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Exploring Political Polarization, Shaming and Ideology through Tweeting: A Critical Perspective

Abstract: *The present study is an attempt to identify and address political polarization and shaming in the language of the political discourse of Pakistan on social media. It is an endeavour to examine the hidden patterns in the linguistic choices of politicians for the production, maintenance, and prorogation of their institutional identities. The methodological framework of the study is Norman Fairclough's (1995) three-dimensional model of critical discourse analysis which is employed to analyze polarization and shaming in the language of social media by focusing on the General Assembly Elections of Gilgit-Baltistan held on November 15, 2020. The data has been taken from the Twitter accounts of three parties and their representatives including Pakistan Tehreek-e Insaaf, Pakistan Muslim League (Nawaz Sharif), and Pakistan People's Party. The research data is related to political discourse as it consists of linguistic elements regarding the production, development, dissemination, and maintenance of power, ideology and institutional value. The findings of this study unfold that discourse is an integral component of every individual, group, institute, and nation that produces, promotes and maintains the ideological identity through legitimizing their actions and executing their power. Furthermore, tweets are constructed, formulated, propagated, maintained, and legitimized through ideologically guided power structures and discursive patterns.*

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Key Words: Political Discourse, Polarization, Elections, Ideology, Twitter

Introduction

Language is an important tool used for the accomplishment of a wide range of purposes as it is involved in sharing ideas, emotions, incidents, and experiences. These functions are evident in imparting and gaining knowledge, establishing and maintaining social structures, and finally preaching and propagating

ideologies. Sapir (2016) states that “language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of voluntarily produced symbols” (p. 8) which implies that language serves multiple functions. Moreover, human beings use language to show behaviour, build identities, and enhance the traits of the human race. Language is a unique blessing endowed upon human beings which

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serves as the major reason between the distinction and superiority of human beings from other species (Yule, 1996). Every species has its own mechanism of language production and communication.

The nature and role of language are explained differently by various scholars as Noam Chomsky (1997), gives the definition of language as "a set of (finite or infinite sentences, each finite in length, and constructed out of the finite set of elements" (p. 1). So, the varieties and colours of language are based primarily on 'finite structures.' Some social scientists and linguists believe language as an innate phenomenon while others call it a 'non-instinctive' method. Language is utilized by social institutes to exercise and induce their ideologies and inculcate power among the targeted masses. The exercise of imposing power and controlling the public masses is done over a dominant group of society in the dominated class. Resultantly, the role of language becomes crucial when it is used to create and maintain ideologies of individuals, institutions, classes, groups, and ultimately nations.

Twitter is a popular social media tool which is used by people from all spheres of life and becomes a global platform for people to maintain their existence. People or institutions making use of any media platform utilize different linguistic structures to broadcast their intended message, therefore, each social media platform is reflecting a certain discourse.

Political Scenario of Pakistan

As far as the political scenario of Pakistan is concerned, there are multiple political parties with different mottos and manifestos.

1. The current ruling party is "*Pakistan Tehreek-e-Insaf*", which won the 2018 elections for the first time since it emerged on the political page of Pakistan by securing 149 seats in the National Assembly.
2. Pakistan Muslim League (Nawaz-Sharif), which won 84 seats in the general elections of 2018 and acts as the representative of the opposition in the National Assembly. The motto of PML-N

is to give respect and honour to the public mandate.

3. Pakistan People's Party (PPP) enjoys huge fandom and support in Sindh and it has been ruling as Provincial Government in Sindh for the last ten years. The motto of PPP is to ensure '*Food, Shelter and Clothes*' for everyone.

Research Objectives

The study intends to achieve multiple aims and objectives. However, its primary objectives are:

1. To identify, mark, and explain the linguistic patterns in the tweets issued by political parties for the production and maintenance of their discourse.
2. To highlight political polarization and biased political discourse of Pakistan in electoral processes.

Research Questions

The study aims at answering the following questions:

- What are the linguistic structures adopted by political parties to manifest their policies and ideologies?
- How do different political parties target each other by polarization and shaming?

Literature Review

Discourse deals with the analysis of the fundamental parts of a community and a better understanding of their respective contexts. It tracks how social, political and cultural practices are carried out in society. All the works that include discourse as their research tool are about the systemic examination of the text and speech within a particular context. Fairclough (1995) highlights that discourses are the over-governing patterns of the system that occur in different contexts and discussions. Discourse is an attempt to analyze the ways in which knowledge is constructed and practised socially. Fairclough (ibid) points out that for discourse analysis of speech the "turn-taking" activity is analyzed. It means that discourse is propagated into the ideological and discursive patterns of society which makes discourse more symbolic and

meaningful. Foucault (1972) examines that discourse is an attempt to analyze the ways in which knowledge is constructed and practised socially. It means that discourse is propagated into the ideological and discursive patterns of society which makes discourse more symbolic and meaningful.

Language is a complex network which involves the "operationalization" of discourses at different levels which contributes to the production of new genres by either "generic convergence" or "generic chaining". Within a discourse, ideology and power play a vital role as discourse analysis provides an overall methodology to answer the problems of social research (Wodak, 2009). The patterns of ideology and power are a fundamental part of society and discourse acts as an investigating tool for analyzing the power and ideological practices. The involvement of discourse within different zones of knowledge is creating new styles and patterns of discourse in addition to the creation of new institutions of knowledge (Fairclough and Graham, 2000). According to Kress (1990), CDA aims to unveil the role of discourse in sexism and racism, the role of power and its legitimization in society and the production of consent

The practical functioning of CDA requires knowing 'how to do CDA' which is dependent upon the right formulation of the postulates and aims of CDA (van Dijk, 1995). The socioeconomic operations of life and daily activities of life are discourses in a way that society and economy are the prime discursive pillars of society (Wodak, 1999). The socioeconomic operations of life include multiple facets and discourse is the analysis of a particular language in a specific context due to its social influence and contextual shape (Saussure, 1998).

Media serves as a mean of spreading information and a source of communication which implies that it is a basic abstract entity that makes and breaks ideologies and therefore, it enjoys hegemony over the masses by controlling their views and beliefs. Blommart & Blucaen (2000) enlists the number of fields and topics included in the CDA for instance the analysis of

media, politics, law, religion, ideology, race, gender, language, power, and knowledge. In the world of growing technology and virtual hype, social media plays a central role in numerous affairs of life including media and politics. Media is the manifestation of ideological discourse (Fowler, 1979). The involvement of media in politics and dependence of politics on media becomes an everyday matter. However, in either of the two scenarios, the element of polarization is clearly visible.

The term Political Discourse Analysis (PDA), is not clear in the sense that it requires the proper meaning and detail of what discourse is and how it becomes political. However, the political discourse can be interpreted in a way that Political Discourse Analysis is concerned with the examination of the "political discourse", yet there is a need to elaborate on what factors and elements make any discourse political. Heywood (1997), defined politics as the exercise of power and authority by an institution and the building of collective opinions, the allotment of resources and assets and the practice of manipulation and deception. There are certain factors which make any discourse social, religious and political. In Pakistan, political parties are shifting to virtual means of communication like Twitter to produce and disseminate their ideologues and agendas. Political discourse is a communication that refers to the ideological body of knowledge and has different sources for its communications like channels, media talk, and social media platforms. (Cap and Okulska, 2013).

The political manifestos are analyzed by research conducted by PIDE (Pakistan Institute of Development Economics), done by Kemal, Musleh ud Din, and Khalid, Siddique (2013). This research study deals with the "domain of Economics and Political Science" as its research objectives were to enhance the political vision of Political Parties of Pakistan while dealing with economic issues. Furthermore, a research study was conducted by the Pakistan Institute of Legislative Development (PILDAT, 2012), that aimed at examining the Election manifestos of three political parties in Pakistan. Currently, the polarization is getting intense between the ruling party, Pakistan Tehreek-e-Insaf, and the joint

movement of opposition parties. The present polarization between the PTI and the rest of the 11 so-called political parties and factions is not new. It is a continuation of the same historical pattern, only the main characters have changed (Raees, 2022).

Political polarization is at its peak in Pakistan as ‘*bitter language*’ and ‘*tough verbal exchanges*’ are evident in the press conferences of the government members and opposition representatives. Moreover, the politicians target each other in the form of personal attacks and ‘*verbal duels*’ that add more fuel to the political fire and the image of politicians is shattered among the general public. The power struggle of Pakistani political parties is marred by shaming and polarization which includes harsh words and severe verbal attacks. Today these verbal duels often involve the use of words hardly appropriate for members of parliament to exchange. Words matter and harsh words have consequences for how politicians are perceived by the public. (Lodhi et al., 2022). The current study aims to analyze the political abuse and language shaming in the General Elections held in 2020 in Gilgit-Baltistan. Gilgit-Baltistan was founded in 1970 by merging the Gilgit Agency, and Baltistan region along with the states of Nagar and Hunza (Holden, 2014).

Data Collection and Theoretical Framework

Research Data

This research comprises data from tweets by three political parties. The political parties taken into consideration are “*Pakistan People’s Party (PPP)*, *Pakistan Muslim League Noon (PMLN)*, and *Pakistan Tehreek-e-Insaf (PTI)*”. The leading parties that make up the major political skeleton of Pakistan. The data of the present study is taken from the tweets of political leaders of the respective parties. All the tweets are about the general assembly elections of Gilgit Baltistan held in December 2020. All the under-study tweets are recent to analyze the political polarization and language shaming, keeping in mind the country’s current political scenario. Therefore, the data is taken according to the

purpose. The tweets cover the election campaigns and results of Gilgit-Baltistan.

Discourse is having multiple folds and various forms in society as it is not restricted to texts and written statements rather it covers the thoughts and assumptions included in their production as well. The three-dimensional model has been applied to do a Critical Discourse Analysis of tweets by Pakistani Political Parties in the context of the electoral process of Gilgit-Baltistan.

Research Variables

This research aims at the exploration of following research variables by the analysis of the data of tweets by three political parties,

1. Political polarization
2. Political language shaming
3. Online targeting of rival parties, and
4. Electoral process

Methodological Framework

Fairclough (1995) provided a detailed tool and comprehensive model to explore different discourses prevalent in society. It is a methodological framework that helps in the recognition and analysis of the implicit ideologies and hidden power structures evident in the social institutes and their institutional identities. The Fairclough (1995) Three-dimensional Model is further divided into three stages,

1. Descriptive
2. Interpretation
3. Explanation

Description

In the first stage of the Fairclough three-dimensional Model, discourse is considered as text as it describes the descriptive elements and components of discourse present in the text. The defining features of the reader are searched by looking at the answers to ten questions formulated by Fairclough in this stage. The questions to be asked at the description level are given in the book language and power (1995) by Fairclough.

1. Vocabulary

2. Grammar, and
3. Textual Structure

Interpretation

Interpretation is mainly linked with the "process analysis" built into a particular discourse. At this level, Fairclough deals with the production and consumption of text as it focuses on the text-producing agents and the text consumers. The interpretation stage of the three-dimensional model is linked with the text and highlights the textual context as the text is formulated on certain discourse patterns. Therefore, a relationship between discourse and text becomes the major element of the inter-textual domain. Thus, to interpret inter-discursive and inter-textual contexts. (reference)

Explanation

In this stage of Fairclough's (1995) three-dimensional model, the structures and practices of social intuitions are studied. The social importance of power, domination, and other discursive practices is highlighted in this section. It also clarifies the dialectic of social exercise, i.e., discourse and social structures. In this stage, the main concern is depicting discourse as a social practice and indicating its production and dissemination in society.

Data Analysis

Data Analysis includes nine tweets from the Gilgit-Baltistan Election as prime variables of Pakistan Political Discourse which are analyzed by applying the Fairclough Model of Critical Discourse Analysis. The tweets are taken from the Twitter accounts of the leading leaders and members of the concerned political parties.

Tweet 1

"Incredible enthusiasm amounts to the people of Gilgit Baltistan at the Jalsas. As the election date comes near, we are emerging as the most popular party in the region."

Introduction

This tweet is taken from the official Twitter account Pakistan Tehreek-e-Insaf having the username of @PTIofficial. The formal party

accounts provide the party plans and policies, significant functions, necessary actions, and agendas to be discussed in the pipeline. The most productive job of this account is to update the public with the details of the daily matters and proceedings of the PTI. This tweet was issued on November 14, 2020, at 8:24 PM.

Description

While doing a critical discourse analysis of the text, a researcher related the tweet's text and mentioned it under the preliminary questions highlighted in the description stage of Norman Fairclough's CDA model. The answers featuring the ten pivotal questions of the text under study are:

Lexicalization or Ideologically Loaded

Words: "Incredible Enthusiasm", "Gilgit-Baltistan", "Jalsas", "emerging", "popular party", "region"

Choice of Mode: Declarative

Tone: Informing, Predicting

Tense: Present

Nominalization: "Incredible Enthusiasm", "Gilgit-Baltistan", "region"

The Information Focus

The people's enthusiasm for Gilgit-Baltistan is seen in their participation and presence at the PTI's political Jalsas. The popularity of PTI is increasing rapidly in the region before the actual conduction of the elections.

Interpretation

In this tweet, the official media cell of Pakistan Tehreek-Insaf highlights the PTI's popularity in Gilgit-Baltistan. It says that the "incredible enthusiasm" manifested by the people of Gilgit-Baltistan is a good sign for PTI as it serves as a significant political advantage in the region over other rival parties. It also shows the political moves of PTI in the electoral comparison of Gilgit-Baltistan by using the word "jalsas," which PTI is conducting throughout the major cities and minor towns of Gilgit-Baltistan. It is

doing so to convey the party manifesto and the future policies about Gilgit-Baltistan so that the trust of local people can be earned. @PTIofficial is predicting that PTI's progress in the election campaign so far and the enthusiasm of the people of Gilgit-Baltistan at the political jalsas is a clear manifestation of the future popularity and expected triumph of PTI in the coming election.

Text 2

“Gilgit-Baltistan rejecting the narrative of dynastic political parties.”
#ہو گئی انصاف کی جیت

Introduction

This tweet is taken from the official Twitter account Pakistan Tehreek-e-Insaf having the username of @PTIofficial. @PTIofficial serves as an index to the everyday affairs and leading agendas of the PTI, either about central Government or regarding other trivial party matters. It is the formal party accounts that provide the party plans and policies, major functions, necessary actions, and agendas to be discussed in the pipeline. The most productive job of this account is to update the public with the details of the daily matters and proceedings of the PTI. This tweet was issued on November 15, 2021, at 6:25 PM.

Description

While doing a critical discourse analysis of the text, a researcher related the text of the tweet and mentioned it under the preliminary questions highlighted in the description stage of Norman Fairclough's CDA model. The answers featuring the ten pivotal questions of the text under study are:

Lexicalization or Ideologically Loaded Words: Gilgit-Baltistan, rejecting narrative, dynastic political parties

Choice of Mode: Declarative

Tone: Informing

Nominalization: “Gilgit-Baltistan”

Tense: Present

Vocabulary: Simple and Formal

Syntactic Construction: Minimalistic (only one sentence)

The Information Focus

The people of GB are politically educated enough as they are rejecting the old parties and choosing PTI as their new leadership in their respective regions.

Interpretation

In this tweet, the main notion of emphasis is the near triumph of Pakistani Tehreek-e-Insaf in the coming elections of Gilgit-Baltistan. The official Twitter account of the party says that the people of Gilgit-Baltistan are “rejecting” the old and remote political tactics and propaganda of “dynastic political parties.” The official account of PTI is directly aimed at the rival party in the Gilgit-Baltistan election contest by calling them “dynastic”. This text comprises a single sentence having simple grammatical construction in addition to the plain choice of words. Gilgit-Baltistan acts as the nominative in the sentence in which a statement is being declared by the entity called @PTIofficial. The tone of the sentence is informing as it is giving information about the near victory of PTI in the electoral process against the rival parties. The tense of the sentence is present, and it has an active voice. Moreover, the intended message of the text is clear.

It is not only an attack on the other political parties, but it also manifests linguistic polarization in the political scenario of Pakistan. @PTIofficial predicts that the future belongs to PTI as the people of Gilgit Baltistan are aware enough to choose PTI over those “dynastic” parties. Also, the basic purpose of the above tweet is to pressure the opposition (including PPP and PML (N)) regarding the huge support of the people of GB for PTI. The linguistic choices of the official Twitter account of PTI implicitly manifest that in the history of Pakistani politics, no party was able to serve the nation wholeheartedly. It is only PTI that can feel the voices of the public and act accordingly. Therefore, the understudy account is killing two birds with one stone, firstly by rejecting the

political narrative of opposition and secondly by appreciating the policy of Pakistan Tehreek-e-Insaf.

Text 3

“CEC GB expresses satisfaction over election arrangements. This alone is the biggest testimony that the opposition's tantrums about rigging are a farce. It's written on the wall that GB elections have been free and fair.

“#ہو گئی انصاف کی جیت

Introduction

This tweet is taken from the official Twitter account Pakistan Tehreek-e-Insaf having the username of @PTIofficial. @PTIofficial serves as an index to the everyday affairs and leading policies and practices of PTI either about central Government or regarding other trivial party matters. It is the formal party accounts that provide the party plans and policies, major functions, necessary actions, and agendas to be discussed in the pipeline. The essential job of this Twitter account is to update the public with the details of the daily matters and proceedings of the PTI. This tweet was issued on November 15, 2020, at 6:46 PM.

Description

While doing a critical discourse analysis of the text, a researcher related the text of the tweet and mentioned it under the preliminary questions highlighted in the description stage of Norman Fairclough's CDA model. The answers featuring the ten pivotal questions of the text under study are:

Lexicalization or Ideologically Loaded Words: “CEC (Chief Election Commissioner)”, “GB”, “satisfaction”, “election arrangements”, “testimony”, “rigging”, “farce”, “opposition's tantrums”, “written on the wall”, “free and fair”

Choice of Mode: Declarative

Tone: Positive, Mocking

Modality: Certainty

Nominalization: ECP, GB

Agentless Passive Voice: Been free and fair

The Information Focus

The arrangement of the electoral process in GB, as well as its conduction on the polling day, is satisfactory and smooth as far as the role of the Government is concerned. The allegations and accusations of the opposition are nothing but a political drama.

Interpretation

In this tweet, @PTIofficial is giving a guideline about the preliminary arrangements done in the preparation and execution of the Gilgit-Baltistan elections formally. The above text has a plain grammatical construction as three simple sentences are logically linked together in a sequential manner. The vocabulary includes the usage of the superlative degree of the adjective “biggest” as well as an idiomatic expression like “written on the wall” and “free and fair.”

The tweet clarifies that the chief election commissioner of Gilgit-Baltistan has expressed “satisfaction” over the arrangements made regarding the GB elections. The official political account of PTI is giving an update about the progress of election arrangements to prove that there is nothing cooking inside, as said by the opposition.

The official media account of Pakistan Tehreek-e-Insaf takes the rivalry and accusations of the opposition seriously and presents a counterargument by pointing out that PTI is not doing anything with the ECP in Gilgit-Baltistan that would promote corruption and gambling in the voting process. @PTIofficial says that there is no truth in the wolf cries of opposition regarding vote snatching, and it's just a part of their “political tantrums.” It implies that the claim of opposition parties about the “rigging” in the election is false, and it's merely a drama. The stance of the opposition does not hold any truth. The victory of PTI is not fair, and there is no doubt about the free and fair conduction of the Gilgit-Baltistan elections.

Tweets From Pakistan Muslim-League Nawaz Sharif

Urdu Text

گلگت بلتستان میں پی ٹی آئی کا نہ پہلے کوئی وجود تھا نہ اب ہے۔ اسکو بھیک میں ملنے والی چند سیٹیں دھونس، دھاندلی، مسلم لیگ ن سے توڑے گئے امیدواروں اور سلیکٹرز کی مرہون منت ہیں۔ وفاق میں موجود حکمران جماعت کو پہلی بار یہاں ایسی شکست فاش ہوئی ہے۔ یہ شکست آنے والے دنوں کی کہانی سنارہی ہے

Transliterated Text

"Gilgit Baltistan mein PTI ka na pehly koi wajood tha na ab ha. Us ko bheak mein milny wali Chand seatyn dhons, dhandli, Muslim league Noon sy torhy gay umeedwaron aur selectors ki marhoon_e_minnaat hain. Wafaq mein mojud hukmaran Jamat ko pehly bar Yahan Shikast_e_Fash hui ha. Ye shikast any waly dinu ki Kahani suna rahi ha."

English Text

"In Gilgit-Baltistan, the PTI has never existed before or now. The few seats it got in begging are due to bullying, rigging, disqualified candidates, and selectors from PML-N. Has happened This defeat tells the story of the days to come."

Introduction

This tweet is taken from the official political account of Maryam Nawaz Sharif. She is serving as the vice president of the Pakistan Muslim League (Nawaz Sharif) after the illness and stay of her father, Mian Muhammad Nawaz Sharif. Maryam Nawaz, also widely known as Maryam Safdar, is the caretaker and guardian of PML (N) after her father's plight. She is the prime representative of PML (N), the opposition party in the parliament. This tweet was issued regarding Gilgit-Baltistan Elections. It was published on November 16, 2021, at 11:55 PM.

Description

While doing a critical discourse analysis of the text, a researcher related the tweet's text and mentioned it under the preliminary questions highlighted in the description stage of Norman Fairclough's CDA model. The answers featuring the ten pivotal questions of the text under study are:

Lexicalization or Ideologically Loaded

Words: "Gilgit-Baltistan", "PTI", "never existed", "before", "now", "begging", "bullying", "rigging", "disqualified candidates", "selectors", "PML-N", "days to come"

Choice of Mode: Declarative, Assertive

Tone: Informing, Exposing

Connectors: "so", "and"

Negation/Negative: "never existed"

Tense: "past", "present"

Nominalization: "PTI", "Gilgit-Baltistan", "PML-N"

The Information Focus

The success of PTI in the GB elections is due to the rigging and stealing of votes that it did in the electoral process. The success of PTI is not earned justly; instead, it is snatched by committing rigging and bullying.

Interpretation

In this tweet, Maryam Nawaz Sharif is directly targeting her rival party, PTI, by highlighting the unfair ways adopted by it to earn the victory in the electoral process of GB as she says that the clean sweep victory of PTI is out of the question because people in this region "never knew" PTI before. The text consists of a time clause in which the political position of PTI is explained, and it provides the list of unfair means adopted by PTI to gain the Government. There is also a prediction about the defeat of PTI. The grammar and vocabulary of the tweet are simple and plain.

In fact, Maryam Nawaz is questioning the so-called victory of PTI by calling the whole electoral process "suspected" because, according to her claim, if PTI was not known in this region before the election, then how it can sweep the election so smoothly. It also infers that the immense victory of PTI is because of the "bullying," "rigging," and vote theft that it did open in the general elections of Gilgit-Baltistan. Not only this, but PTI was also involved in the disqualification of PMN (N) members so that

PML (N) could not participate actively in the elections, and there were more chances for PTI to win. She also denies the victory of PTI by saying that it only won a “few seats,” contradictory to its claim of tremendous victory. Maryam Nawaz is directly calling out its rival party to justify its victory won by begging, bullying and rigging

Text 2

Urdu Text

گلگت بلتستان کے بہادر لوگو! اس دھاندلی سے ہمت نہیں ہارنا۔ ریت کی یہ دیوار گرنے والی ہے۔ کٹھ پتلی کا کھیل ختم ہونے کو ہے۔ انشاء اللہ"

Transliterated Text

“Gilgit_Baltistan k bahadar logon...! Is dhandlii Sy Himatt nai harna. Rait ki ye deewaar girnyyy wali ha, kathputlii ka khail khatam hony ko ha. In Sha Allah!”

English Text

“Brave people of Gilgit-Baltistan! Do not be discouraged by this fraud. This wall of sand is about to fall. The game of puppets is coming to an end. God willing!”

Introduction

This tweet is taken from the official political account of Maryam Nawaz Sharif, who is serving as the vice president of the Pakistan Muslim League (Nawaz Sharif), after the illness and stay of her father, Mian Muhammad Nawaz Sharif. Maryam Nawaz, also widely known as Maryam Safdar, is the caretaker and guardian of PML (N) after her father's miserable plight of corruption cases and overseas stay afterwards. She is the prime representative of PML (N), which is the opposition party in the parliament. This tweet highlights the electoral process of the Gilgit-Baltistan General Elections, in which PLM (N) lost. The tweet agrees with the primary objectives of the study as it unveils political polarization in addition to language targeting and

language shaming. This tweet was issued on November 16, 2020

Description

While doing a critical discourse analysis of the text, a researcher related the text of the tweet and mentioned it under the preliminary questions highlighted in the description stage of Norman Fairclough's CDA model. The answers featuring the ten pivotal questions of the text under study are:

Lexicalization or Ideologically Loaded Words: “Brave people,” “Gilgit-Baltistan,” “fraud,” “wall of sand,” “game of puppets”

Choice of Mode: Declarative, Imperative

Tone: Appreciative, Predictive, Hopeful

Negation/Negative: Do not (Don't)

Nominalization: “Gilgit-Baltistan”

Idiomatic Expression: “wall of sand,” “game of puppets”

The Information Focus

The people of GB are brave to stand with PML (N) even if PTI did rigging and snatched the right of PML (N) by fraud. Still, the hopes of the people of GB are alive, and the Government of PTI will fall like a wall of sand.

Interpretation

In this tweet, the chairman of PML (N), Maryam Nawaz Sharif, is addressing the people of Gilgit Baltistan by targeting and abusing the rival and the ruling party, PTI. This text includes an exclamatory clause that appreciates the people of Gilgit-Baltistan and gives hope to them for not falling discouraged by the fraud done by PTI. It comprises instruction and includes a prediction as well. It includes two idioms.

In the first part of the text, she appreciates the bravery of the people of GB, whose vote bank was supposedly robbed by PTI. She is giving hope to them by calling them "brave" and instructing them to stay "courageous." Maryam Nawaz mentions that the people of GB are brave, and they do not deserve the robbery of their opinion and vote have done exclusively by PTI,

and on this theft, she instructs them to stay courageous and steadfast. The people of GB are brave to stand with PML (N) even if PTI did rigging and snatched the right of PML (N) by fraud. Still, the hopes of the people of GB are alive, and the Government of PTI will fall like a wall of sand. According to her, the "fraud" done by PTI is going to be exposed soon, and the Government in the Gilgit-Baltistan region is going to fall like a "wall of sand". In addition to this political targeting, she also curses the Government of PTI in GB by declaring it a "game of puppets."

Text 3

Urdu Text

پوری ریاستی طاقت، حکومتی اداروں، سرکاری مشینری کا زور زبردستی اور جبر کے ہتھکنڈوں سے وفاداریاں تبدیل کرانے اور بدترین دھاندلی کے باوجود سادہ اکثریت بھی حاصل نہ کرنا شرمناک شکست ہے۔ ہارنے والوں کو "لوتا پارٹی" سے دگنی سیٹوں کا ملنا کٹھ پتلی پر عوام کا عدم اعتماد ہے۔

Transliterated Text

"Puri ryaaasti taqat, hakoomti idaaron, sarkari machinery kay zor zbrdasti aur jabar k hathkandon Sy wafadariyan tabdeel kraany aur bd'tareen dhandlii k bawjood sadaa aksariyat bhi hasil na krna sharmnaak shikast ha. Harny walon ko "Lota party" Sy dugniii seaton ka milna kathputlii pr Awaam ka adam'Aitmaad ha."

English Text

"It is a shameful defeat for the entire state power, government institutions, and government machinery to change allegiances by force and coercive tactics and not even get a simple majority despite the worst fraud. The losers getting double the seats from the "Lota Party" is public distrust of the puppet."

Introduction

This tweet is taken from the official political account of Maryam Nawaz Sharif. She is actively continuing her political journey by currently serving as the vice president of the Pakistan Muslim League (Nawaz Sharif) after the illness and stay of her father, Mian

Muhammad Nawaz Sharif. Maryam Nawaz, also widely known as Maryam Safdar, is the caretaker and guardian of PML (N) after her father's plight. She is one of the central party representatives of PML (N), which is the opposition party in the parliament. This tweet was issued on November 16, 2020, at 11:56 AM.

Description

While doing a critical discourse analysis of the text, a researcher related the text of the tweet and mentioned it under the preliminary questions highlighted in the description stage of Norman Fairclough's CDA model. The answers featuring the ten pivotal questions of the text under study are:

Lexicalization or Ideologically Loaded

Words: "Shameful defeat", "state power", "government institutions", "government machinery", "allegiances", "coercive tactics", "simple majority", "worst fraud", "Lota party", "distrust"

Choice of Mode: Declarative, Assertive

Tone: Disappointing, Lamenting

Connectors: "and"

Negation/Negative: "not even"

Political Slang: "Lota Party"

The Information Focus

The Government formed by PTI after winning the elections is the worst fraud. All the major machinery and executive body of the country are going to suffer after this.

Interpretation

In this tweet, Maryam Nawaz Sharif is commenting on the Government formed after the so-called success of Pakistan Tehreek-e-Insaf in Gilgit-Baltistan. The text is originally translated from Urdu. The grammar and vocabulary are simple. The present tense is used. The basic purpose of this text is to highlight the consequences of the PTI government in GB. The phrase "Lota party" is used from the regional political vocabulary of Pakistan, which stands for a party that has no narrative of its own, and its members keep on changing sides.

She addresses the victory of PTI in a quite disappointing way as she says it is a “shameful defeat” to the whole governmental system, including “state power,” “institutions,” and “machinery.” In other words, she is implying that PTI is only able to get success by paralyzing all other aspects of Government. Maryam Nawaz is predicting that the “worst fraud” government formed by PTI after winning the elections is the worst fraud. All the major machinery and executive body of the country are going to suffer after this.

Tweets from Pakistan’s People Party

Text 1

“My election has been stolen. I will be joining the people of Gilgit-Baltistan in their protest shortly.”

Introduction

This tweet is taken from the official Twitter account of the Chairman of Pakistan People’s Party, Bilawal Bhutto Zardari, who leads the party from the front after the assassination of his mother, Benazir Bhutto the illness of his father, Asif Ali Zardari. Bilawal Bhutto is considered one of the famous political leaders of Pakistan because of his solid political background, and an element of foreign growth also adds popularity to his political upbringing. In Gilgit-Baltistan general elections, he conducted a thorough election campaign and gave tough times to the rival parties. He visited the big cities and small towns of Gilgit-Baltistan to spread the manifesto of the Pakistan People’s Party. This tweet from his Twitter account, @BBhuttozardari, highlights the aftermath of political campaigns as Bilawal Bhutto rejects the electoral process. This tweet was issued on November 16, 2020, at 1:45 PM.

Description

While doing a critical discourse analysis of the text, a researcher related the tweet’s text and mentioned it under the preliminary questions highlighted in the description stage of Norman Fairclough’s CDA model. The answers featuring

the ten pivotal questions of the text under study are:

Lexicalization or Ideologically Loaded Words: “My election”, “stolen”, “people of GB”, “protest”

Choice of Mode: Declarative

Tone: Rejecting, Warning

Relational Modality: Will

Passive Voice: has been stolen

The Information Focus: Rejecting the results of Gilgit Baltistan Elections, Announcement of a protest against stealing the elections from Pakistan People’s Party

Interpretation

In this tweet, Bilawal Bhutto rejects the results of the Gilgit Baltistan General Elections because of “stealing” done in its electoral process. The grammar of this text is understandable and straightforward. The syntactical structure is also simple as it includes two sentences that are coherently linked together. It consists of a threatening tone.

He claims confidently that the Gilgit Baltistan elections were “my elections,” which implies that he is sure of securing a tremendous victory in GB. Contrary to the loud and lofty claim of Bilawal Bhutto, the results of the GB general elections were against them, and the predicted triumph of the party in GB was crushed to the ground. In response to the unexpected result of the GB elections, Bilawal Bhutto tweeted aggressively that he rejected the results of the GB elections as his elections were “stolen” and consequently, he lost the elections, which in another case, if the electoral process were fair, PPP would be victorious without any hesitation.

Text 2

“The people of GB’s enthusiasm is a testament to their commitment to democracy. The election commission must not fail them and ensure every vote is cast & counted.” #TeerPayThappa.

Introduction

This tweet is taken from the official Twitter account of the Chairman of Pakistan People's Party, Bilawal Bhutto Zardari, who is leading the party from the front after the assassination of his mother, Benazir Bhutto, and the illness of his father, Asif Ali Zardari. Bilawal Bhutto is considered one of the famous political leaders of Pakistan because of his strong political background, and an element of foreign growth also added popularity to his political upbringing. In Gilgit-Baltistan general elections, he conducted a thorough election campaign and gave a tough time to the rival parties. He visited the big cities as well as small towns of Gilgit-Baltistan to spread the manifesto of the Pakistan People's Party. This very tweet taken from his Twitter account highlights the aftermath of political campaigns as Bilawal Bhutto is rejecting the electoral process as a whole. This tweet was issued on November 15, 2020, at 2:41 PM.

Description

While doing a critical discourse analysis of the text, a researcher related the text of the tweet and mentioned it under the preliminary questions highlighted in the description stage of Norman Fairclough's CDA model. The answers featuring the ten pivotal questions of the text under study are:

Lexicalization or Ideologically Loaded Words: "enthusiasm", "people of GB", "testament", "democracy", "commitment", "Election Commission", "fail", "ensure", "vote"

Choice of Mode: Declarative, Imperative

Tone: Warning, Directing

Relational Modality: Must

Agentless Passive Voice: Must be counted

The Information Focus

The devotion of Gilgit Baltistan's people towards the Election campaign of PPP, the Assurance of correct counting of votes, and the Direction of the Election Commission of Pakistan

Interpretation

In this tweet, Bilawal Bhutto highlights the enthusiasm of the people of Gilgit Baltistan towards the election campaign of the Pakistan People's Party as they are enthusiastically showing their willingness to the schedule of democracy. This shows the political agenda of the Pakistan People's Party, which lies primarily in strengthening and stabilizing democracy. GB's enthusiasm depicts the political inclination of the people of Baltistan towards PPP's election manifesto, which shows the notion of democracy. According to its tactics, every political party in Pakistan has a core political agenda that it uses as a game-changing weapon.

In this tweet, PPP highlights its agenda of "upholding and uplifting the democracy" as a necessary pillar of the state, which has been the major reason behind its fame and the name of PPP. Bilawal Bhutto points out the value of the people of Baltistan for PPP as they are as important as a testimony in the legal process, which implies that the zeal and energy of the people of Baltistan is evidence or a clear testimony for other rival parties and election commission of Pakistan to clarify the politically strong stance of PPP. It also depicts the due role of the Election Commission of Pakistan regarding the electoral process of Gilgit-Baltistan, which is to ensure the casting and counting of every vote.

Text 3

"Despite not having a level playing field, Pakistan people's party has won the largest number of votes in Gilgit-Baltistan."

Introduction

This tweet is taken from the official Twitter account of the Chairman of Pakistan People's Party, Bilawal Bhutto Zardari, who is leading the party from the front after the assassination of his mother, Benazir Bhutto, and the illness of his father, Asif Ali Zardari. Bilawal Bhutto is considered one of the famous political leaders of Pakistan because of his strong political background, and an element of foreign growth also added popularity to his political upbringing. In Gilgit-Baltistan general elections, he conducted a thorough election campaign and gave a tough time to the rival parties. He visited

the big cities as well as small towns of Gilgit-Baltistan to spread the manifesto of the Pakistan People's Party. This tweet targets the unfair conduction and counting of votes cast in the Gilgit-Baltistan Elections, which has caused great damage to the political reputation of the PPP. This tweet was issued on November 18, 2020, at 5:06 PM.

Description

While doing a critical discourse analysis of the text, a researcher related the text of the tweet and mentioned it under the preliminary questions highlighted in the description stage of Norman Fairclough's CDA model. The answers featuring the ten pivotal questions of the text under study are:

Lexicalization or Ideologically Loaded Words: "Not having", "level", "playing field", "won", "largest number of votes", "Gilgit-Baltistan"

Choice of Mode: Declarative

Passive Voice: "Has won"

The Information Focus

The electoral process of Gilgit-Baltistan was not free and fair as all political parties did not have an equal ground or field to play on. PPP has lost the elections due to the unjust playing field of elections.

Interpretation

In this tweet, Bilawal Bhutto is highlighting the enthusiasm of the people of Gilgit Baltistan towards the election campaign of the Pakistan People's Party as they are enthusiastically showing their willingness to the agenda of democracy. This shows the political agenda of the Pakistan People's Party, which lies primarily in strengthening and stabilizing democracy. GB's enthusiasm depicts the political inclination of the people of Baltistan towards PPP's election manifesto, which depicts the notion of democracy.

Every political party in Pakistan has a core political agenda that it uses as a game-changing weapon according to its tactics. In this tweet,

PPP is highlighting its agenda of "upholding and uplifting the democracy" as a necessary pillar of the state, which has been the major reason behind its fame and the name of PPP. Bilawal Bhutto points out the value of the people of Baltistan for PPP as they are as important as a testimony in the legal process, which implies that the support of the people of Baltistan is evidence or a clear testimony for other rival parties and the election commission of Pakistan to clarify the politically strong stance of PPP. It also depicts the due role of the Election Commission of Pakistan regarding the electoral process of Gilgit-Baltistan, which is to ensure the casting and counting of every vote. In this tweet, Bilawal Bhutto is highlighting the injustice done in the electoral process of electoral Gilgit-Baltistan in which PPP was unable to perform due to the unequal electoral opportunities provided to all parties. He claims openly that although the elections were not sound and fair, even his party, PPP, was able to grab the majority of the votes from the people of Gilgit-Baltistan.

Conclusion

The aim of the current study was to identify and assemble the dimensions of the political discourse of Pakistan including the production, maintenance, promulgation, and dissemination of ideology through certain means i-e the tweets by the three leading parties, Pakistan Tehreek-e-Insaf, Pakistan People's Party, and Pakistan Muslim League (Nawaz Sharif). The employment of Fairclough's Three-Dimensional Model (1995), of CDA on the tweets by parties and their analysis, has rendered the foresighted results that political parties use different means, as social means in the studies case, for the disseminating and unveiling their ideologies, putting forwards the crucial loopholes in other parties, and targeting the one with which they have a political dispute or any rivalry. It is maintained that analysis of the under-considered tweets from three different parties of Pakistan is potent to manifest the power structure, polarization, language targeting and shaming that enriches Pakistani Political Discourse.

The findings revealed that social media forums like Twitter are beneficial in the fast production and propagation of political

discourses as it foregrounds the pros and cons of political procedures and Governmental executive acts and actions. It has been upheld that Twitter is commonly used by all sectors of life including politics to formulate and disseminate political discourses. The analysis and interpretation of the purposively selected tweets have justified that the production, propagation, maintenance, and

dispersion of political discourses manifest the ideologies, narratives, and mindsets of the producers i-e politicians in the under-study case. Therefore, Twitter is a means of production and dissemination of the desired narratives to build an institutional identity and present a particular ideologically guided agenda.

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