared to *The News*, although the instances of activism in both the newspapers are less. The *activist* frame has been found in opinion pages. It is also a negative frame as it portrays the Orange Line project in a thorough negative light and has sub-frames of *blame*, *personal perspective*, and *controversy*. The *activist* frame is also found to have one instance of a sub-frame in *Dawn* but not in *The News*. The negative frame of *personal perspective* was also found as a subject-frame in *Dawn* and it existed only as a sub-frame in *The News*. The frame of *heritage* focuses on the influence of the project on the heritage of the city. It is a data-driven frame that has been found in the text. It, as a subject-frame, is used in both papers with consistent negative outlook. However, as a sub-frame, being a part of the frame of *defence*, having 2 occurrences, it also had positive framing.

In short, except two instances of positive frames of *relationship* and *construction* and one instance of a neutral frame of *expense*, all the frames (92%) employed in *Dawn* are negative. On the other hand, the percentages of negative and positive frames in *The News* are 61% and 35% respectively. The percentages indicate that *The News* had attempted to cover the Orange Line project from different viewpoints. However, the analysis of *Dawn* shows that media coverage of the sustainability aspects regarding the Orange Line project has a primarily negative representation. It has given most priority to the frame of *blame* that is directed towards the government and the project. The theoretically derived frame of *blame* is an important part of the international framing repertoire (Nambiar, 2014). Moreover, *Dawn* employed positive framing in the paper for Lahore. In other pages such as column, editorial and national among others all have a negative framing of the project, whereas, all the pages of *The News* have both positive and negative framing (except Top story which is not a separate page itself). Overall, the project has been framed in

both newspapers to have a negative impact on the environment of the city although the analysis shows that *Dawn* has made more vigorous use of universal and local themes to support sustainable transportation goals.

The analysis of thematic progression has revealed the use of court, government, and the Orange Line in thematic positions. The use of marked themes is quite less. The theme-rheme structure mostly has the normal structure of theme having the given information and the rheme having the new information. Some significant marked themes are used to highlight the controversial aspects of the Orange Line. *Dawn* had a proper sentence-like structure of its headline where the theme rheme identification is much clearer. *The News* had an inclination towards making the whole headline its theme. Nearly all the theme rheme structures of *Dawn* cover the aspects of sustainable transportation in a vigorous manner as they highlight the negativities related to the Orange Line project. The ones that are not negatively constructed are more neutral than being positive, for instance, ‘Construction work ... \ will resume today’ and ‘Progress on Orange Line project \ reviewed.’ Even in those two articles where *Dawn* uses positive framing for covering the Orange Line project have a headline and lead paragraph lacking any positive theme-rheme structures. The rhemes employ negative verbs employed in legal proceedings for instance, ‘govt.\misled court’, ‘government \misleading public on all aspects of metro train’, ‘Loan agreement ... \has been challenged’, ‘a state agent \ ended his life by shooting himself’ etc.

The News makes more use of positive or neutral theme-rheme structures in the headlines and lead paragraphs. The lead paragraphs also had more sentences as compared to the leads in *Dawn*. In *The News* along with negatives verbs in the rheme positive one such as in ‘The Supreme Court ... \ allowed the Punjab government to proceed’, ‘Half of the Orange Train project completed’, and other rhemes having positive attributive adjectives such as ‘Like CPEC, \ Orange train is a boon’, ‘it \ will be beneficial’, and ‘with the completion ... \ the common man will be able to travel with dignity.’ Along with these *The News* had also incorporated highly negative theme rheme structures, for instance, ‘it \jeopardises the city’s historic sites’, ‘The Orange Line project \ has become a problem’ among others. Some of the themes are marked to highlight important aspects such as comparison and contrast, ‘In contrast, \ the estimated passenger demand on the Orange Line is 10,1000 pphpd’, ‘Like CPEC, \ Orange Line train is a boon’, ‘With almost half of the civil work completed on the intercity mass

transit rail system, aka the Orange Line, in Lahore, there is little use of demanding that this project be abandoned', 'The project already has put many historical monuments at risk' etc.

The analysis of thematic progression thus primarily exemplify the inclination of both the newspaper *Dawn* and *The News*, especially of *Dawn*, to pursue the agenda of promoting sustainable development by bringing those aspects to the forefront that give way to unsustainable transportation.

The analysis of lexicalisation including over-lexicalisation and re-lexicalisation has identified the use of negative lexical items especially verbs employed in relation to court, the government and the Orange Line. Here again the instances of negative words in *Dawn* are more as compared to *The News*.

5.2 Conclusion

This research has employed three methods for analyzing sustainability discourse about the Orange Line, Lahore, Pakistan. The use of framing analysis and Fairclough's three dimensional framework and Systemic Functional Linguistics for lexicalisation and Thematisation has revealed the use of negative frames, themes and lexical items for the coverage of sustainability aspects.

1. What are the particular linguistic choices and constructions used in Pakistani newspapers to construct discourse covering aspects of sustainability regarding the selected project?

The linguistic choices used to build sustainability discourses are primarily negatively connotated in the articles of both the newspapers, *Dawn* and *The News*. However, *Dawn* articles have a greater frequency of negative words and collocations. The content words in both the newspapers are related to certain core themes referred to as core words in this study. The dominant among them are *litigation*, *heritage*, *expense*, and *construction*. The lexical items related to these core words have been employed to imply unsustainability, that is to say, the aspects of sustainable transportations being encompassed by the acronym SUSTAINABLE (**S**afe and secure, **U**pholds equity, **S**trengthens social quality of life, **T**rimms down car usage, **A**ccessible, **I**mproves safe pedestrians, **N**oise reducer, **A**ffordable, **B**eautifies cities and environment friendly, **L**imit emissions and **E**nergy and economy efficient) had been discussed in the newspaper using words of negative literal and connotative meanings.

2. What are the ideological standpoints, pertaining to sustainability discourse, dominant in the selected media discourse on the Orange Line project?

Problems related to sustainability and environment in connection with the Orange Line are portrayed from the perspective of two angles mainly- positive and negative. The neutral presentation is found to be quite less. The ideological standpoints are reflected in the choice and instances of frames. The popularity of subject-frames of *blame*, *litigation*, and *controversy* points at the tendency of the media to present the sustainability aspects regarding the project through the choice of essentially negative frames that resonate with the people of the country specifically those of the city of Lahore. The analysis also highlights the critical understanding among the journalists and the contributors of the articles of the power of the media in bringing a transformation in the society. The dominant frames involved the direct or indirect stress on government accountability, social justice, and environmental well-being. The frame of activism, though had a less occurrence, appeared as an effective and highly charged subject-frame pointing at the fact that the articles in the paper incorporate the public view point. Locally generated frames have the capability to trigger more communicative practices around sustainability, sustainable transportation, and the environment on the basis of culturally appealing resonances related to the Pakistani society.

The different usage and occurrences of the positive and negative frames in the two newspapers reflect their respective ideologies. As *Dawn* has employed more negative frames spread over various sections of the paper it indicates the institutional understanding of the Orange Line project as the one not required or demanded by the society. The discourse of *The News* has an ideology less inclined towards negative sustainability of the project. Some would like to interpret it as a somewhat ‘balanced’ coverage on the part of *The News*. However, Boykoff and Boykoff (2004, as cited in Carvalho, 2007) point out that ‘balance’ can sometimes be equivalent to ‘bias’ in case of an issue that is mainly consensual within a community. Moreover, a further negative tendency of highlighting the negativities related to the project in the headlines of the news articles of both the newspapers also indicate towards the ideological underpinnings. The scarcity of articles covering the technical aspects also suggests the devaluation attached to it. The technical aspects of the Orange Line are not discussed thoroughly in the news discourses. In the absence of a thorough discussion, the illations drawn by the newspaper of negative sustainability of the Orange Line project are

profoundly ideological. In building and completion of the project, there is a great risk for the heritage, for the citizens of Lahore, for the economy etc.

The ideological stances are also indicated by the positioning and structure of theme/rheme combinations. The fronting of the words of negative connotation in the theme and the mention of the negative aspects of the project in the rheme, especially in the news discourse of *Dawn*, reflect a thorough oppositional stance on the project. Moreover, the negative references to the government in the theme/rheme structures and negative lexicalisation in relation to it, present an anti-governmental ideology.

Moreover, the framing, thematisation and lexicalisation analyses have not brought forth a clearly defined sustainability agenda followed by the news articles in both the news papers. The reference to sustainable aspects in the news article is not very profound to be interpreted as following the ideology of strong sustainability. The concerns about the aspects of sustainability related to the Orange Line project emerge in a random manner with very less references to the true technical aspects and violations by the project. The rare discussion of violation reports usually appear in the context of court proceedings and not in the form of a discourse that can be called as sustainability discourse in the true sense of the term.

3. How is the discourse on the Orange Line project related to aspects of sustainability framed and organised in the selected newspapers' articles?

The sustainable discourse related to the Orange Line project is framed using the frames theoretically driven frames including *blame*, *concern*, *activism*, *personal perspective*, *economic competitiveness*, *controversy* and *exemplary practice*, and data driven frames including *heritage*, *construction*, *expense*, *litigation*, *relationship*, and *defence*. The prominent subject frames were of *blame*, *litigation*, *controversy*, *expense*, *concern* and *heritage*. These frames have been used negatively in both the newspapers, *Dawn* and *The News*. However, *Dawn* has made use of greater negative framing as compared to *The News*. With the use of negative frames of *blame*, *litigation*, and *controversy*, *Dawn* actively pursues the goals of sustainable transportations. *The News* employs a mix of negative and positive framing, nevertheless, the instances of negative framing doubles those of positive framing.

5.3 Recommendations

Based on the analysis following are the recommendations for the government, the media or any other concerned party:

The research recommends focusing on STRIVE

Sustainable agenda

Technical grounding

Reasonable expense

Individuality

Vehicle reduction

Environmental uplift

Sustainable Agenda

For an overall sustainable agenda and framework of policies it is highly essential that the authorities must recognise all the aspects of sustainability regarding a particular policy or project. No matter how sustainable a policy or project is, if it needs not to be prioritised, the agenda falls short of being sustainable. The public point of view as expressed in the news articles and that depicted elsewhere shows that the government needs to consider whether enormous mass transit projects especially the ones that require elevated routes are the dire requirements of our nation or not. Measurements in this regard are the most important as emphasised by researches on sustainable transportation (Zhou, 2012).

Technical Grounding

Both the government and the media should focus on technical grounding and that must be made public. The public should come to know about all the technical aspects of a project so that they are in a better position to accept or reject it based on the technical aspects. The analysis reveals that although there was much debate in the articles regarding the controversial technical report related to the Orange Line project, *The News* articles have not revealed the technical aspects in an organised and intensive manner. Newspaper plays a vital role of informing the public and if necessary information is missing in the paper, people tend to voice their comments without appropriate reasoning. The social influence of lack of sharing technicalities with the public can be adverse. The government must also share the technicalities before initiating the project in order to avoid any hindrances during the implementation of the plan. The Environmental Impact Assessment (EIA) and other technical reports should be carried out on international standards, which although were carried out by TYP SA

as well, they were not made public in an organised way. The reports on the project should also consider mobilization of sustainable development discourse.

Reasonable Expense

For any sustainable project the expense needs to be reasonable especially for a developing country like Pakistan. This suggestion goes hand in hand with the first one of sustainable agenda. Our government needs to prioritise the concerns. A mass transit project of such a huge expense has been a cause of mass discomfort. Although it is a fact that the public wants to see their country employing latest technology and getting transformed like the developed countries, it does not imply that projects of immense expense which are not of dire need are commenced in the country especially the ones which are not valued by the public at large. Moreover, aspects related to finance along with technical details should be made clear to the public. One of the main reasons the Orange Line project had been rejected by the public was its controversial nature. Although the EXIM bank of China had to finance for the project, the project is not a gift and the country has to pay the loan back along with the mark-up. Hence, the project goes beyond what Pakistan can afford as solution for its conveyance issues.

Individuality

The government must not take decisions to replicate other infrastructures and projects in the country without thorough understanding of the probable social, technical, and environmental issues that may arise. It should attempt to maintain its individuality which in this context implies that the local settings and requirements should be focused on instead of implementing far-fetched plans which though implementable are not aligned with the indigenous priorities and needs.

Vehicle Reduction

Before setting the foundation of any plan for managing transportation such as a mass transit train or bus service, it is essential to consider the extent to which it will bring a decline in the use of individual vehicle. The metro bus service initiated by the government in the capital city of Pakistan has not brought about a reduction in the use of cars and buses which has led to further congestion on the roads. In the news articles considered in this case study it was also remarked that the Orange Line project would not be able to create much difference in relevance to the usage of separate vehicles. A thorough report should be shared with the public highlighting all the possible benefits

of the developmental project including the extent to which it would serve to reduce the traffic congestion.

Environmental uplift

Both the media and the government should focus on environmental well-being for the implementation of sustainable development. In this case study, as indicated by the news articles, the government did not take into account the damages that may be caused to the heritage sites in Lahore. The news articles have mainly focused on heritage with a little consideration towards the loss of greenery and increase in dust and noise pollution. Newspapers should publish more articles about environmental concerns related to major infrastructural projects. These must be dealt in detail. There must not be superficial and rare references to environmental concerns. All the elements of the environment must be dealt with by means of news articles published in various sections of the newspapers.

5.4 Limitations

The study has certain limitations due to constraints of time and lack of advanced search options. The study, through purposive sampling, has selected a sample of 67 articles- 36 of *Dawn* and 31 of *The News* for the year 2016. These articles were chosen from the archives of both the newspapers using a multi-layered searching and selection process as there was no provision of advanced search option in the two archives. The search was repeated several times in order to collect maximum articles related to the Orange Line, Lahore and all those articles that had sustainability aspects related to the Orange Line were selected. Checking all sections for sustainability discourses regarding Orange Line for each day in the year 2016 was a huge task and due to limited time could not have been undertaken. Hence, the researcher has relied on the results that appeared after multiples searches of the archives using the search option along with Google Search.

5.5 Future Research

For a further thorough analysis, the articles from other influential English newspapers in the country covering the project during the entire construction span would provide greater insights into the ideological standpoints and the complexities within the sustainability discourses pertaining to the project.

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