

THE STRATEGIC USE OF LANGUAGE IN IMRAN KHAN'S POLITICAL SPEECHES: A CRITICAL DISCOURSE ANALYSIS

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Abstract

The paper aimed at analysing the political discourse of Chairman Tehreek-i-Insaaf, Imran Khan from a Critical Discourse Analysis (CDA) perspective. The purpose of the study was to analyse how Imran Khan manipulates language to trigger his audience, especially youth. The study used qualitative analysis technique. The data were collected from the internet. Speeches of Imran Khan delivered by him from 2010 to 2017 were downloaded from the internet. One speech per year was selected for analysis using random sampling technique. Fairclough's (1989) 3-Dimensional model was used as a theoretical framework. The paper revealed how the leader addresses the youth to raise political awareness and motivate them to work for change in the country. The study found that Imran Khan strategically uses language to appeal to the minds of the young audience for his political purposes. The study concluded that Imran Khan used multiple strategies to persuade the general public. The study recommends conducting a comparative study of the strategies used by different politicians in persuading the public.

Keywords: CDA, Political Discourse, Imran Khan, Youth's enthusiasm, Change, Fairclough.

INTRODUCTION

Language plays an important role in politics. Language use can turn people's emotions so as it is used accordingly by politicians. Manipulation of language is a part of politics which cannot be alienated from the politics so as all politician do it around the globe including Pakistan It's vital for government officials to utilize political talk to convince individuals as indicated by them, they try to mold people's

thought according to their choices. Politicians explore every possibility to use their etymological resources to convince target group of onlookers and achieve political goals. Keeping in view the noteworthy and focal part that language plays in political scenario, the study aims at the speeches by Imran Khan; a Pakistani government officials, and get an understanding into the contemporary Pakistani political talk. The main part of the research will be at the addressing of youth by Imran Khan in his speeches. The study will look upon the youth's enthusiasm found in Imran Khan Speech which energizes the people especially the youth. This study will helps us to know that how language is manipulated by political leader Imran Khan as well as that language can be turn changing for politicians to change people's mind.

Imran Khan's idea has dependably been Pakistan, He generally took after his Vision of a definitive achievement of the nation rather to foul up with the road battles and get diverted. His vision has dependably been to reinforce the nation, bring the best out of the ability, and make the youth lively and resolved to do the best for the country. He addresses youth in almost all of his speeches.

Ahmed Sohaib (2011) said that, 'The youth, a definitive variable to acquire the change the nation, the last would like to invert the fortunes of the country, hopes to be resolved to re-coordinate the Nations travel towards the correct course by Imran Khan'. Imran Khan knows how to lead the youth. He is attempting to stir the youth and give number of plans to the youth of Pakistan. That is the reason for which youth is with him as he include the youth in choices of Pakistan .He is just the man who relate destiny of Pakistan with youth. Critical discourse analysis is a field which helps us to analyze the discourse of politician.

STATEMENT OF THE PROBLEM

This research paper analyzed Imran Khan's speeches that how he bring enthusiasm among youth with the manipulation of language

SIGNIFICANCE OF THE STUDY

This study investigated on that how politicians manipulate language for their own purpose. As well as focusing especially on Imran Khan that how his speeches brought motivation and energy to youth of Pakistan

OBJECTIVES OF THE STUDY

The objectives of the study are as following:

To analyze how Imran Khan uses language strategically in his speeches.

To investigate the ways in which Imran Khan addresses and motivates the youth.

To assess the impact of Imran Khan's motivational speeches on the attitudes and behaviors of the youth.

To explore the level of enthusiasm and engagement among the youth in response to Imran Khan's speeches.

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RESEARCH QUESTIONS

How does Imran Khan use language strategically?

How does Imran Khan address the youth to motivate them?

Do Imran Khan's motivational speeches bring about any change among the youth?

Is there any enthusiasm among the youth in response to Imran Khan's speeches?

LITERATURE REVIEW

Critical Discourse Analysis

Fairclough (1989) said that he utilize the term discourse to allude to the entire procedure of social collaborations of which a text is only a section. Philip (2007) considered Critical discourse analysis as a new discipline and strategy of investigation used in qualitative research. Van Dijk (1998) said that basic discourse analysis is a sort of talk investigative research that basically concentrates the way social power manhandle, predominance, and disparity are ordered, duplicated, opposed by content and talk in the social and political setting.

Fairclough's (1993) perspective of CDA has also brought into focus that it has been acquired into center the CDA of discourse which attempted to investigate methodically dark connections of assurance and causality between a)discursive practices, occasions, writings and b)wider social and social structure, relations and procedures; to research how such practices, occasions and messages emerge out of and are ideologically molded by relations of energy and battle over power; and to investigate how the darkness of these connections between discourse and society in itself a variable securing force and authority.

POLITICAL DISCOURSE

The paper goes for CDA of a political discourse so it needs to characterize political talk and its issues is nearly connected with power and strength. Bayram (2010) affirms 'it is a typical learning that governmental issues that is worried with power; the ability to decide, to control assets, to control other individuals' conduct'.

Fairclough (2000) takes note of 'an effective pioneer's informative eye sore is not just what makes for him or her alluring to voters by and large; it passes on specific qualities which can intensely improve the political message'. Imran khan likewise passed on his philosophy and political message in his speech. Therefore the style of imran khan and his belief system are uncovered by the examination of his correspondence. Edwards (2006) states that individuals don't respond to the world on the premise of tangible data but rather, of what we see that contribution to mean the investigation have underscore on the planned significance of discourse.

Edelman (1997) says in regards to power holder can exercise impact outside

the setting of formal proceedings [thus wielding] genuine power'. Bayram (2010) declares that dialect is an apparatus to change control into right and dutifulness into obligation both power and the zone where power can be connected might be made by dialect he included' social qualities and beliefs are the results of the foundations and association around us, and are made and shared through dialect'.

Language utilize is a significant political part and as indicated by Fairclough (2006), it can 'confuse and additionally speak to substances, it can weave dreams and imaginaries which can be executed to change substances and now and again enhance human prosperity, however it can likewise logically jumble substances, and understand them ideologically to serve out of line power relations.

Van Dijk (1993) claims understanding the way of social power and strength as a urgent presupposition of sufficient CDA, he additionally includes that social influence depends on favored access to socially esteemed assets, for example, riches, wage, position, status, constrain, gathering, participation, training, or learning control includes control, to be specific by (individuals from) one gathering over (those of) different gatherings. Such control may relate to activity, and perception; that is, a capable gathering may restrain the flexibility of activity of others, additionally impact their brains. Van Dijk (1996) claims mind controlling (persuasion and control) as a power mishandle on the off chance that it satisfies the enthusiasm of the capable. Bayram (2010) proclaims influence of the political claims as a fundamental motivation behind legislators.

PTI IDEOLOGY

The chairman of Pakistan Tehreek e Insaaf, Imran Khan, has its ideology of new Pakistan (naya Pakistan) and change (tabdeel)i. He always addresses youth to bring change in the country.

As indicated by an open survey sentiment of a few people [An open research report],"It appears that PTI's trademark for switch has begun getting energy," said Dr. Arshad Khan, who runs a facility close to the silver screen ground. "The greater part of the neighborhood youth are supporting Mr. Khan; we should see whether their support really changes into discretionary triumph for the PTI competitors in a region generally known for voting on position premise."

Youth policy of Imran Khan is direct, as indicated by survey before 2 years just seven out of ten Pakistani's react great and offered great supposition about Imran Khan yet now the support expanded by 18% among individuals in most recent 2 years .Specially Imran Khan is getting a charge out of incredible prominence among the adolescent. As indicated by late review, he is the best and most loved government official of youth of Pakistan .The reason is that Imran Khan touch the heart of youth by his interesting addresses his mind evolving thoughts .And his trust on the adolescent. Imran Khan has belief system looks like to Quid-e-Azam Muhammad Ali

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Jinnah the organizer of Pakistan .Now having same ideology Imran Khan needs to modify Pakistan.

CDA is a technique to investigate the power relations, conviction framework, and specialist in an overall population. Unmistakably, the marketing specialists mishandle specific social and social conditions and make see drawing in however secretly they progress and reinforce patriarchal rationality. Rodgers et al. (2005, p.371) assume that "Fairclough's logical structure is constituted by three levels of examination: the substance, the verbose practice, and the socio-social practice". This model uncovers the disguised ramifications of talk, and displays the essential points of view on it. The choice of vocabulary that lawmakers make relies on upon the aimless and social practices.

As indicated by an open survey feeling of a few people [an open research report], "It appears that PTI's motto for switch has begun getting energy," said Dr. Arshad Khan, who runs a facility close to the silver screen ground. "The vast majority of the nearby youth are supporting Mr. Khan; we should see whether their support really changes into appointive triumph for the PTI competitors in a range customarily known for voting on position premise.

RESEARCH METHODOLOGY

The research is qualitative in nature as it analysed qualitative data using qualitative analysis technique. The analysis is based on Fairclough three dimension model of critical discourse analysis. Different speeches of Imran Khan delivered by him at different times were taken.

TYPE OF RESEARCH

This is a qualitative research to analyze the speeches of Imran Khan which makes youth enthusiastic. As, this is a descriptive analysis so qualitative approach is considered appropriate.

Thus this system is utilized to demonstrate the connection between the way of social practice and the properties of dialect "writings". His three-dimensional system incorporates an origination of talk as content (small scale level), talk rehearse and sociocultural practice (full scale level). Its point is to investigate the connections among dialect, belief system and control and to discover how government officials utilize dialect.

SAMPLE

Purposive sampling was done. One speech from every year i.e. 2010-2017 was taken to analyze.

DATA COLLECTION

Data was collected online from different websites for the different speeches of Imran Khan addressing to youth.

DATA ANALYSIS

Data was analyzed using Fairclough's model by taking few chunks of the speeches of Imran Khan when he is addressing youth and manipulating the language to energize youth. Initially, I investigated the talks (purposive specimen) of Imran Khan, and recognized his important to look into question(s). Thus, at second stage, I analyzed the explanations behind utilizing specific procedure, and after that attempted to clarify variables and causes in charge of mix of specific gadgets in political talk. At third stage clarified his motivation of talks. Analysis was the mix of these three stages.

LIMITATIONS OF THE STUDY

The time shortage limited the study to few areas. It can be expanded more if given enough time to consider other areas also.

ANALYSIS

Was Pakistani legislative issues intended to be a round of plunder and loot? It stung people at whatever point they flipped through the historical backdrop of Pakistan and the notables who ruled us since decades. People characterized a government official as unjust, beguiling and visionless. As an understudy, youth's enhanced enthusiasm for political review declined steeply when they started to study it significantly in light of the fact that generally finished with a dampening conclusion that exclusive the deceitful, smart and tricky boots would govern Pakistan. This disheartened people strongly in light of the fact that fantasy of turning into a government official was simply a fancy. Prior, people knew Imran Khan as an unbelievable cricketer and a humanitarian yet was not exhaustively mindful of his political liveliness. In 2013, when the race crusades were held, youth took after Imran Khan. People ended up noticeably concerned and excited when they watched the battles of Pakistan Tehreek-e-Insaaf on the TV. Imran Khan's strategy towards the youth of Pakistan was a long ways from different government officials. PTI's and Imran Khan's quality was the adolescent of Pakistan; this gave them motivation and support.

Sentiments of people about the Pakistani government officials transformed into a terrible truth, possibly that was their predetermination. Following are the speeches of Imran Khan which are analyzed according to the Fairclough's 3 dimensional model. The speeches are described than interpreted and explained accordingly.

SPEECH OF 2010

'I will bring change', Imran Khan to the youth. (men tabdeeli laun ga)

A sizable crowd of Karachi's energetic youth agreed Imran Khan, head of Pakistan Tehreek-e-Insaaf, a generous adulation as he achieved the platform to address the get-together.

Talking at a titled "Youth and Nation Building", sorted out solely for the

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college understudies at a nearby lodging on Friday, the alluring Khan squeezed upon the adolescents to be optimistic and visionary remembering that the young was the most powerful impetus for change. He encouraged the understudies to join youth associations with a specific end goal to begin a mass development to reinforce the establishments of the nation. Referring to his own particular case of putting stock in himself, he said that others had disclosed to him that he would never turn into a quick bowler and a commander in the meantime, or open a growth healing center giving free treatment to poor people.

"Now I will demonstrate to them that I will be effective in getting a transformation the nation because my youth is with me with their higher energy and they are country'" (ab men unhein dikhaun ga k kесе tabdeeli layi jati h or kar k dikhaun ga q k mry naujawan mry saath hain or ye mulk ka sarmaya hain)

He pledged to his young gathering of people. Amid his enamoring discourse, Khan worried upon four focuses expected to change the current framework in the nation: intense vote based system, lead of law, financial equity and instructive changes. "In the event that there is no control of law then a criminal can likewise move toward becoming president. Poor peace circumstance has offered opportunity to looters who are sitting in the congregations. In the event that there is govern of law in the nation, feudalism will be wiped out naturally. There is an extraordinary requirement for a legit and true pioneer," he stated, refering to the cases of capable and committed initiatives of Singapore and Malaysia.

Depicting Jinnah as his political good example and Iqbal as his hopeful good example, Khan said that he was against militancy and fanaticism and called himself as a devotee of a liberal religion. He said that in the event that he were the leader of the state, he would pull back the Pakistani powers from the war-torn ranges, draw a truce, connect with the nearby tribesmen to battle against the Taliban, and get rid of the war on dread. He trusted this was the best way to handle the across the board and expanding fear based oppression in Pakistan. Discussing the Hazara issue, he said that the matter ought to be settled through accord by local people of the zone. He additionally touched upon the breaking down state of games groups of the nation, saying there was a dire need to bring our ability from schools and universities.

Toward the finish of the speech, various young people communicated their will to join youth associations and said that they required Imran Khan to guide them.

These above are few of the chunks of Imran Khan's speeches in 2010 that was considered to be turning point for Pakistan-Tehreek-i-Insaaf, This was the time when youth was addressed by any politician with such an energy. Then, onwards Imran Khan made his presence compulsory on almost every youth organizations. He made

youth convention, which was the first step taken by any politician especially for youth. It was again a game changer for youth's mind. He always addressed youth specifically in his speeches which brought change in their mind.

SPEECH OF 2011

On 30 October 2011, Khan tended to more than 100,000 supporters in Lahore, testing the strategies of the administration, calling that new change a "torrent" against the decision parties. Another fruitful open get-together of a huge number of supporters was held in Karachi on 25 December 2011. From that point forward Khan has turned into a genuine risk to the decision parties and a future political prospect in Pakistan. As per the International Republican Institute's (IRI's) study, Imran Khan's Pakistan Tehreek-e-Insaf (PTI) tops the rundown of prevalent gatherings in Pakistan both at the national and commonplace level.

Here was the game changing time when he addressed the youth with devotion. He said; they are my country's youth and we will together bring change in the country and change will come definitely because youth is with me, (ye hain mry mulk k nawjawan, hm mil k tabdeeli laein gy or tabddeli zrur aye gi q k mry mulk k jawan mry saath hain)

This was the strategy followed by Imran Khan that he never said youth as a separated infact he always used the term 'we' for them that we will together bring change, that again triggered the youth's emotions.

SPEECH OF 2012

At PTI youth convention, he addressed youth as his task force and said to them that whatever suggestions are presented by youth are more than welcome and he is thankful to them for their participation to it. (youth ki task force ny jo tajwezain paish ki hn unka shukriya)

Then, he said that the young and energetic people of PTI and my youth, I am giving you the tickets and opportunity to participate in election and be a part of it. (Tehreek I insaaf k naujawanon, mry naujawanon, hm moqa dy rhy hn apny naujawanon ko larnay ka or siyasat men anay ka)

He always keeps motivating and giving energy to youth by giving them incentives and opportunities to enter in the world of politics. Again, this played a game, youth was over-whelmed with this opportunity and became thankful to Imran Khan for addressing youth and their needs.

SPEECH OF 2013

In Lahore tradition, he delivers to youth in Lahore convention and these words are genuinely wound up being thought changing to the youthful so Imran Khan is moreover extraordinary player of brains .He understands that how to control and change mind.

"A weakling can never be a pioneer," (kamzoor kbi rehnumayi nhi kr skta) he

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expressed, adding that the inspiration to acknowledge Prophet Muhammad (PBUH), Muhammad Ali Jinnah and Nelson Mandela is that they all worked towards a more noteworthy target rather than their own particular options. Imran Khan says that adolescent can bring a change new identity have new considerations and can work better, think better, give extra time, can think snappy and can comprehend crises fastly. However, an old personality has inclusion however has low vitality of decision.

He delivers to youth that "use your past just to investigate lesson", (apnay guzray hue kal sy sabaq haasil kro) Imran Khan says these words in a T.V appear. By these words Imran Khan give a not too bad urge to the youthful that our past is our awesome teacher so simply review your past for the lesson and strategies to discard past conditions. Imran Khan similarly euthanize the youthful to fight for their rights and for their future he says "this is not my war, I was respected with more than what I requested; this is your war and in case you don't fight, what's to come will be diminish" (ye mri jang nhi h ye tmhri jang h or agar tm laro gy nhi tou khatam ho jaye ga jo b aye ga)

The monstrous power with Imran Khan in his administrative issues is the young. The magnificent rate of youth supports him. He we know he is an OK player he picked youth for to get a change Pakistan. In the events of Elections 2013, the changing and un-certain states of the country, the un-rest, the Terrorism fear, Political uncertainty or all the more all are the orchestrated perception against Pakistan, have all summed up to make enough difficulty and stress in the brains of the nation. The nation will see any positive switches in the best in class choices, yet at a comparative moment fears the failure to get the same. The trust of the nation on the Electoral, ward and Law prerequisite Authorities have been broken by the past experiences that they have stood up to.

The young, a conclusive supple to get the change to the country, the last need to switch the fortunes of the nation, would like to be made plans to re-organize the Nations go towards the right course.

SPEECH OF 2014

'The indefinite quality of the stars is affirmation of the amazing morning' (sitaron ki kaseer tadad ek nayi khushgawar subah ka bta rhi h) 'The sun has risen into the immense past; the period of significant rest has passed.' (sooraj nikal aya h or kal guzar gya) These above are the chunks from his speeches during Dharna. By then in August 2014, Imran Khan proclaimed about his Dharna and it was to start soon. Intensity was perceptible all around as he was the light emission. The dharna was by and by started. People accepted to go; be that as it may seemed, by all accounts, to be incomprehensible and unfeasible, as never did any women in any family showed up in

such political happenings. But people made it. Those four months were a pivotal turning point in nation's life. Imran Khan changed everyone's points of view about an administration official. Ever, saw an undeniable and true blue pioneer after Quaid-e-Azam, about whom they read in the books. Youth considered him as a pioneer with vision, a pioneer who confronted for his family not his feeling of self. He drove them to the road not taken; he appeared to rise against the loathing, a pioneer who demonstrated to us that dreams were not visualizations. He guided us to have the privilege to talk unreservedly, and gave people the grit to fight for their rights, with valor. He set us up not to take after aimlessly and purposelessly. People considered him the individual who combined and mixed the nation taking after 68 years of hibernation. The servitude, that began in the seventeenth century completed in the 21st.

SPEECHES OF 2015

Imran Khan motivational talk to youth is his home at Bani Gala undertaking, Islamabad, 2014 where he asked youth to think wisely and maturely. (mry naujawanon samajhdari sy faislay kro)

He further added; the Pakistani society would not change until new people take dynamic part in authoritative issues in light of the fact that political bolster happens to be the best instrument for social change, said Tehreek-e-Insaf Chairman Imran Khan. He conveyed these points of view at an event titled An Evening with Imran Khan on Nation Building. He approached his generally young gathering of spectators to think past pragmatic limits, clarifying that all together for the juvenile to make Pakistan the nation brought about by Jinnah, it is fundamental to finish three goals. According to the sportsman-turned altruist turned government official, these three destinations were a reasonable and lawful society, a homogenized instructive projects of preparing and financial value.

He furthermore preceded young people to have a fantasy and to be overcome in achieving it. Referring to the instance of the Holy Prophet, he expressed, "The Prophet (PBUH) is the best pioneer ever because he never exchanged off on his vision." Though the truce of Hudaibiya was a deal, it was only for the spread of his vision, Khan determined. Reflecting upon the current situation in the country, he delineated that the need of the time was to bring all Pakistanis on one standard stage, instead of detaching them along different lines. To be sure, even Imran Khan's ex furthermore said that 'youth is missing in politics and as well as their inspiration and motivation towards politics. At another event of Youth tradition at Gilgit Baltistan he said, I am extremely happy that youth of Gilgit Baltistan has decided to bring a change in their nation. (Mujhe bht khushi hai k gilgit Baltistan k naujawanon ny ye faisla kia h k vo tabdeeli ly k aein gy)

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SPEECH OF 2016

At youth game inauguration ceremony, he gave a motivational speech by addressing youth as; most powerful strength is in nation's youth who can bring about the change, new thoughts will help them to fight for their country', (sb sy bari taqat jawanon ki hai ye tabdeeli laa skty hain' nayi soch inhein muqabla krna sikhati hai apny mulk k lye)

Again, like as always he manipulated the language by directly addressing the youth with sentimental words to bring change in the country. These kind of production of speeches brought change into the minds of youth.

APRIL 25, 2017

Recently at an event he addressed to youth that, as high as your desires are, as much you have to struggle for it (maqsad jitna buland hota hai, otni hi jadu jehad ziyada krni parti hai)

Over here, he is saying to them to bring a change is the high desire for which they have to struggle really hard and youth should give their best to it for revolution in the country. Above are the few of speeches by Imran Khan where he is addressing youth. His speeches always remained motivational for youth. The huge crowds of youth at all of his conventions are a true depiction of his huge youth following. He brought enthusiasm into youth by motivating them and addressing their issues. According to Fairclough's model, speeches were described as well as interpreted than with the every chunk it was explained also.

CONCLUSION

Imran Khan is considered as one of that politician who has huge following of youth. Here, in this paper, it has been analyzed that politicians do manipulate language to trigger the audience's mind as like Imran Khan does with youth. His usage of motivational and inspiring words in the speech proves that he is a good player with language also. His speeches bring enthusiasm among the youth. He considers youth as his own part and always makes it clear to his young audience also. From his speeches it has been analyzed that due to his enthusiastic language usage bring energy among youth as well as they are now getting more involved into politics. He motivated the youth to fight for themselves, their rights and bring the change to their country and work for their country devotedly because bigger dreams need bigger struggles.



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