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The Use of Cricket Jargon in Pakistani Media

Abstract: *The purpose of this research is to find out the cricket jargons that are used in politics and media after the political speeches of former cricketer Imran Khan. The purpose of the study is to investigate the unknown views of politicians and media. The nature of the study is fully qualitative for data collection and is based on Fairclough Three Dimension Model. The researchers collected data from January 2021 to September 2022. The data was taken from politicians' speeches, media news channels, and Twitter. The results of this research show that nowadays politicians use cricket jargon to express their thoughts, feelings, and emotions. Politicians and the media of Pakistan use cricket jargon for different purposes, if they condemn, praise, support, and ridicule someone then they use cricket jargon.*

Key Words: Cricket Jargon, Political Speeches, Media news Channels, Twitter

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Introduction

A great blessing for humans is language, it is the essential medium through which humans communicate with each other. People express their thoughts, ideas, feelings, emotions, and thoughts with the help of languages. When people want to get the attention of others, they use more skilful language to easily attract them. However, political leaders also express their thoughts, ideas, and ideology with the help of languages, but they use more attractive and multi-coloured languages to attract their audience for different purposes. According to Haugh (1987), language allows people to

communicate with each other. It suggests that people express their thoughts and ideas because of language. Language is the best medium and people use it to share their thoughts, emotions, thoughts, and feelings with others. Rahman et al. (2021) suggested that political leaders do the same, but they chose effective words to inspire their supporters and enlighten their minds for various purposes.

Many scholars have worked on politicians' rhetorical language and political speeches to determine how their use of rhetorical language in their speeches affects the public interest. Ullah et al. (2021) suggested

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that rhetoric is a skilful language through which politicians influence their audience and persuade them to support or oppose something. Politicians shape the minds of the common people and persuade them with the language of rhetoric.

Many studies on political speeches work on how political leaders use figures of speech and affective language. However, the interest of this study is in the cricket jargon used by politicians in their speeches. Imran Khan is a former cricketer, so he uses cricket jargon in his political speeches, other party members also use cricket jargon in their political campaigns. The study by Ullah, Masroor and Shahabullah (2021) titled 'Politics is a Game' shows that Imran Khan constantly uses cricket jargon in his political speeches for various reasons such as praise, patriotism, power, and criticizing corrupt politicians.

Critical discourse analysis takes a clearly sociopolitical stance towards the study of discourse (van Dijk, 1993: 249), examining the meaning of language in and through social practices (Gee, 1999). Fairclough (2010: 14) emphasizes that critical research including CDA, should be prioritized. Early studies focused on the role of political ideologies in the collective social representation of dissident groups and their members (Van Dijk, 1997), on ways to differentiate a political actor from his or her rivals (Wilson, 1990), or on linguistic-politeness strategies to enhance one's own role in the society.

Political leaders use rhetorical language for their own purposes. They want to get the attention of common people and like other politicians, Imran Khan also wants to get the attention of the audience. Because of this, he mostly uses cricket jargon in his speeches. Many researchers have worked on Imran Khan's political speeches, but the main focus here is on the cricket jargon used by Imran Khan and other politicians for various purposes in politics and on media news channels and Twitter. This research will investigate and interpret the use of cricket jargon by Imran Khan, other politicians, and the media. Therefore, the main focus here is to

explore the cricket jargon in political discourses.

Research Questions

The research has the following questions:

1. Is there any representation of cricket jargon in Pakistani media?
2. Did Imran Khan influence the language of the media?
3. How much did Imran Khan influence the public through the language of cricket?
4. How much do political leaders express themselves through cricket jargon and how much does the media use cricket jargon?

Research Objectives

The research has the following objectives:

1. The purpose of this is to explore the terminology of cricket in Pakistani media.
2. To know how Imran Khan influences media language.
3. To find out that Imran Khan influences people through the language of cricket.
4. To know the use of cricket language by Pakistani media and politicians to express their thoughts and ideas.

Delimitation of the Study

The study is delimited to Imran Khan's speeches, and then it is limited to the cricket jargon that Imran Khan uses in his speeches. The study focuses only on Imran Khan's speeches, in addition, it takes an interest in news channels that use the cricket jargon for a deeper meaning. Along with them, it also focuses on other politicians who use cricket jargon for political purposes.

Literature Review

Political-communicative analysis of language is done for disseminating information, trying to set political agendas, and enfolded political matters (Graber, 1981); or cognitive analysis of language to shape particular mindsets regarding political issues (Lakoff, 1996).

Politicians have been shown to use a whole range of linguistic devices to persuade, including lexical choices, metaphors, metaphors, presuppositions, grammatical structures, and more (Fairclough, 2000).

Rhetoric is the skilful use of language to capture the attention of an audience. Many researchers work on the rhetorical use of language in their studies, focusing on how politicians influence their audiences through the use of rhetorical language. Ullah, Masroor and Shahabullah (2021) suggest that rhetoric is the ability to use language effectively to persuade the audience, they say that rhetoric is considered the core of communication. Van Dijk (1998) claimed that rhetoric is used in political speeches and it is not unexpected that it is used to gain the audience's attention. Wodak (2009) points out that politicians always present speeches and use influential methods to achieve their ideal goals.

There are many speakers and writers passionate to create strong language and attract their audience and reader while using rhetorical language. Rhetorical language provides helpful background. The current study centres on analyzing the wider use of cricket jargon in Pakistani media following Imran Khan's political speeches. Fairclough (2001) stated that power is enacted in two ways; the first is physical strength which takes a lot of time and the second is to polish the mind of the audience by using emotional language because of which the second is better to control others. As Chilton (2004) asserts, language is a classically rich technique to follow the general public that is used by a particular group of people or an individual.

Political discourse as "language in politics" has been studied from a critical perspective in relation to a party, national and global discourse (Fairclough, 2000 & 2006) or various socio-political issues (van Dijk, 1993). Imran Khan uses cricket words to get the full attention of fans, sometimes he criticizes corrupt politicians, praises his party members, expresses his love for the motherland and non-natives and sometimes he uses cricket jargon to show power. Ullah, Masroor and Shahabullah (2021) worked on Imran Khan's

political speech and had the example '*don't ignore the ball*' in this sentence he is talking to the audience in a business case, which means '*don't ignore the opportunity*'. Similarly, in the sentence '*I would like to play now*', he does not mean that the ex-player of the cricket team would like to play cricket again, rather he refers to the political movement that he wants to take part in the elections.

Khalil et al. (2017) worked on Imran Khan's political speech, uncovering how a political organizer uses effective language to express his ideas, a speech delivered at Shaukat Khanum Cancer Hospital two days before the 2013 elections. The obtained results of the work made it clear that Imran Khan used specific rhetorical tools to achieve his appropriate political goals. On the other hand, the study of Naz, Alvi and Baseer (2012) worked on Benazir Bhutto's political speech. Central to the study was the semantic turn examined through Hallidial Systemic Functional Linguistics, the researchers demonstrating that Benazir Bhutto used common linguistic expressions to establish the sympathetic and real contributions of her audience.

Fengjie, Jia and Yingying (2016) claim that the skilful use of language is the art of powerful expression in a useful but invisible way that controls, persuades, and surprises the audience. Their study showed the rhetorical device that appears in oral speech. They notify that it is not easy to get the meaning of the speech, the speech is a small system of communication that expresses the emotional meaning and it takes a little time to get the emotions of the audience. Sibtain et al. (2020) studied Imran Khan's victory speech which he delivered at Prime Minister House. The aim of their work was to explore the speech of the ex-Prime Minister Imran Khan in which he used rhetorical and affective strategies to persuade his audience to follow his ideology. Moreover, Sharifer and Rahimi (2015) researched Obama and Rouhani's speeches at the United Nations in 2013. The purpose of their study was to analyze how they demonstrated their power through effective language.

Politicians use rhetorical language to persuade the audience through their skilful language. Especially, Imran Khan uses cricket jargon in his speeches mostly to promote his ideology. Nowadays, people are more interested in cricket jargon and Imran Khan is a former cricketer so he easily uses the cricket jargon in his speeches. As Ullah, Masroor and Shahabullah (2021) analyzed that Imran Khan uses the word '*twelfth man*' in politics which means that the wicket was dropped so he shows negativity towards the politician. Imran Khan mocks other politicians through cricket jargon. On the other hand, he expresses his love for the motherland, that '*I will play till the last ball*', which means he will fight for his country till his last breath.

Rehman et al. (2021) claimed that political leaders convey their message, ideology, and perspective through rhetorical language. They seize on the rhetorical use of language to express their point of view. Researchers try to reveal the hidden ideology and dream that lies behind the speech. Imran Khan shows the power of politics by using various effective language during his speeches. Baig et al. (2019) stated that politicians try to use rhetorical strategies that encourage the audience to maintain their viewpoints and political points. They successfully persuade the public through the use of various rhetorical devices. Jalilifar and Alavi (2017) studied that politicians also have the power to use physical force to persuade the public and many are controlled through the effective use of skilful language.

In politics, politicians have different kinds of power, but one of the most effective is rhetorical language. Because rhetorical language is more effective and people are easily persuaded through rhetorical language. As Kennedy (2007) suggested, rhetoric is the method by which the public is controlled and persuaded. Afzal and Hasan (2021) studied that language is a positive way of different ideas, so politicians use rhetorical language to construct political discourse and strengthen public confidence in their political agenda. The main goal of a politician is to use effective language and persuade his point of view to gain the audience's attention. Johnson et al.

(2000) suggested that politicians' speeches are planned to persuade the audience. Language is used for a great purpose to control other minds, beliefs, and perceptions. Because of this, politicians use many features of language in their speeches.

After Imran Khan's speeches, the cricket jargons are an important part of politics, now Pakistani media and other politicians also use cricket jargon in their conversations to grab the audience's attention. Ullah, Masroor and Shahabullah (2021) studied that cricket jargons also influence media as 92 News Channel was saying in a bulletin on 29th April 2019 that a '*match between players will be held in Karachi*'. Here, bulletin means '*a public clash in the crowd there in Karachi*'. Here it is clear that the media also influences its audience through the use of the language of cricket.

The above studies show that politicians use rhetorical language to gain the attention of their supporters. As Fairclough (2001) suggests, power operates on the basis of discourse. Therefore, the present study focuses on the political speeches of former Prime Minister Imran Khan and the main point of the study is the cricket jargon in Pakistani media after Imran Khan's speeches. This work focuses on the jargon of cricket, and how Imran Khan, other politicians, and the media use the cricket jargon to capture the attention of the general public.

Research Methodology

This study only focused on cricket jargon following the speeches of former cricketer Imran Khan. In this research, the data from Imran Khan's speeches, media news channels, and tweets of Pakistani politicians have been taken. The nature of this study is entirely qualitative in data collection, representation, and methodology, and is also based on Fairclough's three-dimensional model. The aim of the study is to investigate the cricket jargon in politics as well as media with the help of Fairclough's three-dimensional model. The data was taken from Pakistani media, tweets, and speeches of politicians from January 2021 to September 2022. The mother

tongue of Pakistan is Urdu, all speeches and news available in Urdu were translated into English for data analysis.

Fairclough model which is based on three dimensions (description, interpretation, and explanation), types of words, influence strategies, positivity, and negativity of

politicians was used by the researchers. The researchers collected cricket jargon from the speeches of Imran Khan and other politicians as well as news channels like ARY News, 92 News, and Geo News Channel as well as Twitter. Researchers have observed how political figures impose their ideology on audiences through the use of cricket jargon.

Description of the Text of Cricket Jargon

Table 1

Cricket Jargon Used by the Politicians and Pakistani Media

Cricket jargon	Different Uses
Century	The number of candidates to become a senator has completed a century.
Bouncer	Federal ministers gave a bouncer reply to the PDM strike.
Captain, player	The captain heard the voice of Baluchistan players.
Yorker, Clean bowled	The statement given by the corrupt league was yorked and clean-bowled by Imran Khan.
Head coach	The head coach of PDM retired and settled in London.
Twelfth man	Maulana Fazlur Rehman is like the twelfth man in politics.
Unfit players	How will unfit players compete with Imran Khan's fitness?
Test match, last five-over match	PPP is playing a test match and Maulana wants to play the last five-overs match.
Umpire	Those who deal with the umpire will make such a noise.
Ball, ground	Prime Minister Imran Khan threw the opposition ball out of the ground.
Wickets	Three more wickets were to fall off PDM.
Batting	The Chief Election Commission was batting with them, they were defeated.
Match	They tried their best to keep Imran Khan away from the match.
Clean bowled	Imran Niazi will be clean-bowled.
Game	A foul game has been played by the presiding officers.
Hat trick	In the PTI government, the finance ministers have been removed from their posts and a hat trick has been achieved.
Out	After Asad Umar and Hafeez Sheikh, Hamad Azhar was also out.
Neutral umpire	A neutral umpire demanded the Punjab hydro measurement.
Home ground	The captain is facing defeat at home ground.
Bat	Bat failed; book succeeded in KPK.
Waseem Akram plus	They pushed Wasim Akram Plus into the water when the Exact boat sank.
Playing, won	Zardari and Nawaz Sharif are playing with each other while Zardari has won the game.

Data Analysis and Discussion

The data given in Table 1 shows the frequency of use of cricket jargon. These words are mainly used in political speeches for various purposes and have deep meanings. Indeed, this kind of language easily attracts the audience and has a profound effect on their views. Cricket terms are used for various purposes in politics and media, if politicians condemn, praise, support each other, or show a positive or negative attitude towards someone, then they use cricket jargon. If Imran Khan uses the words of cricket for himself, he shows that he was a strong, honest, and brave cricketer and now he is a great political leader, but he would have used the words of cricket in a negative sense for PDM. He criticizes them for being corrupt. Media news channels also use cricket jargon for their purposes and advertisement that people are more interested in their news.

Politicians always use rhetorical strategies to gain the attention of their audience and achieve goals. For example, on February 14, 2021, ARY News used the headline '*the number of candidates to become a senator has completed a century*', meaning that a hundred candidates filed their documents for the Senate elections. In the language of cricket, the word *century* is used for completing a hundred runs. Imran Khan was a former cricketer and he mostly uses cricket language in his speeches due to which media as well as other politicians also use cricket language. 'Federal ministers give bouncer reply to PDM strike' is another example of ARY News headlines on January 19, 2021. PDM started a strike against the PTI government. The term *bouncer* here means that PTI federal ministers criticized the PDM strike badly.

As another example, '*the captain heard the voice of Baluchistan players*'. Shahbaz Gill said in tweets on 13 February 2021 that Imran Khan always listened to the voice of his party members. Here the *captain* was used to refer to Imran Khan and the *players* used to refer to their party workers. Imran Khan was the captain of his team in cricket, now politicians

call him captain and his party workers are considered players.

The next example is '*the statement given by the corrupt league was yorked and clean-bowled by Imran Khan*'. PTI party worker Firdous Ashiq Awan while talking to the media on February 24, 2021, said that Imran Khan told the corrupt league at which polling station they did not win the election, contest the election again. A *yorker* is a cricket word meaning a straight ball, the *yorker* used here for Imran Khan is a strong and straight answer and *clean bowled* to indicate the weakness of the opposition. Next is '*the head coach of PDM retired and settled in London*'. Speaking to the media on February 14, 2021, she said that Nawaz Sharif has retired from politics and is only coaching from London. *The head coach* uses for the head of the team who gives feedback to his team, but here *head coach* is used for Nawaz Sharif. She also said that '*Maulana Fazlur Rehman is like the twelfth man in politics*'. She criticizes Maulana Fazlur Rehman that who is the *twelfth man* in politics and his wicket was dropped. The *twelfth man* indicates an extra player in cricket. This statement shows that Maulana is not a candidate in politics or has no value. She also had the statement '*How will unfit players compete with Imran Khan's fitness?* She means that corrupt politicians do not compete with Imran Khan's politics, *unfit players* are those players who cannot play cricket, these words are used here for corrupt politicians.

The next example is '*PPP is playing a test match and Maulana wants to play the last five-overs match*'. Former Member of Parliament Sheikh Rasheed said that Pakistan People's Party does not want mid-term elections and Maulana Fazlur Rehman is not a candidate for a major position. That is why he wants early elections. *Test match* refers to a long-duration match in cricket and the *last five-over match* refers to a short-duration game.

PTI party member Murad Saeed said in tweets that '*those who deal with the umpire will make such a noise*'. In the old days when teams played cricket in their country, those teams had their own *umpire*, whenever the team faced any problem, the *umpire* came to help, then that team won the match through the

umpire. So, here *umpire* is used for people who support corrupt people.

Another example is '*former Prime Minister Imran Khan threw the opposition ball out of the ground*' meaning that Imran Khan will not let the opposition get away with the foreign funding case, and the opposition will no longer be a part of politics.

Here are some more examples, '*three more wickets were to fall of PDM*'. Prime Minister Imran Khan said that if he contested the election, PDM would lose three more seats. So PDM was afraid of elections, Imran Khan used the term '*wicket*' for seats here. He said that '*the Chief Election Commission was batting with them; they were defeated chief*'. Here he means that the Chief Election Commission supported them in the election but still they lost. The term *batting* here means supporting them in the election. Imran Khan said that '*they tried their best to keep Imran Khan away from the match*', which means that the oppositions want to keep Imran Khan away from politics, here the word *match* has been used for politics.

Other party members also use cricket jargon in their speeches. For example, PMLN party member Hamza Shehbaz said that '*Imran Niazi will be clean-bowled*'. *Clean-bowled* is used in cricket. He means that he will defeat Imran Niazi in the election. People's Party Chairman Bilawal Bhutto said that a '*foul game has been played by the presiding officers*'. It means that they fought an unfair election through the head of the polling station.

Geo News Channel also uses cricket jargon, some examples of which are provided here such as '*in the PTI government, the finance ministers have been removed from their posts and a hat trick has been done*'.

On April 16, 2021, Geo News headlines said that '*PTI government removed all three finance ministers from their posts, and After Asad Umar and Hafeez Sheikh, Hamad Azhar was also out*', means that after Asad Umar and Hafeez Sheikh, Hamad Azhar also free from their positions. In the bulletin on 28 May 2021, that '*a neutral umpire demanded for the Punjab hydro measurement*'. A *neutral umpire* in

cricket means not to support one side in a team, i.e. Federal Minister for Water Resources Mohsin Laghari demanded a water measure in which one candidate from Punjab and one from Sindh and an unknown candidate from the federation were included.

On 24 December 2021, 92 News Channel presented that '*the captain is facing defeat at the home ground*'. KPK is considering the *home ground* for Imran Khan, which means Imran Khan lost the KPK election. On 21 December 2021, another example from 92 News Channel claimed in the headlines that '*bat failed; book succeeded in KPK*' means that PTI has lost the election in KPK and JUI has won.

Vice President of PMLN Maryam Nawaz said that '*they pushed Wasim Akram Plus into the water when the Exact boat sank*' *Wasim Akram* is a former cricketer and Imran Khan addressed *Wasim Akram Plus* as Punjab Chief Minister Usman Buzdar. It means the PTI government was lost and trapped in foreign funding case so they used Usman Buzdar to their advantage.

Federal Minister for Planning, Development, Reforms and Special Initiatives Asad Umar said that '*Zardari and Nawaz Sharif are playing with each other while Zardari has won the game*' he means that it was known from the first day. That PPP will not resign and Nawaz Sharif wants to run PDM from London, Zardari is smarter than Nawaz Sharif.

Summarizing all the discussion, it proves that the language of cricket is used not only in cricket but also in politics and media. The whole debate is based on different uses of cricket, and how politicians convey their ideas through cricket jargon.

Conclusion

To conclude, language is the essential medium for communication; politicians use rhetorical language to impose their ideology on the public. Imran Khan is a former cricketer, so he uses cricket jargon in his speeches. So, after Imran Khan, other politicians and media news channels also use cricket jargon. The main focus of this research is on the language of cricket used by Imran Khan, other politicians,

and the media. Cricket jargon is not only used in cricket but its use is also enhanced in politics, media, and Twitter. This study has exposed the unseen ideologies of politicians using cricket jargon, especially Imran Khan. Fairclough's three-dimensional model

revealed to the researcher that cricket jargon is used for different purposes in politics and media, politicians use cricket jargon to praise, condemn and support each other. This work will provide further areas of study for other researchers.

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