

p-ISSN : 2521-2982 | e-ISSN : 2707-4587

DOI(Journal): 10.31703/gpr

DOI(Volume): 10.31703/gpr/.2024(IX)

DOI(Issue): 10.31703/gpr.2024(IX.II)



GPR

GLOBAL POLITICAL REVIEW
HEC-RECOGNIZED CATEGORY-Y

VOL. IX, ISSUE II, SPRING (JUNE-2024)

Article Title

A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase their Vote Bank A Critical Discourse Analysis of Urdu Newspapers' Headline

Global Political Review

p-ISSN: 2708-2113 e-ISSN: 2708-3608

DOI(journal): 10.31703/gpr

Volume: IX (2024)

DOI (volume): 10.31703/gpr.2024(IX)

Issue: II (Spring-March 2024)

DOI(Issue): 10.31703/gpr.2024(IX-II)

Home Page

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Volume: IX (2024)

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Issue: II-Spring (March-2024)

<https://www.gprjournal.com/Current-issues/9/1/20234>

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Abstract

This research study has investigated how Pakistani politicians use rhetoric in their addresses during the election campaigns 2024 to persuade their voters. The sole purpose of this research is to discover the dimensions and power of Rhetorical devices used by Pakistani politicians for their personal objectives. It has explored how politicians grab the attention of the public by using rhetorical choices in their discourses. The best and most frequent uses of Rhetorical devices by politicians are antithesis, allusion repetition, hyperbole, metaphor amplification, alliteration, parallelism, symbolism, allegory, and imagery. The current research study employs the Power, Ideology, and Manipulation Identification (PIMI) model, a novel problem-oriented tool designed for the systematic examination of political discourse. This model integrates and adapts elements from two established analytical frameworks (Chilton & Schäffner, 1997; van Dijk, 2006) and is rooted in the theories and methodologies of Critical Discourse Analysis (CDA).

Key Words: Political Discourse, Use of Rhetoric, Manipulation, Influence, PIMI Model

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Pages: 1-15

DOI: 10.31703/gpr.2024(IX-II).01

DOI link: [https://dx.doi.org/10.31703/gpr.2024\(IX-II\).01](https://dx.doi.org/10.31703/gpr.2024(IX-II).01)

Article link: <http://www.glsrjournal.com/article/A-b-c>

Full-text Link: <https://glsrjournal.com/fulltext/>

Pdf link: <https://www.glsrjournal.com/jadmin/Auther/31rv1olA2.pdf>

Citing Article

01	A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase their Vote Bank A Critical Discourse Analysis of Urdu Newspapers' Headline							
	Author	Badal Ram Marwari Mir Allah Dino Rahmat Ullah			DOI	10.31703/gpr.2024(IX-II).01		
Pages		1-15	Year	2024	Volume	IX	Issue	I
Referencing & Citing Styles	APA	Marwari, B. R., Dino, M. A., & Ullah, R. (2024). A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase their Vote Bank A Critical Discourse Analysis of Urdu Newspapers' Headline. <i>Global Political Review</i> , IX(II), 1-15. https://doi.org/10.31703/gpr.2024(IX-II).01						
	CHICAGO	Marwari, Badal Ram, Mir Allah Dino, and Rahmat Ullah. 2024. "A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase their Vote Bank A Critical Discourse Analysis of Urdu Newspapers' Headline." <i>Global Political Review</i> IX (II):1-15. doi: 10.31703/gpr.2024(IX-II).01.						
	HARVARD	MARWARI, B. R., DINO, M. A. & ULLAH, R. 2024. A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase their Vote Bank A Critical Discourse Analysis of Urdu Newspapers' Headline. <i>Global Political Review</i> , IX, 1-15.						
	MHRA	Marwari, Badal Ram, Mir Allah Dino, and Rahmat Ullah. 2024. 'A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase their Vote Bank A Critical Discourse Analysis of Urdu Newspapers' Headline', <i>Global Political Review</i> , IX: 1-15.						
	MLA	Marwari, Badal Ram, Mir Allah Dino, and Rahmat Ullah. "A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase Their Vote Bank a Critical Discourse Analysis of Urdu Newspapers' Headline." <i>Global Political Review</i> IX.II (2024): 1-15. Print.						
	OXFORD	Marwari, Badal Ram, Dino, Mir Allah, and Ullah, Rahmat (2024), 'A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase their Vote Bank A Critical Discourse Analysis of Urdu Newspapers' Headline', <i>Global Political Review</i> , IX (II), 1-15.						
	TURABIAN	Marwari, Badal Ram, Mir Allah Dino, and Rahmat Ullah. "A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase Their Vote Bank a Critical Discourse Analysis of Urdu Newspapers' Headline." <i>Global Political Review</i> IX, no. II (2024): 1-15. https://dx.doi.org/10.31703/gpr.2024(IX-II).01 .						



Global Political Review

www.gprjournal.com

DOI: <http://dx.doi.org/10.31703/glsr>



Pages: 1-15

URL: [https://doi.org/10.31703/gpr.2024\(IX-II\).oi](https://doi.org/10.31703/gpr.2024(IX-II).oi)

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A Critique on Rhetorical Devices Used by Pakistani Politicians to Increase their Vote Bank A Critical Discourse Analysis of Urdu Newspapers' Headline

Abstract

This research study has investigated how Pakistani politicians use rhetoric in their addresses during the election campaigns 2024 to persuade their voters. The sole purpose of this research is to discover the dimensions and power of Rhetorical devices used by Pakistani politicians for their personal objectives. It has explored how politicians grab the attention of the public by using rhetorical choices in their discourses. The best and most frequent uses of Rhetorical devices by politicians are antithesis, allusion repetition, hyperbole, metaphor amplification, alliteration, parallelism, symbolism, allegory, and imagery. The current research study employs the Power, Ideology, and Manipulation Identification (PIMI) model, a novel problem-oriented tool designed for the systematic examination of political discourse. This model integrates and adapts elements from two established analytical frameworks (Chilton & Schäffner, 1997; van Dijk, 2006) and is rooted in the theories and methodologies of Critical Discourse Analysis (CDA).

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Introduction

Language is the most powerful tool that is used to fascinate, motivate, and persuade the listeners; particularly in a political context, it is used to mold the minds of the listeners when talking about their rights the politicians add emotive words. Language is a force that connects the audience with the

speaker to reduce the gap among the members of society. Language has multiple objectives and agendas to fulfill; people do not only use language to communicate, they use it to influence, convince, and dominate their listeners. For politicians, there is no other soft weapon than the language used to persuade them. According to Woods (2006), the



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language which is used by political orators conveys their intended objectives and agendas to the audience not only to persuade their listeners but also to excite their emotions provoking them towards their plans. Language works like play-dough having an amazing flexibility; it depends upon the speaker who can make anything out of it. Wareing (2004), describes in his studies that it depends upon the speaker how language functions according to his objectives it also encompasses what the speaker says and to whom, which is closely linked to power and status. (Wareing, 2008).

Significance of Research

The study is distinctive and significant in nature because it contributes a lot to the understanding of a layman; enabling them to decode the hidden ideologies of politicians behind their usage of selected rhetoric. The research shows how the performance of rhetorical expressions can change the meanings of their words and sentences, particularly in a political context. Apparently, it seems an expression full of rhetorical beauty but actually, the politicians persuade the public for their vote bank. The study is also important and interesting in the sense of how text and discourse are created with the help of rhetoric, manipulated, and used for their personal objectives. As far as the usage of rhetorical construction is concerned, the study discloses the patterns and variations in the use in the political context during the election campaigning in 2024 in Pakistan. Additionally, the study also points out how the utterance of discourse with a variety of rhetorical structures is responsible for the construction of political narratives and how these narratives construct the understanding of a voter. The research provides a wide-ranging understanding of how the discourse is manipulated through the use of rhetoric which is being used for persuasion by the politicians in Pakistan. Findings from this study definitely contribute a lot to our knowledge of the complex methods by which politicians use language to influence voters. This study also helps to critically view the political discourses/headlines appearing in Urdu print media and understand them. In this way, it contributes to society and the audience will definitely benefit from this research.

Background of Study

A number of research studies have been conducted as far as the political ideologies, manipulations and are concerned. In the context of the above topic, the politicians particularly in their election campaigning generally speak the dialogues already written and decided by them. They do so just to draw the attention of the public which will ultimately increase their vote bank. Each expression, discourse verbal or non-verbal that they produce or utter has hidden agendas and personal objectives to sell. This psychological swing in the choice of their political ideal has left a footprint to follow; thus it has paved the way for this research. This originally creates a research gap that needs to be explored through the parameters of critical discourse analysis.

Statement of Problem

To get electoral support in Pakistan, politicians use rhetorical devices as a strong tool for garnering a vote bank. These devices may appear persuasive on the surface, but there exists a need for critical examination to understand their effectiveness, ethical implications, and impact on democratic progress. This research aims to explore the rhetorical strategies utilized by Pakistani politicians to influence public opinion and increase their vote bank. The study seeks to shed light on the implications for political discourse, and public perception by exploring the nature, prevalence, and consequences of these tactics. Furthermore, it aims to provide insights for policymakers and electoral observers to foster a more informed and participatory political environment by identifying potential areas for improvement in political communication.

Rhetorical expressions express the speaker's or writer's attitude towards the intention. The primary aim of this research paper is to examine how Pakistani politicians employ rhetoric to achieve their personal objectives during election campaigns, and how it influences the listener. The paper will investigate the speeches/discourses of different political leaders which have appeared in leading Urdu newspapers. The paper will also examine the social and cultural factors that impact the choice of rhetorical context in Pakistani politics. This paper will address the following questions

Research Questions

1. How do rhetorical devices employed by Pakistani politicians impact their public image, ultimately contributing to an increase in their vote bank?
2. What types of rhetorical techniques are used by Pakistani politicians in their discourses to shape societal values, affecting voter's behavior?

The paper will investigate the field of discourse analysis by providing a comprehensive and systematic study of rhetoric in Pakistani politics by exploring its different dimensions and implications. The paper will also highlight the insightful discussion and cultural aspects of Pakistani politics. The paper is going to be useful for researchers, students, and teachers who are interested in discourse analysis, political communication, and Pakistani studies.

Research Methodology

Type of Research: Qualitative research is suitable for such a type of investigation. Qualitative research is often flexible, and inductive, meaning that the research designs, data collection, and data analysis which can be adapted or modified as the research progresses. Qualitative research gives in-depth understanding, thematic analysis, contextual understanding, rich descriptions, theory development, participant perspectives, subjectivity and reflexivity, emergent findings, transferability, policy and practice implications, illustrative quotes, ethical considerations, challenges, and limitations.

Theoretical Framework

To investigate political discourse, the current study employs a new model known as the Power, Ideology, and Manipulation Identification (PIMI) model. This model was chosen because it provides a holistic framework for examining various aspects of political discourse. It enables a comprehensive analysis of manipulation tactics, power dynamics, and ideological underpinnings, allowing researchers to delve deeper into the nuances of political communication beyond surface-level interpretations. The PIMI model helps researchers and learners identify power mechanisms within discourse, such as who holds power, how it is exercised, and its impact on different stakeholders.

Political discourses, crafted by politicians, have the power to shape ideologies, beliefs, values, and goals. By using the PIMI model, analysts can uncover the ideological orientations embedded in political communication, whether they are explicit or implicit.

Moreover, the PIMI model provides a systematic approach to identify various forms of manipulation, such as framing, propaganda, emotional appeals, loaded language, and misinformation. It offers a framework for researchers to refine analytical tools, develop new methodologies, and generate empirical evidence to support their findings. Overall, the PIMI model is a valuable tool for unpacking the complexities of political discourse, offering insights into power relations, ideological orientations, and manipulative tactics used by various actors in the political arena. Power, ideology, and manipulation are key concepts in recent Critical Discourse Analysis (CDA) literature. However, their complex mechanisms and interrelationships have not yet been fully explained. Several authors (Chartesis-Black, 2014; Chilton & Schäffner, 1997; Dahl, 1957; Foucault, 1980; Fowler, 1985; Gramsci, 1980; Kress, 1985; van Dijk, 1996, 1998, 2006; Wodak, 1989) have investigated the meanings and properties of these phenomena without highlighting the exact relationships between them.

Based on the main theories of CDA, this paper focuses on the concepts of power, ideology, and manipulation, their interrelationships, and possible modes of operationalizing them. One of the aims of this paper is to introduce a new integrative, problem-oriented analytic tool, the PIMI instrument, which is based on various theories and methods of CDA. This new instrument was created by merging two existing analytical models (Chilton & Schäffner, 1997; van Dijk, 2006). The parent frameworks have been further developed to provide a complex, theory- and data-based analytical tool capable of identifying the signs of power, ideologies, and manipulation in political discourse. The instrument has also been enriched through recommendations and insights from other linguistic and CDA theories and methods (Chilton, 2004; Clark, 1996; Fairclough & Fairclough, 2012; Fairclough & Wodak, 1997; Foucault, 1980; Gramsci, 1980; Guiraud et al., 2011; Hamilton, 2012; Hoey, 2001; Norrick, 1978; Searle, 1976, 1979; Seidel, 1985; van Dijk, 1996).

Power: Power is basically the ability or skills of an individual or group through which the text producer or speaker influences or controls others, their behaviors, beliefs, or outcomes. According to Fowler (1985) and Van Dijk (1996), power is fundamentally a relational concept, where asymmetry and control are inevitable elements. This means that power is not an inherent quality of an individual or group, but rather emerges through interactions and relationships between different entities. The PIMI model explores and examines who holds power (Includes both authority, physical force, persuasion, and symbolic power), how it is exercised, and the mechanisms through which power is maintained or challenged; revealing who has the ability to influence or control others.

Ideology: The term Ideology is originally the study or the manifestation of any idea or ideas of certain beliefs, values, norms, and narratives that shape the perceptions of the world and social relations. The PIMI model uncovers the role of ideology in shaping the perceptions of power, constructing social identities, and maintaining social order. Ideologies simply refer to a belief system, social construction, and social control; used to set of beliefs, values, and norms that shape individuals' understanding of the world. Media play a major role in disseminating and reinforcing dominant ideologies; used for agenda-setting, media contribute to the maintenance of ideological hegemony.

Manipulation: Manipulation is the technical or tricky crafting of any discourse that serves one's personal goals, agendas, and objectives for deception. It is originally a misinformation and deception deliberately spread in an organized manner. In Manipulation, the speakers or text producer may deliberately misrepresent facts or fabricate information to mislead their audience through emotional appeal to fear, anger, sympathy, or other emotions that can be used to manipulate individuals' responses through preplanned or organized text and discourse. Manipulators may use several strategies to get the discourse to work for them. Just like, logical fallacies, the use of a particular set of modal verbs, use of certain rhetoric, language, and framing techniques, through loaded language, Manipulation includes the use of deceptive, coercive, or exploitative tactics to control others' thoughts, feelings, or behaviors for one's own

benefit. In the context of the PIMI model, manipulation is investigated as a tool used by powerful political actors to maintain their dominance, control information, or manipulate public perception.

The rationale behind selecting the PIMI model for this research study is that it provides a valuable analytical tool for understanding the complexities of power and ideology, in contemporary society, and for promoting critical awareness and social change in its ability of wide range to provide comprehensive findings and framework for analyzing complex power dynamics and social setting.

Furthermore, the PIMI model suggests practical applications in various fields, including sociology, political science, communication studies, and organizational psychology. It can be employed to investigate media representations, political talk, organizational dynamics, interpersonal relationships, and social movements, helping to uncover underlying power dynamics and ideological biases that shape social reality.

Data Collection Procedures: Two vast circulated Urdu newspapers were selected for data collection (*Roznama Jung*, and *Roznama Express*) Ten (10) newspaper headline items of different dates showing the rhetorical expression/headlines have been used were collected, and seen through CDA lenses by applying PIMI model. The results are very productive in terms of data collected. The rationale behind the selection of newspapers is the vast circulation across the country. Moreover, after the investigation, the findings have confirmed that procedures have remained appropriate and paved the way for the current research.

Sampling Techniques: For the above research, the purposive sampling technique has been applied to collect the data. The rationale behind selecting this sampling method is, that it is the technique that is mostly used in qualitative research analysis after selecting a specific group of individuals or units. Furthermore, it is non-random based on specific criteria relevant to the study's objectives. This approach develops the depth and relevance of data that has been collected ensuring connections with research purpose and questions. It is employed to study the diverse range of variety of linguistic variations and editorial choices. It gives an opportunity to view the data with a powerful CDA lens. Like Specific Focus, Maximum Variations, in-

depth Analysis, contextual relevance, and rich insights. Moreover, 10 headlines from three different Urdu newspapers (*Roznama Jung and Roznama Express*, for the month of January 2024) were collected, and reviewed through the lenses of Critical Discourse Analysis to understand and decode the hidden meaning of rhetorical choices used by politicians of Pakistan during the electoral campaigns 2024 and to expose the ideology through the linguistic features used in the headlines of Urdu newspapers which confirm that politicians use rhetorical choices which capture the attention of the public.

Literature Review

Rhetorical devices are the techniques and strategies used by the speakers in the discourse to get the attention of the audience and get their objectives fulfilled by them. According to Alvesson (2000), rhetorical devices might initially seem insignificant, but when strategically used in discourse, they have a powerful impact on the audience. Khan et al. (2016) noted that even in ancient times, political orators effectively used persuasive language, which was crucial for their success. This practice continues today, with prominent politicians manipulating language in political discourse. Bayram (2010) emphasizes that language plays a key role in equipping, guiding, and performing political actions. Bhatia (2006) argues that political discourse is instrumental in achieving political objectives. Chilton (2004) further asserts that a significant portion of politics relies on language and discourse, suggesting that politics would collapse without it. Jones and Peccei (2004) discuss that early politicians succeeded in their political goals due to their rhetorical skills, convincing their target audience to achieve their desired objectives. A historical example of this is illustrated in George Orwell's novel "Nineteen Eighty-Four," where language is used to control and limit people's vision (Bayram, 2010). Throughout history and literature, scholars and researchers have significantly contributed to understanding the use of rhetorical devices. Komar (2016) highlights the significant role of women as rhetoricians, particularly in the effective use of rhetoric.

History shows that rhetorical devices are a powerful tool used by politicians to shape public

opinions and behaviors. They influence and impact through the choice and voice of words which include the use of metaphor, simile, metonymy, hyperbole, exaggeration, and repetition that appeal to the senses and persuade bypassing the critical thinking of the addressees. With the help of rhetoric, they (the politicians) construct a narrative by using flowery and figurative language. However, the audiences are quite unable to decode the hidden objectives. Historically, oratory played an important role in the politics of the Roman Republic. Figures like Cicero used rhetoric to symbolize senatorial authority and create common ground between the elite and the masses. John Locke, an efficient and prominent philosopher, had a close relationship with rhetoric. He witnessed its power to persuade and manipulate through the use of rhetoric, both positively and negatively. The use of rhetorical figures in political speeches can sometimes be observed as deceptive, as politicians continuously try to manipulate the audience to support their ideas. A number of linguistic research studies have analyzed and discovered the techniques and language used by politicians to reinforce ideologies and attain specific agendas.

To conclude, the use of rhetorical devices by politicians can shape the minds of listeners by sounding a persuasive and often emotional narrative that relates to their values and beliefs. This influence has constructed political landscapes throughout history and continues to be a significant factor in modern governance and public policy.

The PIMI Instrument

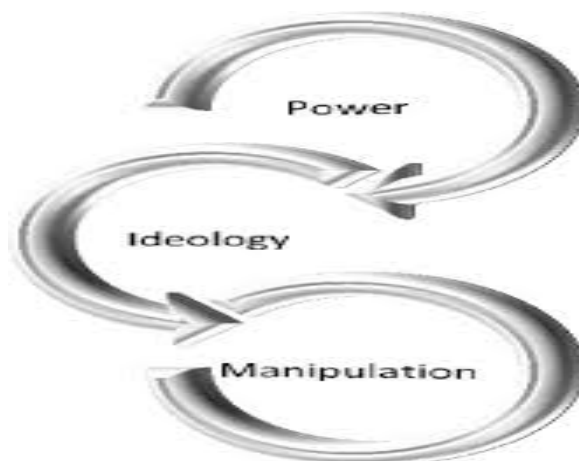
The PIMI model combines elements of both top-down and bottom-up methods within a process of logic in which two general statements lead to a more particular statement that is generally known as syllogistic context. It is designed into self-governing, self-reliant levels, offering each level to be properly addressed individually or combined together. Figures 1 and 2 demonstrate the sequential steps involved in the task, indicating the flow and recommended direction for the analysis.

Before delving into the characteristics of political discourse that reflect power, ideology, and manipulation, it is essential to thoroughly examine the background. Scholars such as Hoey (2001), Moir (2013), van Dijk (2006), Weiss & Wodak (2003), and

Wodak (2007) have emphasized the importance of understanding the context and background of political discourse. By analyzing linguistic features such as pragmatics, semantics, and syntax, along

with the parameters of power, ideology, and manipulation, researchers can effectively study and measure political speech.

Figure 1

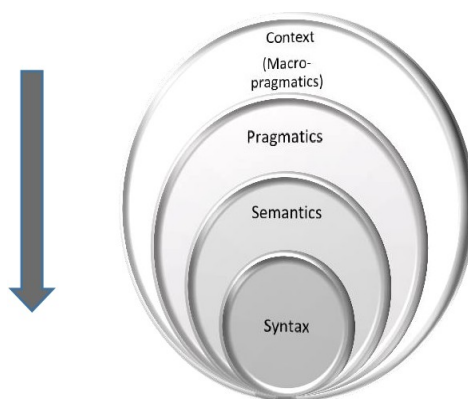


Power, ideology, and manipulation are fundamental and crucial concepts in the field of Critical Discourse Analysis (CDA). Scholars such as Chilton & Schäffner (1997), Fairclough & Wodak (1996), Fowler (1985), Kress (1985), Seidel (1985), Schiffrin (2001), and van Dijk (2006) have extensively studied and contributed to the understanding of these concepts within CDA.

Many scholars, including Wodak (2007), have emphasized that language in political discourse is

rich with features that require investigation using various linguistic areas and related investigative tools and methods. These tools are crucial for decoding the hidden signs and symbols in political discourse. According to Wodak (2007) and the philosophy of CDA, any form of language execution, whether written text or verbal discourse, is a structure of social practice. CDA has the ability to reveal and critique social and political inequality, domination, power, and abuse by analyzing how discourse is produced.

Figure 2



Fairclough and Wodak (1996) argue that every piece of text and discourse is socially embedded and formatted. There exists a dialectical relationship between discursive practice and the situation. These relationships of power and ideological functions in discourse are often invisible to the audience. They emphasize that discursive practices have ideological properties, and CDA aims to make these unseen aspects apparent. Fowler (1985) and van Dijk (1996) describe power as a relational concept, where asymmetry and control are inevitable. They suggest that asymmetry becomes potent through the use of language. Fowler (1985) explains that power controls the behavior and material lives of others, and it necessitates an asymmetrical relationship. When discussing power, it often refers to relationships between two speakers, such as employers and employees, parents and children, doctors and patients, and government and citizens. Language is seen as a tool for applying, demonstrating, and exploiting existing positions of authority and privilege. Van Dijk (1996) states that social power is a form of control one group has over another, and it

is fundamental in examining group relations. Ideologies, according to van Dijk, form links between discourse and society, serving as the cognitive counterpart of power. Fairclough and Wodak (1996) suggest that discourse performs ideological work, and ideologies often construct unequal relations of power, domination, and exploitation. They argue that ideologies are particular ways of demonstrating and constructing society, which construct unequal relations of power. All definitions of ideology emphasize the relationship between power and language, suggesting that ideology unfolds in discourse and strongly relies on power.

Data Analysis

The following data have been received from the Pakistani newspaper and have been filtered through the tool of PIMI model; it's a new CDA lens for observing the media discourse.

Datum 1

Roznama Express (Dated: January, 15th 2024)



English: "No more bat; now competition between an arrow and a lion."

Use of Rhetoric

1. **Symbolism:** The bat symbolizes Pakistan Tehreek e Insaaf, an arrow refers to Pakistan Peoples Party and the lion symbolizes Pakistan Muslim League (N).
2. **Allegory:** There is also an allegorical meaning in the above statement. There is a message to the opponent party that the Pakistan People's Party will beat and defeat all political parties. The hidden meaning of the above statement is the words "**Balla**" for Bat which refers to PTI the word "**teer**" refers to PPP and the word "**sher**" refers to PML-N.
3. **Metaphor:** The statement gives a hidden comparison between the PPP and the other political parties and also the poll symbols

associated with them. The symbols simply define their influence, power, and their identities. The statement metaphorically represents the PTI party as a bat, the PPP as an arrow, and the PML-N as a lion. Metaphorically, they are used to convey a similarity between two different things, often for rhetorical influence.

4. **Antithesis:** Antithesis is commonly used in political speeches. In the figure, two opposite statements of ideas or ideologies are presented by the text producer just to evoke anger and create a sense of competition giving the meaning that they are the most powerful and influential. This figure of speech contains the juxtaposition of contrasting ideas, ideologies, words, or phrases within a parallel

grammatical structure. In the statement, there is an opposition and contrast between "bat" and "arrow" and then "arrow" and "lion," highlighting the competition between the political parties represented by these symbols. This creates a sense of contrast and

emphasizes the competition between the parties.

5. **Ideologies:** by using the above rhetoric, the speaker wants to influence and prove his status as more powerful and influential than other political parties.

Datum 2

Roznama Express (Dated: January, 18th 2024)



English: "Using the shoulder of the establishment is baseless news; the favorite was somebody else, not Nawaz Sharif."

Use of Rhetoric

In the above political statement, the statement begins with a straightforward affirmation that "Using the shoulder of establishment is baseless news." This indicates the affirming and justifying tone of the argument by presenting a clear stance on the subject matter.

1. **Symbolism:** The text producer/speaker uses a few words that symbolize certain things; just as "**establishment**" symbolizes a particularly powerful class, and "**shoulder**" symbolizes support,
2. **Allegory:** There is an allegory used by the speaker just give a silent message to the opposing political party justifying their position. In the above statement, Shahbaz Sharif is asserting that "**the favorite was somebody else.**" somebody else is an allegory indicating to the party not directly.
3. **Antithesis:** In the above statement, The word "favorite" was somebody else, not Nawaz Sharif" which gives an antithesis by

contrasting Nawaz Sharif with an unspecified "somebody else." This rhetoric is used to emphasize the preference for the unnamed individual over Nawaz Sharif.

4. **Alliteration:** The words "**Baat**", and "**Bebunyad**" are alliterations that are used to create pleasure and power of discourse.
5. **Loaded Language:** The use of words and phrases like "Bebunyad and Establishment, "**baseless**" and "**establishment**" carries negative connotations that may evoke certain emotions or shape assumptions in the reader. "Baseless" suggests that the claim being made is without foundation, whereas the word "establishment" indicates a powerful, entrenched authority that may be acting in opposition to the speaker's interests.
6. **Sentence Fragment:** This can create a sense of urgency or emphasis, drawing attention to the message being conveyed therefore the sentence is also a fragment, lacking a subject and a complete verb.

Datum 3

Roznama Jung (Dated: January, 19th 2024)



English: "Saw lion the first time. Today, I'm going to Punjab to hunt him."

Use of Rhetoric

1. **Anecdote:** The speaker is telling his personal plan in a short story form or anecdote, stating that he saw a lion for the first time and he is going to hunt. The first part of the sentence draws the attention of every reader the listener. It's an anecdote.
2. **Allegory:** *Pahli dafa sher nazar aya "Saw lion first time", shikar karne Punjab jar aha hun "going to Punjab to hunt him."* Both these sentences are allegorically stated. "Sher" meaning lion indicates Nawaz Sharif whereas "shikar" meaning hunt refers to beating or defeating the lion. Bilawal is not directly taking names of his opponents but talking allegorically.
3. **Symbolism:** All three words *Sher*, (symbolizing Lion which refers to Nawaz Sharif), *shikar* (symbolizing hunting which means beating him or defeating him in polls), and *Punjab* (symbolizing his home or shelter or thickly populated province Punjab).
4. **Emotive language:** "Saw lion the first time" and the mention of "hunting", these phrases evoke strong emotions and imagery in the minds of listeners and readers of this text, potentially stirring up excitement or fear. On the other hand, the text also shows the bravery of Bilawal Bhutto that though he is a lion (sher) he will not leave him but will defeat him in the polls.
5. **Alliteration:** The repetition of the "sh" sound in "*Sher ka Shikar*" meaning (hunting the lion) creates a pleasing sound and rhythm, adding emphasis to the intention.
6. **Metaphor:** It seems that the target of Bilawal Bhutto is powerful, dangerous, or formidable indicating to a political opponent or challenge as a "lion" which is metaphorically drawing the attention and curiosity of readers of this text.
7. **Appeal to action:** the speaker is calling for action, demonstrating bravery by announcing his intention to go to Punjab to "*hunt*" the lion.
8. **Symbolism:** Symbolism draws attention also "the lions are often symbols of strength and courage, so using the imagery of hunting a lion could symbolize the speaker's strong intention to confront him (Nawaz Sharif).

Datum 4

Roznama Jung (Dated: January, 20th 2024)



English: "In politics, good and bad times keep coming; we are not responsible for inflation."

Use of Rhetoric

1. **Allusion:** The speaker is very technically using allusion referring back history of the past. By giving the references of past the speaker is reshaping listener's minds and conditioning them according to his agenda. "*Siyasat me acha bura wakt ata rehta hae.*"
2. **Downplaying:** The speaker is downplaying by saying the phrase "*good and bad times keep coming*" he/she knows that no one will be able to decode him and his ideology or the significance of the situation, saying that ups and downs in economic conditions are natural and not entirely controllable. This is originally framing the thought process of the public.
3. **Simplification:** Though the statement has simplicity it has the force to control minds. He/she draws attention to the complex issue of inflation by presenting it as an inevitability of political life rather than assuring them to take actions that may contribute to it.
4. **Appeal to Fatalism:** The speaker tries to involve a destiny that destiny is something that is only responsible in all that story when they fail to control inflation or any public or social issues, suggesting that fluctuations in

economic conditions are beyond human control.

Datum 5

Roznama Express (Dated: January, 20th 2024)



English: "Nawaz Sharif will keep crying, 'Why you expelled me' even after being fourth-time prime minister."

Use of Rhetoric

1. **Irony:** Bilawal, is directly criticizing the previous happenings, and targeting Nawaz Sharif's performance is originally an irony in the statement, as the speaker expects Nawaz Sharif's ongoing complaints despite his noteworthy political achievements.
2. **Hyperbole:** "Weakness or pettiness" is highlighted by Bilawal by saying that they "will keep on crying" exaggerating Nawaz Sharif's behavior. It is suggesting that he will continually lament or complain about being expelled which is his fault if he becomes prime minister.
3. **Appeal to Emotion:** The word "crying" invokes an emotional response, portraying Nawaz Sharif as emotionally weak and victimized.
4. **Anticipation of Future Action:** The phrase "will keep on," anticipates a future action, suggesting a stubborn behavior on Nawaz Sharif's part.
5. **Quotation:** "Why you expelled me" is a sarcastic expression which also shows a drawback on the part of Nawaz Sharif. The direct quotation adds negative criticism and conveys Nawaz Sharif's perspective or potential reaction.
6. **Mockery:** By the above statement, Bilawal is mocking the weakness or fault of Nawaz Sharif highlighting his expelling repeatedly as prime minister. By Mockery he is drawing the attention of his people which is creating a sense of hidden laughter.

Datum 6

Roznama Express (Dated: January, 23rd 2024)



English: "The spoilers having spoiled, escaped, bringing the country back on the track is the work of gallants".

Use of Rhetoric

1. **Metaphor:** "The spoilers having spoiled, escaped." This employs a metaphorical language where "spoilers" likely refers to those who disrupted or hindered progress or stability in the country. By saying they have "escaped," it suggests they have either fled responsibility or escaped accountability.
2. **Alliteration:** The repetition of the Urdu sounds "j" and "k" sound in "Jan jokho ka kam" creates a rhythmic effect and emphasizes the action.
3. **Antithesis:** The antithetical effect between "spoiled" and "gallants" creates a clear dichotomy between those who have caused harm (the spoilers) and those who are estimated to bring about positive change (the gallants).

Ideology

4. **"The spoilers having spoiled escaped, bringing the country back on the track is the work of gallants".** By the above statement, Nawaz Sharif is showing his will and power. He is making people feel that he is the only force that can make things possible for them
5. **"Bringing the country back on the track" is originally a Call for Action.** The statement indicates that the task of bringing a country

back to the same state falls upon a specific group referred to as "gallants." This implies a call for action and governance from those who are considered brave or courageous ("gallants").

6. **Reconstruction and Rehabilitation:** The phrase "bringing the country back on track" indicates a desire to restore order, stability, or progress after it has been disrupted by the doings of the spoilers. This indicates an ideological stance that prioritizes rebuilding and rehabilitation.

Datum 7

Roznama Express (Dated: January, 25th 2024).



English: "The spirit is still vibrant today, we shall be remembered in history for the work we do."

Use of Rhetoric

The above political statement contains several rhetorical and ideological elements that aim to evoke a sense of pride, determination, and a belief in a lasting legacy.

1. **Metaphor:** "Himat aj bhi jawan hae" (The spirit is still vibrant / Courage is still young) - This metaphorically beautifies and contrasts courage and youthfulness, highlighting that courage remains strong and vibrant. By this metaphor, the speaker is trying to inform the opponents that he is not weaker and the message is never to underestimate the power of us (Nawaz Sharif's)
2. **Allusion / Personification:** "jo tareekh me yad rakhy jaen" (that are remembered in history) - Here, The speaker stresses that actions will be remembered and recorded in history, the history is personified by attributing it the human trait of memory.

3. **Alliteration:** There is a subtle alliteration in the statement with the repeated sound of the letter "j" in "Himat", "jawan", and "jaenge", which adds beauty and draws the attention of the audience with regards to rhythmic quality to the sentence.
4. **Rhetoric of Vibrancy and Continuity:** The phrase "The spirit is still vibrant today" refers to emotive language ("vibrant") to convey a sense of liveliness and energy. It suggests that despite challenges or the passage of time, the core essence or enthusiasm of the group or movement remains strong.
5. **Ideology:** the statement conveys confidence and optimism about the present and the future. This statement refers to the elements of activism, pride in one's work, and a belief in the transformative power of collective action. Nawaz Sharif is giving the alarming message that he is more powerful in the country and has the potential to make history.

Datum 8

Roznama Jung (Dated: January, 19th 2024).



English: "Those who dream for the fourth time are prone to misunderstanding."

Use of Rhetoric

1. **Metaphor:** "*Chothi baari wazeer e azam ka khuwab dekhney wale*" (The one who dreams for the third time) - This phrase contains metaphor by likening the individual dreaming of becoming Prime Minister again to someone who dreams.
2. **Hyperbole:** "*Galat fahimi ka shikar hain*" (They are the victims of misunderstanding) - This phrase uses hyperbole, exaggerating the situation by describing them as victims, when in reality, they may simply be mistaken or misunderstood.

Symbolism

"Chothi baari" can be symbolic; the "third time" refers to Nawaz Sharif being the Prime Minister mentioned in the above statement. The same may represent a recurring desire or attempt to achieve a certain position or goal. It also refers to consecutive three times failures. The number also "three" can

symbolize persistence, determination, or a cycle of repetition.

Allegory

The "dream" of becoming Prime Minister (*Dekhne wale*) Allegorically for the third time may represent the individual's pursuit of power or leadership positions whereas, the phrase "*galat fahimi ka shikar hain*" (victims of misunderstanding) allegorically indicates the person (Nawaz Sharif) who is also a candidate for the post of Prime Minister.

Ideology

The ideology behind this statement is that Bilawal is trying to inform through using his power of discourse and the power in discourse. He is also showing amazing confidence about his future endeavors in national polls. On the other hand, he also allegorically psyching his party people to get ready for the polls.

Datum 9

Roznama Express (January, 30th 2024)



English: Monitoring Judge resigned and escaped in my cases, it was known 'there was a flaw in the thief's beard.'

Use of Rhetoric

1. **Metaphor:** "A splinter/flaw in the beard of a thief." "*Chor ki daarhi me tinka*", This is a metaphor showing that even a small defect or flaw in someone's beard who is inherently corrupt or dishonest can be significant.
2. **Symbolism:** "*Cases*" symbolizes a criminal record of someone. "*Monitoring Judge*" symbolizes a man of immense power. "*Tinka*" symbolizes fault or defect.
3. **Allegory:** The word "*Chor*" meaning thief is being addressed to the Judge or the powerful elite class who is supposed to be his opponent. It's an indirect indication to his opponent party.
4. **Irony:** The statement implies a situation where a judge, who is supposed to monitor
- 7.

cases impartially, resigns or steps down from overseeing a case. The irony lies in the fact that the judge, instead of fulfilling their duty, chooses to resign, suggesting a lack of integrity or willingness to confront corruption or wrongdoing.

5. **Allusion:** The phrase "*there was a flaw in the thief's beard*" may indicate a cultural or literary reference, referring to a small detail or imperfection that revealed a larger issue or deception.
6. **The ideology:** The ideology behind using such figures of speech in political discourse is to influence power dynamics and to convey criticism or commentary in a clear and memorable.

Datum 10

Roznama Express (Dated: January, 30th 2024)



English: "Mian sahib, why are you scared? Did Punjab ever elect cowardly people?"

Use of Rhetoric

1. **Metaphor:** "*Miyan sahab*" is a term used to address respectfully in Urdu, particularly in South Asian cultures. It's a form of addressing someone politely. But on the other side of the context, there is a sense of mockery being hit at Miyan sahib, considering Miyan sahib as the weakest person.
2. **Rhetorical Question:** The question "*Kiyun dar rahe hain?*" "*Why are you afraid?*" is also a strategy used by the politician to draw the attention of the public. This is a rhetorical question intended to challenge the listener's confidence in a situation.
3. **Metaphor/Personification:** "Punjab" is the geographical region that is being referred to here, not just referring to Punjab but symbolizes a political entity or leadership associated with power and authority. It's personified as if it can make decisions or take action.
4. **Metaphor/Personification:** "Buzdil logon ka muntakhib karwaya" translates to "selecting cowardly individuals." Here, "cowardly individuals" is metaphorical and represents politicians or leaders perceived as weak or lacking in courage.
5. **Irony:** The statement "*Kiyun dar rahe hain?*" "*Why are you afraid?*" is ironic as it implies that Punjab which refers to a huge population, typically associated with strength and valor, is supposedly afraid or hesitant to choose assertive or courageous leaders.
6. **Nationalism/Patriotism:** The statement contains a communicative tone of nationalism or regional pride, indicating that Punjab should not compromise its values or reputation by electing leaders perceived as cowardly.

7. **Political Critique:** It's a critique of decision-making and the current political leadership or process in Punjab, referring to that it's falling short of expectations or historical context.
8. **Ideology:** The ideology is power dynamics, showing authority through the discourse he is using. On the other hand, Bilawal is also giving a wake-up call to the people of Punjab not to elect the leaders who are cowardly people.

The Findings and Objectives of Using Rhetoric by the Politicians

The study has confirmed that Rhetoric plays a very important role in shaping identity, stimulating a sense of belonging and solidarity among the supporters. There are several reasons; why politicians use rhetoric in their public speeches, particularly when they are addressing a huge crowd in the election campaigns. Broadly speaking, politicians use 'Rhetoric' to influence public opinion in their favor, they can easily set an agenda, manipulate the discourse, or by highlighting common public social issues. Several studies have been conducted on the subject. According to previous studies, Rhetoric is the safe shelter for politicians to change the opinions of the listeners. The present study also proves that though Rhetoric gives music of pleasure yet they are the best and strongest tools to mold public perception and understanding. Through rhetorical appeal, politicians draw the attention of the public, manipulating the emotions, beliefs, and values of the audience to get support for particular agendas, policies, objectives, and ideologies. The use of Rhetoric can also help politicians in "image crafting", it can be used to control a large number of people conditioning a particular mode of thinking shielding against harsh and tough criticisms. They create and maintain a favorable public image, increasing their appeal and credibility. The use of rhetorical strategies can indicate power dynamics; it

reveals how politicians use the power of discourse, the power in discourse, and the power behind discourse, showing their authority and influence. Rhetorics' are used in persuading people in all situations and formats uniting supporters behind common goals. Politicians can easily evoke the sentiments of common people, they (common people) think that their statements and actions are well-justified. Rhetoric is the original framing of discourse and can be used to bend criticism, escape accountability, or divert attention away from fundamental social issues. Rhetoric is used to craft and condition dependency by making them feel that they (the politicians) are the best choices for them who can fight for their rights, therefore, the people become dependent on the promises and assurances offered through persuasive language. They (the politicians) use rhetoric to distract the masses from their basic issues or failures by diverting attention elsewhere. The study has decoded the several layers of political discourse.

Conclusion

In conclusion, rhetorical devices are the weapons used by Pakistani politicians. It is a type of discourse everyone begins to trust blindly the text or discourse producer particularly the politicians who are the master and political actors. The adept use of several rhetoric devices like metaphor, simile, metonymy, rhyming terms, hyperbole, pathos, ethos, and logos, interwoven with local idioms and cultural references, not only vibrates with the electorate's sentiments but also reinforces the politicians' image as representatives of the people's voice. This study has shown and paved the way for how these rhetorical devices are not mere tools of persuasion but are instrumental in shaping the political landscape, creating a sense of communal identity, and ultimately, influencing the democratic process. As the political arena evolves, it will be intriguing to observe how these strategies adapt, ensuring that the art of rhetoric remains as self-motivated and vibrant as the democracy it serves to develop.

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