

The Study Of Critical Discourse Analysis As An Analytical Framework: An Electronic Media Discourse Perspective

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Abstract

Fortunately or unfortunately communication in the current age is faster than our expectations sometimes. The culture of disinformation, propaganda, agenda and politically invented narrative easily catches success through the fastest available means of communication without giving an opportunity of doubt or second thought. The more significant in this regard is electronic media or satellite TV channels. Anchor persons appear on the screen of the TV channels soon after the incident and produce their own discourse projecting that they know the all truth about the occurrence. In this scenario, it seems appropriate for the discourse analyst to step forward and analyse the narrative or discourse objectively. Critical discourse analysis is an interdisciplinary approach for investigation of discourse. The study in hand critically analyses electronic media discourse through integrated analytical frame work to highlight various aspects of the discourse which are usually kept hidden or go unnoticed by the viewers in the immediate context.

I. Introduction

In the present time of social media communication, discourse has gained the focus of researchers in multiple disciplines in its indigenous and universal dimensions. The shift from discourse analysis (DA) to critical discourse analysis (CDA) is quite interesting and significant. When the non-explanatory or only locally explanatory descriptive framework of DA shifts towards global (micro/macro) explanatory framework for exposing, criticizing and shaking power structures at social formation level, then it becomes CDA.

CDA takes language as a social practice and considers context to be very important factor while analyzing language. If one endeavors to

define CDA then it may be defined as an analysis which embodies at its core the quest of critically probing the opaque as well as transparent relationships of dominance, discrimination, power and control as expressed in language. Currently, multiple CDA approaches are being applied by the researchers. However, four main approaches are mentioned below for further discussion:

1. Discourse, Knowledge and Power by Siegfried Jager
2. Discourse Historic Approach by Ruth Wodak
3. Socio-Cognitive Approach by Van Dijk
4. Socio-Semiotic Approach by Norman Fairclough

According to Jager (2009) discourses are flow of knowledge which decide and monitor individual and collective doings thereby shaping society and exerting power. Wodak takes discourse as a complicated bundle of concurrent and sequential interconnected linguistic acts which manifest themselves within and across the fields of social action. Van Dijk refers to discourse in a broader sense of a communicative event including oral and written text along with all the associated non-verbal semiotic parts in socio-cognitive domain. Fairclough (2013) takes discourse as an instance in the social action.

1.1 Objectives of the Study

The main objective of the present study is to highlight electronic media discourse produced by the anchor persons immediately after catastrophic incidents and its subsequent role in the formation of public opinion which ultimately shape the attitude of the society not the individual only.

1.2 Research Questions

Following questions have been formulated for the present study:

- (a) How is the narrative produced immediately in print media, after the catastrophic incidents?
- (b) How does the apparent truth seem vague when analysed in all possible contexts?

2. Literature Review

Jager (2001) focuses on knowledge as any content or any form of meaning making that makes human consciousness. According to Jager (2001) the discursive context in which the people are born and involved are the sites from which people drive knowledge. Jager (2001) focuses on 'technologies of power': discipline is an intricate package of power technologies established during the 18th and 19th centuries. Power is thus applied with a purpose – but it is not individual purpose. Efforts on what is acknowledged knowledge is about how to implement power.

Threatening with violence is one way of doing this, though, proposing how happy publics will become if they purchase particular customer products is too, a workout of power. Advertising provides us with a big body of knowledge of influential methods. However, Jager (2001) also syndicates the notions of power and domination in a Weberian convention, by focusing mainly on structure. For analysis Jager (2001) differentiates between to begin with more content oriented steps of structure analysis and secondly a more language oriented step of fine analysis. Jager (2001) analyses argumentation, logic and composition of texts, implications, insinuations, symbolism, idioms, vocabulary, actors, texts, implications, insinuations, symbolism, idioms, vocabulary, actors, references etc.

Wodak (2001) believes every single discourse is historically implanted and has special effects on past and future Discourse. The Discourse-Historical Approach (DHA) is one of the key theoretical approaches contained by CDA, affords a highly valuable framework to examine context, which can be efficaciously applied to interpreter drill. Importantly, DHA distinguishes four inter-related planes of context: co-text, intertextual, the extralinguistic, as well as the wider sociopolitical and historical contexts. Additionally, DHA is reinforced by the vital distinction between text, genre and discourse, as well as recontextualization. It inspects the historical, cultural, social and ideological terminologies through the examination of exact linguistic, paralinguistic and pragmatic aspects. For analysis Wodak (2001) focuses on strategies of nomination, prediction, argumentation, perspectivation, and intensification/mitigation. van Dijk's (2001) Socio-cognitive model recounts discourse to the devious organization of its social setting as well as the cognitive processes exploited by the manipulator. He discerns that manipulation is eased by a number of social features like group association, institutional position, occupation, material or figurative

capitals as well as access to or control over rare social assets. He also embraces that the sufferers of manipulation are human beings whose psyche the schemers work on for their self-centered gains. This type of cognitive manipulation could be of the short period or long lasting memory. Working on short term memory could be accomplished by drawing attention to some parts of a text either via personification or by putting them in calculated places. This may also include levels of difficulty of sentences and choice of verb forms. A notion might be distorted by expressing it in a quite too complex sentence while another may be highlighted by building the sentence in which it seems very simple and straight. Recipients' comprehension of a text is also controlled by verb forms like voice and transitivity. When a discourse controls the audience's knowledge, attitude and ideologies, long term memory is affected. Past knowledge and experience usually influence understanding. A discourse influences a person's long term memory when it rebuilds their mental models as this at the moment forms the foundation for future memory and understanding. For analysis van Dijk (2001) suggests analysis of semantic macrostructures, analysis of local meanings, analysis of subtle microstructures, analysis of local and global discourse forms, analysis of specific linguistic realization, and analysis of context.

Fairclough (2001) focuses on CDA by including the place of language in social relations of power and ideology, and how language acts in courses of social change. Social changes which are mentioned to as 'globalisation', 'neo-liberalism', 'new capitalism', the 'knowledge economy' and so forth are the different examples of social changes in which he tries to locate language (discourse) as an element.

He takes discourse as a dialectically interconnected element of social life with other elements, and may have productive and transformative effects on other elements. He

professes that in the contemporary world, discourse has in many ways become a more salient and potent element of social life and that changes in discourse often seem to be initiating and driving more general processes of current social change, especially when integrated into interdisciplinary research projects. Discourse analysis, including linguistic analysis, therefore has a great deal more to contribute to social research than has generally been recognized.

According to Fairclough (2001) CDA discovers the pull between the two edges of the language use, the socially formed and the constitutive. He says language is constantly constitutive of social identities, social relations and systems of knowledge and belief. CDA is then established as a theory of language which focuses the **multifunctionality** of language and which perceives each text as concurrently having the "ideational", "interpersonal" and "textual" purposes of language. For analysis Fairclough (2001) suggests first to locate a social problem with semiotic aspect, to identify the dominant styles and genres, to consider diversity in style and to identify the resistance against the dominant style.

Common Points amongst the four Approaches

(1) All the approaches are interdisciplinary. Glitches in our civilizations are too multifaceted to be studied from a single viewpoint. This involves diverse dimensions of interdisciplinarity: the concepts draw on neighbouring disciplines and effort to assimilate these theories. Teamwork contains different researchers from different conventionally defined disciplines functioning together. Finally, the methodologies are also modified to the data under study.

(2) All approaches are problem-oriented, rather than fixated on particular linguistic items. Social glitches are the substances of research, such as

“discrimination, identity and social change”, which, of course, are and could be considered from multiple angles.

(3) The theories as well as the methodologies are varied; i.e., theories and methods are integrated which are sufficient for an understanding and description of the object under study.

(4) The approaches always contain fieldwork and ethnography to discover the object under investigation as a prerequisite for any more analysis and theorizing. This approach makes it possible to avoid “fitting the data to illustrate a theory“. Rather, we deal with bottom-up and top-down approaches at the same time.

(5) A constant movement back and forth between theory and empirical data is essential.

(6) Many genres and multiple public places are studied, and intertextual and interdiscursive connections are examined. Recontextualization is the utmost important process in relating these genres. In the postmodern civilizations, we are dealing with mixed and new genres, as well as with new concepts of “time”, “identity” and “space”. All these concepts have undertaken noteworthy alteration; for example, “fragmented” identities have swapped the idea of “holistic identities”.

(7) The historical context is always examined and combined with the interpretation of discourses and texts. The view of “change” has become intrinsic in the study of text and discourse.

(8) The classes and apparatuses for the study are defined in agreement with all these stages and processes and also with the exact problem under inquiry. This involves some extensiveness, as well as practicality. Different approaches in CDA use different grammatical theories, though several apply Systemic Functional Linguistics (SFL) in certain mode or other.

(9) Grand theories might assist as a basis; in the precise analysis, middle-range theories aid the goals well. The problem-oriented approach

involves the usage and testing of middle-range theories. Grand theories end in big gaps amid structure/ context and linguistic realizations.

(10) Practice and application are meant to be focused. The results must be made accessible to specialists in different fields and, as a next step, be applied, with the objective of varying certain discursive and social practices.

(11) Most of the CDA trainings stress on the manipulation of authority by the 'oppressor' and not the action, reaction or inaction of the oppressed.

Common Criticism on all four Approaches

The common criticism points on all the approaches are

1. The issue of operationalizing theories and linking the linguistic aspect with the social dimensions (problem of mediation).
2. The idea of “context”, which is frequently defined either very generally or very narrowly: how much extra-textual evidence do we need to examine texts, how many and which theories have what kind of influence on the tangible examination and interpretation of texts?
3. The allegation of being partial – how are certain specific readings of text defensible? Validation of certain interpretations, and the limited choices for a specific investigation.
4. Inadequate assimilation of Inter- or trans-disciplinarily into text analysis.
5. The linguistic theory to be applied: often sufficient, a whole diverse bag of linguistic pointers and variables were used to examine texts with no theoretical concepts or grammar theory in the background.

3. Research Methodology

The research in hand chiefly falls in the category of qualitative research. It is descriptively analytical in nature. Electronic media discourse

of a famous anchor person on a very high profile catastrophic terrorist attack has been targeted or sampled in particular. For the said purpose different analytical frame works may be applied to achieve the research objectives. However, CDA is deemed the most suitable one in this regard. Among CDA approaches there may be different possibilities. In the present research in particular, integrated analytical framework has been used for the analysis. The main features of analysis comprise discourse plane, discourse sector, access, immediate context, semantic macrostructures, semantic microstructures and historical context model. The researchers have tried their level best to exercise objectivity instead of subjectivity through application of integrated analytical framework in the present research.

4. Data Analysis

Application of CDA on one Part of Khara Sach: A Live TV Talk Show

I would be using a mixture of different approaches to critically analyze the selected discourse. Mixed model of Jager, and Van Dijk is used. The analysis is done on a small 6 minute part of a very popular talk show Khara Sach.

Discourse Plane

The impact of media on the social, psychological, physical, economic, defense, strategic, domestic, and professional areas of human life all around the globe. Media is used as a very effective ideological weapon to naturalize ideologies (Mateus,2004). The discourse plane selected for the current critical discourse analysis is thereby media.

Discourse Sector

Keeping in view the comparative impact, the most effective and powerful of all the media sectors is TV (Roger, 2015). Since it promises to exhibit in a special way, how a theme is dispersed to the masses, I selected a TV program for the

current CDA. ARY News, a Pakistan based channel has added on viewership with latest data showing the channel with a weekly reach of 391,000 viewers – making it the most watched Asian news channel in UK. ARY is breaking rating records in Pakistan whereas GEO is dropping massively.

Pakistan News Channel Ratings (GPRs) are as follows

ARY News - 712

Express News - 509

SAMAA News - 445

Dunya News- 413

Geo News - 295

(Baddhan, 2014).

Keeping in view this level of viewership both inside and outside Pakistan it seems very logical to

analyse what objectives the channel tries to achieve and which ideology it is trying to promulgate. For this reason a small chunk of a very popular talk show ‘Khara Sach’ of ARY was selected. The host of the program is also a very popular anchor. The selected portion of the talk show went on air on 16th of December 2014 at 10:08 pm.

Access: ARY Digital, a subordinate of the ARY Group, is a popular Pakistani television network accessible in Pakistan, the Middle East, North America and Europe. Founded by a Pakistani businessman, Abdul Razzak Yaqoob (ARY), the ARY Group of companies is a Dubai-based group. The network successfully obtained a license for direct to home (DTH) operations in Pakistan, and is reflected as a milestone for media in the ever-growing broadcast television market of Pakistan. Since then the network is on the go to pledge itself to the incessant development of Pakistan’s media market. More than 20 million households is the current market size of this network.

This single-screen TV trade has now developed into a network of channels beaming into over

130 countries. ARY Digital Network is certainly one of the speediest rising Asian television networks in the world (ARY, 2008). All the social classes have equal access to ARY channels so the channel's impact on the ideologies of the onlookers is quite widespread and can be misused by power segment of the society for the establishment of normalcy and directed at subordinate groups of the society (Dyer,1997).

Immediate Context

This episode of Khara Sach was based on Army Public School (APS) Peshawar incident of terrorist attack on innocent school children on 16th of December 2014. A group of six terrorists

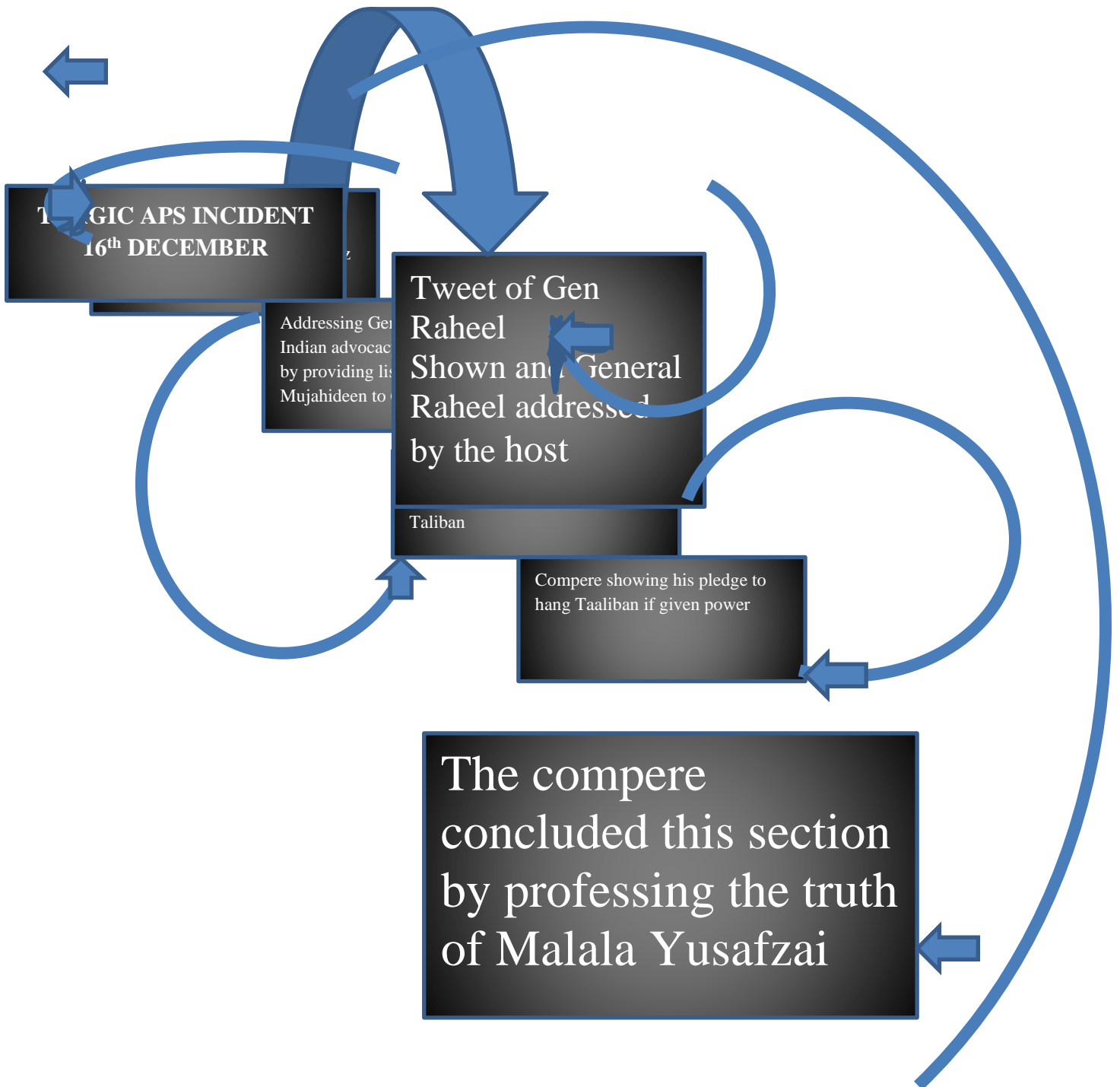
attacked the APS Peshawar at about 10:00 am and mercilessly killed some 140 students by shooting them. The incident shook the whole country and the entire Pakistan received a never ending wound to their hearts. The selected talk show for the CDA was based on this immediate context of the cold-blooded murder of the APS kids. About first six minutes of the program telecasted at 10 pm at night on ARY news were selected. The selected part of the talk show was given a very serious demeanor since it was telecasted on the same day on which the tragic incident took place. The selected part was addressed directly to General Raheel, the Chief of Pakistan Army.

16th of December A Black
Day



Attack on the innocent flowers
(kids) of APS School

Semantic Macrostructures Following is the overall schemata of the selected section of the talk show.



Following macro-topics can be discerned from the selected portion for the CDA:

1. Malala was right
2. Talibaan should be hanged
3. Shahbaz Sharif is pro-Taaliban
4. Nawaz Sharif is a traitor
5. Nawaz Sharif is pro-Indian
6. Nawaz Sharif gave Freedom Fighters' list to India
7. Supporters of Taaliban are equally bad
8. Action should be taken by Genral Raheel

When these topics will be analysed in detail the result would show the pro-Western bent and ideology being supported by the host of the show. For that the historical context needs to be understood.

Now keeping in mind the historical context and overall schemata of the selected discourse to be analysed CDA will become logical. The compere discussed a number of persons and segments in society, namely:

General Raheel Ashraf
 Shahbaz Sharif
 Nawaz Sharif
 Talibaan
 Kashmiri Mujahideen
 Gujral
 Malala Yusafzai

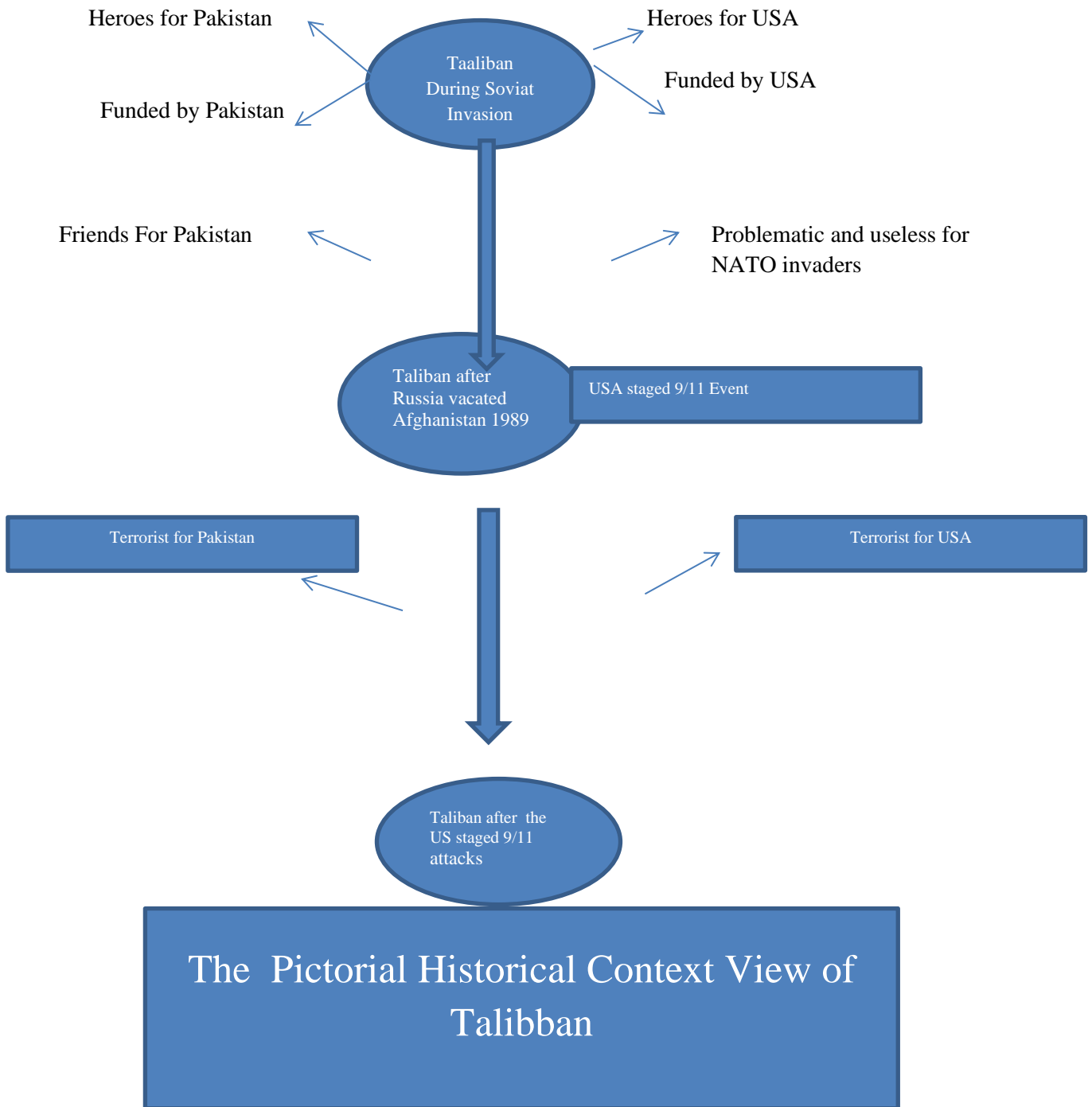
Historical Context Model

Throughout the period of Russian invasion in Afghanistan US was the biggest ally of Mujahideen at Afghanistan. The Cartera administration and Reagan administration in the USA largely armed the Mujahideen, and it is estimated that \$6–20 billion had been spent by the USA and Saudi Arabia but more recent reports state that the USA and Saudi Arabia provided as much as up to \$40 billion in cash and weapons, including over two thousand FIM-92 Stinger surface-to-air missiles, for establishing Islamic groups to encounter the Soviet

Union. During the Russian invasion in Afghanistan USA was the biggest supporter of Afghan (Dixon, 2001). The withdrawal of Soviets from Afghanistan in 1989 was seen as an ideological conquest in the USA, which had backed some Mujahideen groups through three USA presidential administrations to undo Soviet impact in the vicinity of the oil-rich Persian Gulf. The oil rich Persian Gulf countries were the greatest interest of America for which it needed to keep a strong strategic hold in the region and could never afford Russia's domination in the region as it would take away all the oil resources from USA. The Afghan Mujaahideen now given the name of Taliban were well used by USA for this purpose. After the Russians moved away from the land, USA did keep its hold in the area in shape of NATO forces and this was not accepted by Afghans. So clashes between NATO forces and Taliban continued till that time when the stage play of 9/11 was launched to openly put Taliban to an end. All the way from the Russian invasion in Afghanistan, Pakistan was instrumental in supporting the Afghan Taliban before the 9/11 assault. Taliban government in Afghanistan was recognized only by two countries that is Pakistan and Saudi Arabia. Nonetheless, Pakistan's honeymoon with the Taliban terminated soon after the 9/11 attacks. (Viswanathan, 2014). There is a history of rejection of 9/11 that must be recollected. Writing in daily Insaf (September 9, 2003), Masood stated that there was mounting evidence that America actually manipulated the 9/11 incidents to initiate a new policy towards the Islamic world. Quoted in daily Dunya (September 12, 2012) Vice Chancellor of Punjab University Professor Mujahid Kamran, speaking to his academic staff on the subject of 9/11, revealed that America had staged the attack on New York and Washington through its agencies to find an excuse to attack the Islamic world (Ahmed, 2012). Since the power structures and groups control the

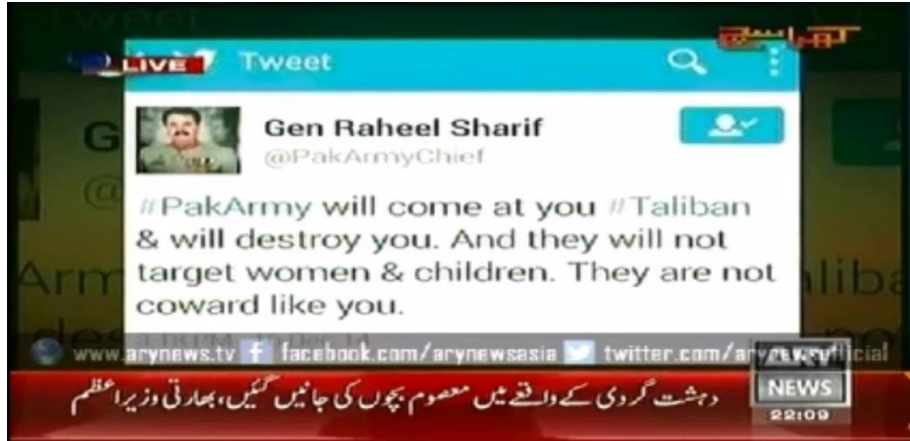
ideologies of the sub groups and the social fabric, the same happened in the Pak USA case. Pakistan till this time is an under developed country and since 1950's is taking monetary and military support from USA. The massive and huge technological, economical and media power and superiority of USA over Pakistan, forces Pakistan to do many unwanted compromises. USA forced Pakistan to break all bondings with Talibaan and terminate them from within the land wherever found. Because of the power structure control of

America, Pakistan gave some of its basis to USA for the Drones to fly and attack wherever they want in the veil of the target named Taliban. Thousands of common civilians, women, children, men were killed in Pakistan by Drones and war on terror ordered by USA. According to a report 25,000 Pakistanis that made 20-30% of Taliban fought under the flag of Talibaan against the occupying forces and this all was supported openly by Pakistani government (Massoud, 2009).



Semantic Micro Structures Communication Acts and Social Meaning: Lexical Choices, Semiotic Study in the Discourse Strands

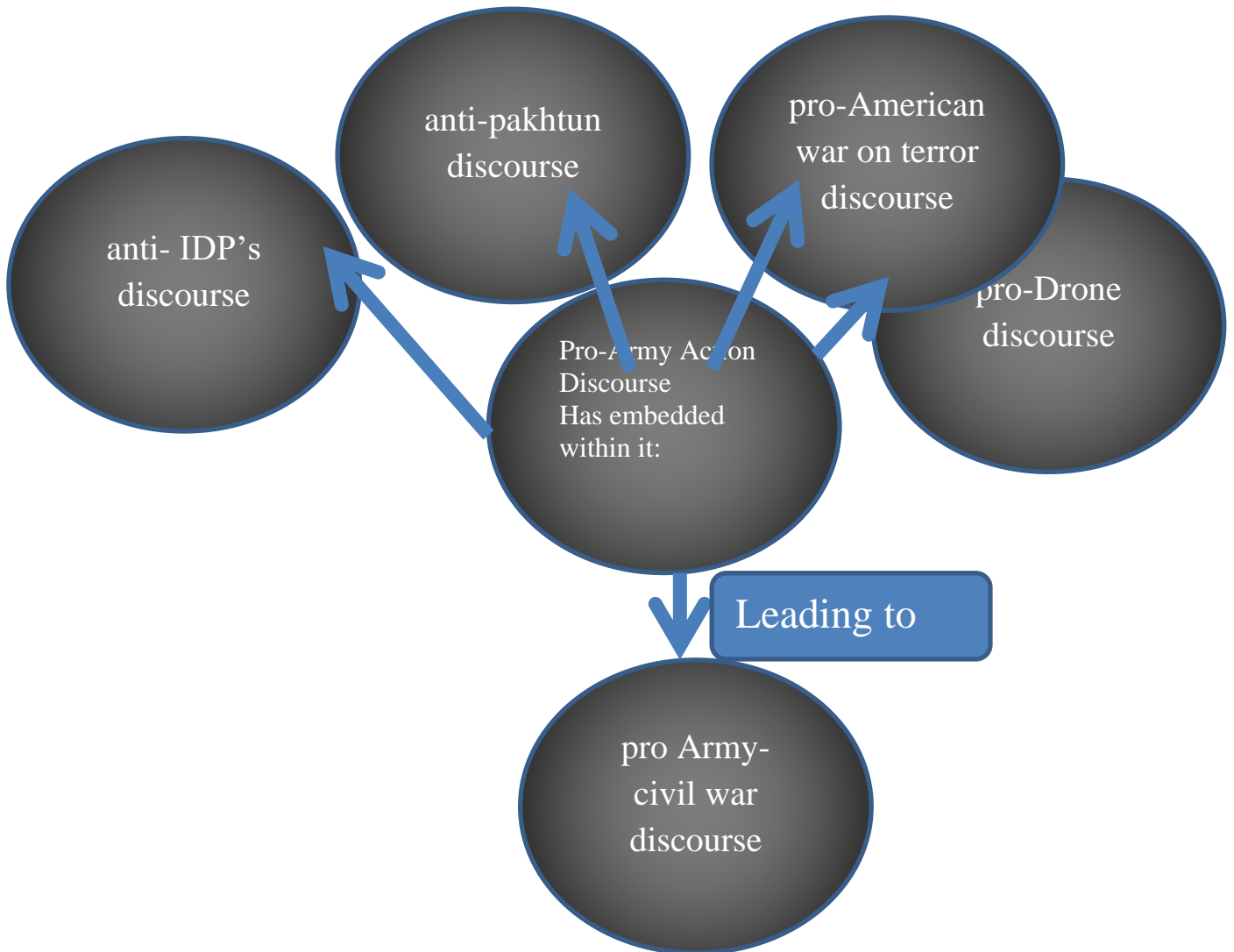
Now the list of defining or quality words and visuals used by the host for each will be seen at micro level



Very positive words are being used while mentioning General Raheel Ashraf and the designation title of General always was used with his name whenever taken. This shows the **respect - of- authority discourse** as **compared to ‘respect - of - humans’ discourse**. This again shows how on ground strategic authority brings respect with it. So it seems like **a pro-Army and thereby pro-power discourse** and since this part serves well the anti-Taliban USA Agenda so it is pro-USA discourse as well. It is quite obvious that in the current situation pro-army discourse

1. **Pro-Army and pro-Army Action Discourse:** Following defining words were used by the host for General Raheel: bohat achi bat hai, tweet, koi filmsatr thori hein, shurroo ho jaein aj.

comprises of many other logically accompanying discourses. The compere when instigates to take strict action against both Taliban and also the supporters of Taliban, he actually supports many other impeding discourses that come as a gift with that. He actually is launching a pro-Army action discourse that has embedded within it pro Army-civil war discourse, anti-internally displaced People’s discourse, pro-Drone discourse, anti-Pakhtun discourse and pro-American war-on-terror discourse. Explained in a sketch:



Thousands of innocent common people suffered in the Army operation areas of Pakistan. People belonging to very respectable families had to leave their houses and live under the open skies or in camps against all such odds of life which they had never faced before. In the past Pakistan Army was a breeze of protection and honour for them but after Pak Army's alliance with the USA war on terror these IDP's have become highly desperate and disillusioned against the protection discourse of Pakistan Army. Similarly US drone attacks on Pakistan have blindly, brutally and

indiscriminately taken thousands of innocent lives of small kids, women, elderly people, and men. All these attacks were also named as war against terror. All these make a feeling in the common public that army is breeding a pro-Drone, anti-Pakhtun discourse, anti-IDP's discourse and that may lead to a generation of pro-army-civil war discourse. Pakistan Army is one of the best Armies of the world but since the top level global power structures find an instable Pakistan more profitable thereby they try to get an unstable Pakistan. This is possible when the Pakistan Army is weakened and its credibility

amongst common people maligned. This nonetheless, is happening and the power structures through using their mass media weapons like the one selected for this discourse analysis, are very systematically putting the things as per their plans.

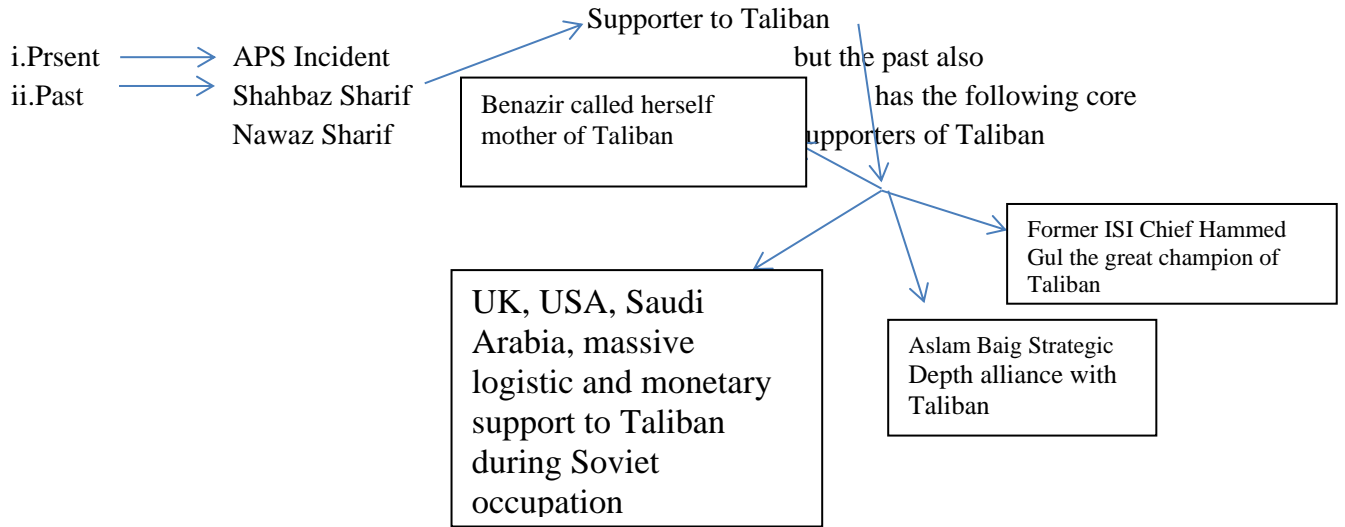
Talibaan-Supporter Discourse

Following words make the defining words for this discourse: Taaliban kay Hami, utnay hi buray, Shahbaz Sharif (the name was taken without any courtesy title or job/designation title)



The host of the show says whosoever is the supporter of Taliban is equally bad. After that he shows a statement of Shabaz Sharif saying the stance of Taliban is the same as ours. So the host has launched a yard stick for measuring who is bad and that is whosoever supports Taliban is

bad. The yardstick made by the host might be correct but let us expose severe polarization in its implementation. Let us have a look at the temporal division of different parts of the talk show.



- iii) Anticipated future → IF THE HOST HAD POWER HE WOULD HAVE HANGED 500 TALIBAN
- iv) Past and Present → Malala truthful in past and present

The discussion of Past at number 2 shows highly polarized score-settling discourse of the host with the government because as per the criteria launched by him for bad people he simply missed out many big names of Taliban's past and present supporters and just could gather the names of Nawaz Sharif and Shahbaz Sharif only.

Kashmiri–Mujahidin Discourse:

Following are **lexical and semiotic choices** to show this discourse while showing painful picture with a bitterly crying kid clinging with the body of his Shaheed relative. The picture shown creates many angles that can be taken. It might be shown to pin point the pain of Kashmiri kids by equating them with the pain of APS kids.

In the tragic incident of APS being discussed, the issue of Taliban being discussed, their supporters being discussed, General Raheel being addressed all seem relevant but to what objectives the Kashmiri Mujahideen were discussed here. The mention of Kashmiri Mujahideen along with the heart pinching picture of the kid, at APS incident

although is very irrelevant but may have been done with a purpose. What purpose that might be? It might be a very subtle and implicit effort to harm the Kashmiri freedom struggle of Kashmiri Mujahideen by mentioning them along with such bleak APS school incidents?

But a question arises a little while ago very few years back the Taliban were also harbouring the same softness in the heart of Pakistani public but it immediately started changing when the Super Power wanted to change it. So if the Super power in future decides to do the same to Kashmiri Mujahideen then what will be the stance of Pakistan? Will the pattern change? One very ironic pictorial contradiction is visible here as shown and discussed below.



Pictorial Contradiction



Shown in the picture is the bitterly crying kid whose beloved relation fell a victim to Indian State terrorism in Indian Occupied Jammu and Kashmir. The height of pain, agony, and distress shown on the face of the kid does not need any transcription to be read. But ironically the running news script at the bottom of screen is displaying a message by current Indian Prime Minister saying

‘Dehshatgardi kay waqey mein Maasoom bachon ki janein gaein’

So a distinction has to be made between maasoom kids and those who are not maasoom. Because the running news script of Mr Moodi on the screen shows pain for the maasoom kids of APS but the same Moodi has taken away from the maasoom Kashmiri kid shown in the picture his right to smile. The painful way the atrocity is broken on this maasoom kid is a shame to Indian Prime Minister and the contradiction between the say and do of Indians, consciously or by chance brought to the face of the world through this picture, should have been taken as enough of a shut up call from Pakistanis to him for they do not require his crocodile tears on bodies of our precious APS kids. False and dirty double standards of Indian nation surfaced quite clearly by this contradiction.

Pakistan-Enemy Discourse:

Following are **lexical choices** to show this discourse:

Pakistani Dushman, Nawaz Sharif ka bayan, Kashmiri mujahideen ki listein, Khufia report, Gujral, Talibaan kay Hamdard, Nawaz Sharif (name was taken plainly without any courtesy title), Indian prime-minister, Pakistani Dushman. The Indian Prime Minister Gujral’s statement in Khabrein about Nawaz Sharif was shown stating Nawaz Sharif call regarding the promised Kashmiri Mujahideen activities’ secret report. Two contradictions are obvious here.

Contradiction I

Whenever a person gets real benefit from another person in secrecy, he or she will never like to leak that source because otherwise the source will be lost. So if really Mr Sharif handed over the real lists and Mr Gujral took the benefit out of it then

- i) Why Mr Gujral is opening his so precious news source to the public?

There are many possibilities

- i) Gujral was handed over dummy lists from which he could not get the pledged benefit.
- ii) Gujral was lying and he never received such a list.
- iii) Gujral was trying to malign Mujahideen against Nawaz Sharif.

The third reason if true is then being the shared objective of both the host and India.

Pro- Malala Discourse:

The compere concluded this segment of his talk on APS kids by saying that:

You Know Is Waqt Kon Sacha Sabit Hua
(...Pause..) Itna Khofnak Itna Bhyanak
Itni Azyatnak
Tragedy Kay Baad (...Pause...)Sacha Kon Sabit
Hua(...Pause..) Malala
Yousafzai(...Pause...)Ji
Malala Yousafzai Us Ko Mannenay Kay Liay
Tayyar Hi Koi Nahi Tha.Yehi Wo Keh
Rahi Thi
Na(..Pause...)Yehi Wo Fanatics Tha Na Jo
Malala Ko Mana Kar Rhay
Thay(...Pause..)K
School Nahi Jana(...Pause)

Subtle Formal Structure of Semiosis:

Just have the look at the screen shot shown above and taken when the compere concluded the topic on Malala Yusafzai. The compere while discussing Malala gave his full attention to the audience looking as if into their eyes and making a point he wants to be focused at the most. Second in this entire talk of about 6 minutes the host induced maximum emphasis and power pauses in

this segment where he talked about Malala. For example:

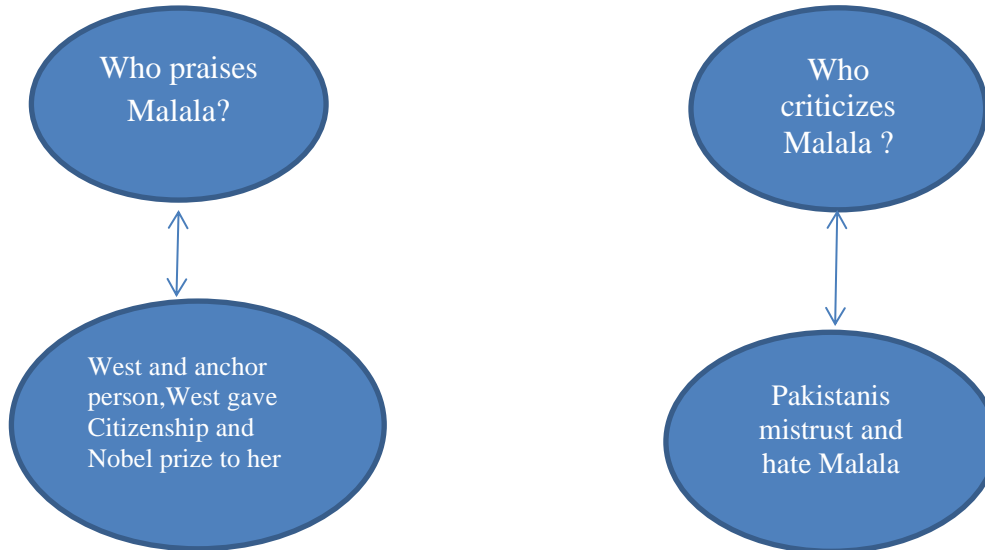
Kon Sacha Sabit Hua (...Pause..)
Itni Azyatnak
Tragedy Kay Baad(...Pause...)
Sacha Kon Sabit Hua(...Pause..)
Malala Yousafzai(...Pause...)
Yehi Wo Keh Rahi Thi
Na(..Pause...)
Ko Mana Kar Rhay Thay(...Pause..)
K School Nahi Jana(...Pause)

Further he consciously repeated her name twice.
Malala Yousafzai(...Pause...)Ji
Malala Yousafzai

So it can be seen that exceptional weightage and importance was given to her by the host.
Note
a parallel here:

Exceptional importance given to Malala Yusafzai
by the West
↕
Exceptional importance given to Malala by the
host

Is it a mere coincidence? Then the next question is who praises Malala?



A revolutionary association says that a number of examples have evidenced that the Nobel Peace Prize is not bestowed on merit. It is conferred upon the flunkies of the West. According to Sartre, it is presented to Western writers and Eastern criminals! (Shehzad, 2002). According to News informer (2013) ranking Malala is amongst the top ten most hated person in Pakistan and stands at the fourth number from top. Further 70% of Pakistani population have severe doubts against Malala and amongst them 20% voice it openly. Pakistanis abhor her because they have evidence that Malala has done a big harm to their country and the media elevated her to the top because she used to write a stealthy documentary for BBC. Pakistanis declare that Malala is a Central Intelligence Agency (CIA) agent deputed to distort and destabilize Pakistan and she was found along with her father with some CIA officers.

Why anchor person's opinion so much matches that of West and why is he taking that much pain to launch and propagate that opinion? The compere through using positive linguistic choices

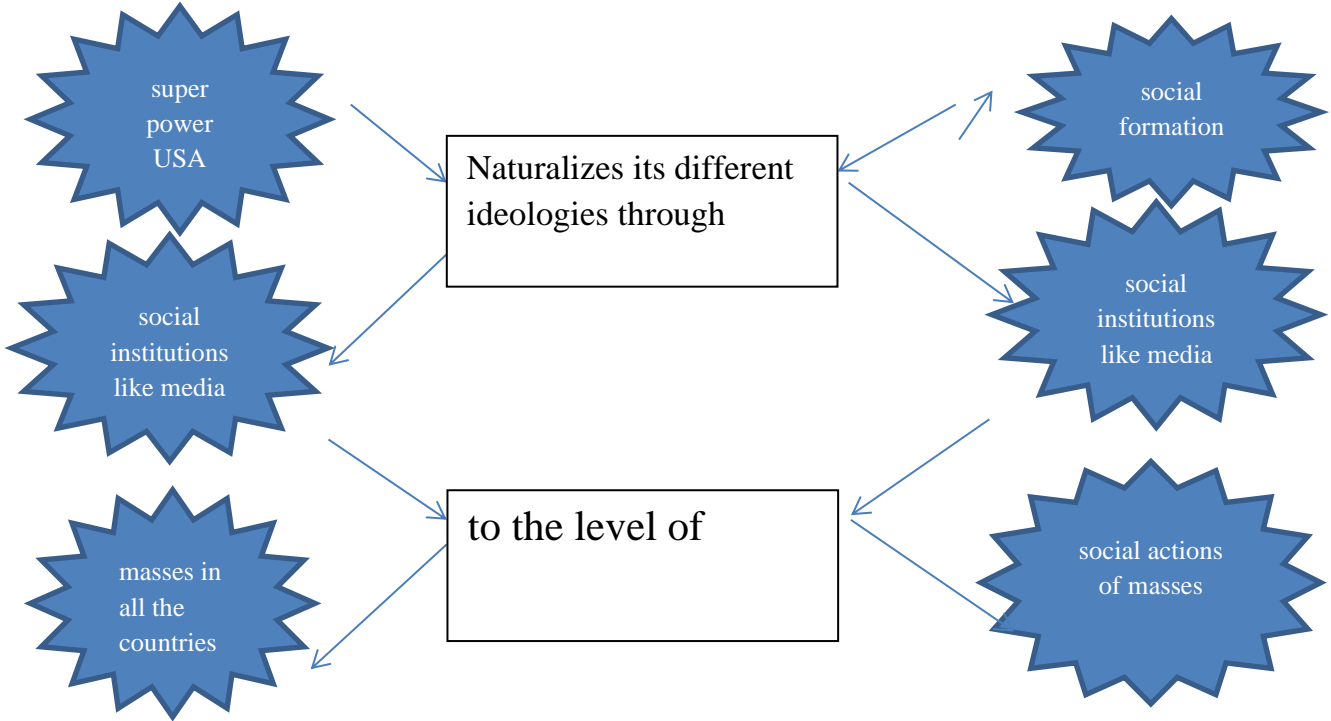
like 'sacha' for Malala is launching a pro-Malala discourse and thereby the pro-Western discourse which by no means can be taken as pro-Pakistani discourse. So the belonging of the compere and his efforts seem to be inclined for the service of West not Pakistan. **So if the compere concludes the APS incident on Malala's favour then the APS incident can be taken as one episode of Malala story staged by the West.**

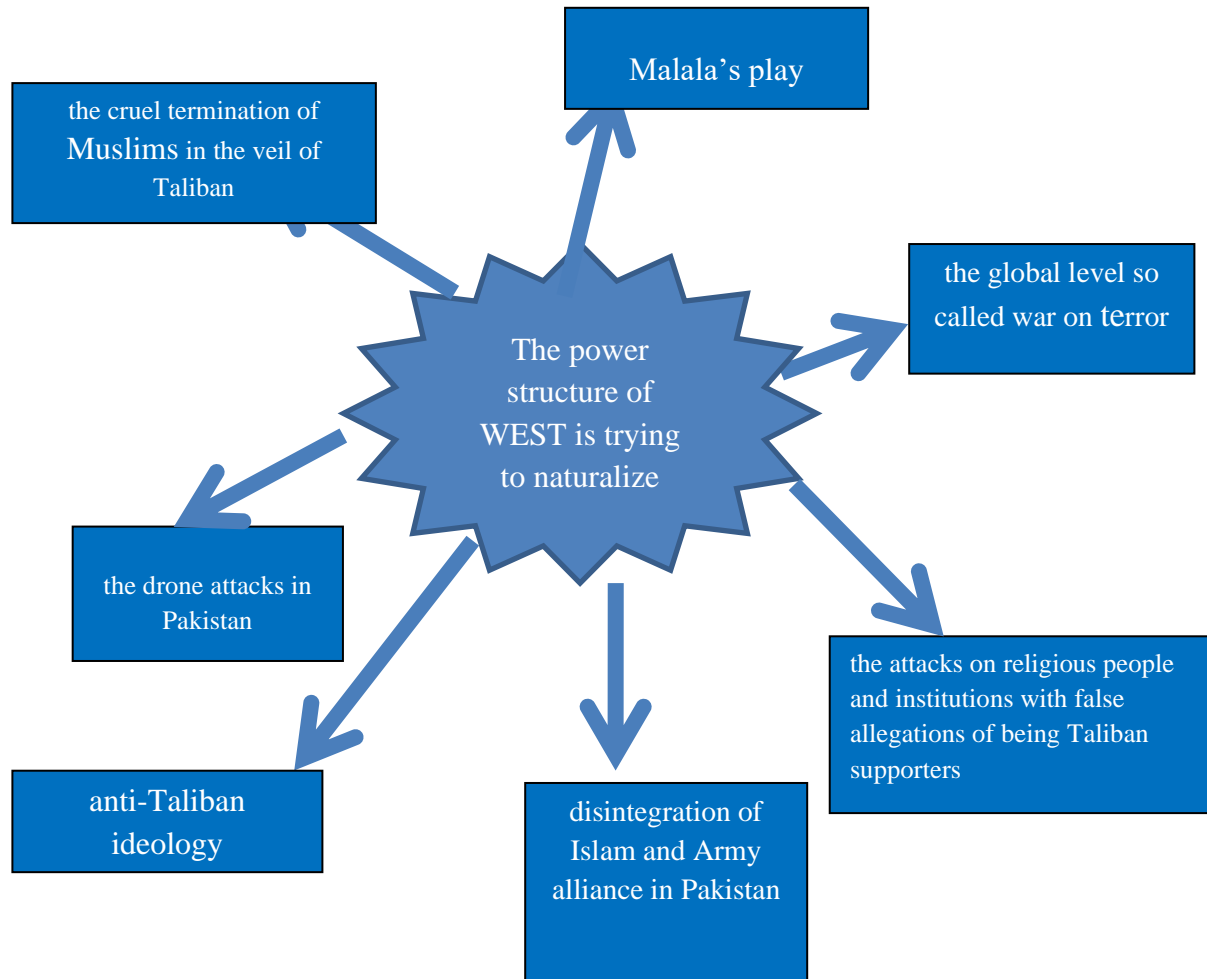
Pro-USA Discourse in Global Societal Context

All the discourse threads of the talk show discussed, combine to form one big discourse that is pro-West discourse, pro-American discourse thereby pro-power discourse. So all the small strands of the talk-show combine together to accord their services to the powerful social formation. The objective of CDA is to expose these power relations. Since the global level economic, strategic, and other power structures are in the control of the super power USA, thereby the super power is having the due might required to naturalize pro-US ideology, and pro-

war-on terror ideology which through using the powerful ideological weapons of media have successfully been almost naturalized to the masses. The Express Tribune (2011) has

published a report confirming US funding for Pakistani journalists and the ARY channel is also named there.





It was very well noticeable that the words, sentences, themes, topics, examples, and references of the host of the program seemed to be working very well for almost all the above mentioned agendas of the USA. Through this analysis a question very vigorously strikes the beams of mind, "Is the host working for USA Agenda?"

5. Conclusion

People of the third world countries take extra advantage of the freedom of expression and it is quite obvious in the social and electronic media communication in Pakistan. All the TV channels in Pakistan have their own policies which are usually unknown by the viewers or public. Media houses produce news in accordance with the decided guidelines and resultantly actual reports are manipulated accordingly. Anchor persons appear on the screen immediately and present their personal opinions as facts. They pursue their personal conjectures and invested interests under the rubric of the channel's policy. There is always some contradiction in the electronic media analysis or reporting of calamitous incidents. The immediate response is usually found contradictory to the fact when the situation is analysed thoroughly. In view of the present study it may be advised to the viewers that they should not get influenced by on-the-spot and immediate interpretations of the experts on electronic media and wait for post incident reports before formulating their personal opinions. Sometimes, tags of the programmes are also misleading. They may be selected quite diligently after thorough deliberations to create impact in accordance with set agenda or propaganda. Additionally it is also to be kept in mind that any linguistic analysis through critical discourse analysis is always open to new interpretations and cannot be considered as totally unbiased and perfectly objective and same should be taken into account for the current research paper. Further research is recommended by broadening the scope of the research to either reconfirm or negate the findings of the current paper. This can be done through increasing the size of the sample or by stretching the time period taken into account etc. Things change over time and same is true for media channels and media persons. Findings of any research need to be reaffirmed for their validity over a period of time.

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