

# **A DISCOURSE ANALYSIS OF LANGUAGE USED IN PAKISTANI PRIME-TIME TV SHOWS NEELAM GHAR AND JEETO PAKISTAN**

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## **Abstract**

*This research paper based on analysis of language in Pakistani game shows one is taken from the 20<sup>th</sup>-century Neelam Ghar (1975) and the other is from 21<sup>st</sup>-century named Jeeto Pakistan started in 2014. This study is conducted to ascertain how language changes with the passage of time whether its impact is negative or positive. So the language used in both languages will be analyzed and distinguished both results through investigation of the hosts' communication styles and their attitude toward the audience. The research approach is qualitative. In this study, a purposive sampling approach is used to collect. Primary data is selected from one episode of the Neelam Ghar and one episode from Jeeto Pakistan show. The significance of the present research lies in the fact that it indicates how media and society portray the change of language in the modern world and how language style is different from the language that was used in the 20th century this will be analyzed in this study. "Norman Fairclough's three-dimension model" based on Critical Discourse Analysis is applied as the research tool. It is recommended that media consider how language contributes to the development of a sophisticated society. The result of this study depicted that Neelam Ghar left positive effects on their viewers and also encourage reading, and education which in turn supported the intellectual community. On the other hand, Jeeto Pakistan needs to be discussed*

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*because the host's improvised language can have a negative impact on society.*

**Keywords.** *Game shows, Language, Discourse Analysis, Fairclough model.*

### **Introduction**

*This research explores the language changes in society reflected by social media, and how language changes ethically and morally for both genders. Pakistani media reflects that their main aim is to entertain the people without knowing that the language they used for both genders is inappropriate and does not follow ethical considerations. Language is a tool for conveying messages to others so basically media represents society and culture by using the native language, but now if this language is used in a humiliating way then it can create problems. Pakistani media uses a different language than they used earlier. This research explores that language used in 20th-century Pakistani game shows was different from the language that is used now. It explores what are the basic differences between them.*

*Now Television, as an electronic medium of communication, has major influence in the dissemination of social ideals and norms in a civilized society. In addition to becoming a part of daily life, due to its dramatic and demonstrative powers and control, it has also emerged as an appropriate source of knowledge, instruction, and amusement (David & Hertz, 2007).*

### **Research Interest**

*The language study will explore the divergence of language in Pakistani game shows. The difference of between the two shows is analyzed in this. Previously no study has been conducted on the analysis of the communication style of game shows. So the researcher will take two shows "Jeeto Pakistan" and "Neelam Ghar". The main focus of the researcher is to analyze the language difference between these two shows, as the researcher wants to know how language changes over time. So the study analyzes the linguistic elements and different communication styles of these shows.*

### **Significance of the Research**

*This study proves to demonstrate that the language changes over time by looking at Neelam Ghar and Jeeto Pakistan. It analyzes the linguistic features including grammatical patterns, linguistic features repetition in speech, intonation patterns, vocabulary, pronunciation, formal and informal style in communication, and examines the language of the host, team members, and participants that influence the moral and ethical values of its watchers. This study proves how language style changes over time. How media involved in changing a language pattern or is it a society that changes its pattern socially and culturally? So researchers analyze how electronic media changes the societal system regarding language patterns linguistics*

elements and tone of voice. This study gives social awareness to people that how they go down ethically and morally. This awareness about the language used in sociocultural phenomena will lessen negativity and vulgarity in various discourses.

### **Neelam Ghar**

In Pakistan, Neelam Ghar was the first television program to feature widespread audience participation, corporate sponsorship of specific questions or question rounds, and lavish prizes. It was additionally the first show in the country that has been completely subsidized by sponsors, something that was not at all common in those days, except in the US. It is a very intellectual game show in which the host asks questions about general knowledge and gave them prizes. Neelam Ghar consisted there few intellectual segments:

#### **Rapid Fire**

These sorts of games increased the performance of icebreaker questions and have a piece of entertainment, a quick, and thoughtless way for teammates to get to know one another better.

#### **Bait Bazi Poetry**

The game began with the primary individual reciting a stanza (bait) of a poem. The beginning was mostly done by the host as Tariq Aziz recites the stanza and then players start reciting from the last word he recited in his stanza. Baitbaazi was a communicative activity. It was a verbal amusement, that related to Urdu poetry in this specific game show.

#### **Question Answer Session with the Audience**

In this portion, the host Tariq Aziz asked questions to the audience to engage them. These questions were related to general knowledge.

#### **Jeeto Pakistan**

Jeeto Pakistan (Win Pakistan) is a popular Pakistani game show, facilitated by the (host) Fahad Mustafa on ARY Digital. The show started on 18 May 2014. It has been famous as the "greatest game show" in Pakistan. This show consists of several segments that are unique in their own way to grab the audience's attention. These are as follow:

#### **Bugle bajao innaam pao**

Enigmatic host Fahad Mustafa in this session asks questions instantly. Those who will able to answer it can get numerous gift hampers. His question are not related to genral knowledge nor intellectual for example he said how Tarzen roars?

#### **Dancing competition:**

In this segment host held dance competition in audience who perform well get prize.

#### **Weight competition**

In this activity held between women the participant who has the most weight

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*among the audience as a whole wins the weight competition event.*

### **Dil waly Inam ly jyein gy**

*This segment is specific for newly married couples competing with other married couples, they play various games and the one who win, gets a prize on the basis of their performance.*

### **Abhi tu mai jawan hoon**

*This segment is specified for elder couples so in this session host chooses random elder couples from the audience and gives them various tasks in which they have to prove their strong bounding of their marriage and understanding.*

### **Objectives of the Study**

*To explore the progressions in language use over years by contrasting the particular episodes from prime-time TV programs Neelam Ghar and Jeeto Pakistan.*

*To investigate the variations between the host's communication style and that of the audience, participants, and guests as well as to understand the language disparities between Neelam Ghar (1975) and Jeeto Pakistan (2014).*

*To assess how the language of the two programmes "Neelam Ghar" and "Jeeto Pakistan" affects the moral and ethical principles of its viewers.*

### **Discourse Analysis**

*Discourse analysis term was introduced firstly by Zallig Harris(1952) as it analyzed the way of connecting writing and speech. Harris discussed language apart from sentences and the relationship between linguistic and non-linguistic behavior. Discourse analysis is a technique for analyzing connected speech or writing that extends the scope of descriptive linguistics past the confines of a single basic sentence (Harris, 1952). Discourse is a series of speech events that can be utilized to allude to a test of communicated language opposite with composed language, however, discourse suggested something bigger.*

*Discourse analysis is a powerful tool to understand the complex ways of language context. Fairclough (2003) includes that discourse figures specific methods of being, social or individual personalities, close by real conduct. Discourse can be recognized in various ways by different language users comprehend differently in different contexts (Van Dijk 2011). He claimed that context is a subjective approach that not focuses only on the uniqueness of the text but also focuses on the discussion of common users of the language.*

### **Critical Discourse Analysis**

*An interdisciplinary method of studying a language called critical discourse analysis (CDA) aims to show how language is used to shape social power relations. In the late 1970s, this technique was specifically considered a domain of evaluation. During the 1980s and 1990s, as Van Dijk (2004) expressed, text and talk are held out against in social and political contexts. According to McGregor (2006), the words of*

any individual cannot be unbiased which highlights the factual realities to unveil that observations conducted in the critical discourse analysis as a result to get different meanings of oral speech and text that conveyed individual through society.

According to Le and Short (2009), CDA's fundamental strategy to analyze social bad form and to take a position against social maltreatment and victimization minimized individuals with less force. Consequently, CDA is a perfect device to work with when considering generalizing in print media. CDA targets seeing how social orders work and it can assist with closure or alleviate inconvenient impacts (Fairclough, 2003).

### **Previous Researches**

Only one study is done by Fatima H. Anjary & Maria Hassan Journal of Mass Communication, Vol. 15, Nov. 2016 about the language analysis of the show Jeeto Pakistan. The researcher tried to figure out whether or not this family broadcast Jeeto Pakistan encourages patriotism in the audience by looking at the semiotic practices of the game show Jeeto Pakistan. In order to evaluate the dominance of social media through the language used in this program, the researcher used the discourse analysis method to focus on just one show's vocabulary.

### **Game Shows**

In the 1930s Game show genre become an integral part of media with the initiation of the commercial broadcast of Radio in America. Game shows are pieces of entertainment for common people and it is a low-cost solution for recreation from home (Hoerschelmann, 06).

One of the first entertaining and fascinating spelling skill quiz shows appeared equitably early in radio's history. It is a positive step to increase readership, Time magazine presented current events like quizzes through radio channels with The Engaged Question Game, which stayed from 1923 to 1926. Various early radio competitions of the 19s included The Brunswick Hour Musical Memory Contest, Do You Know, The Radio Digest and Ask Me Another these are popular contests of that time.

The first genuine money quiz was held in Washington, D.C (1937) by Professor Quiz. This show not only provided money to every winner of the show also there is innovative point emerged that is this show sent money to those individuals who submit questions for competition. So by using this brilliant technique early radio quiz show get spurred national interest and collaboration, making these games mass culture and mass appeal.

Another show Queen for a Day aired in (1945-64), which is a more entertaining show rather than a quiz show as it is a more audience-participation show. The Game-show Price Is Right came again to the air in 1972. With changed the hostname, Bob Barker. The audience of this show chosen from the middle-American was then after the call

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announcer who "Come on Down" to take place, next contestant, echoing the sheer of the early quiz shows.

Quiz and game shows are a relatively new yet very popular format in Pakistani television history. Neelam Ghar (Auction House), a game show and quiz combination that has been shown on television since the 1970s, is one of them and has the longest running history. Nonetheless, the phenomenon of game shows is very new. As the media was privatized in 2002, private channels experimented with and included several international styles. Inam Ghar

(The Awards House), which debuted on television, was modeled after Neelam Ghar. "Croron ma kheil", Jeeto Pakistan, and "Inam Ghar" were the popular shows in Pakistan, Jeeto Pakistan.

### **Research Methodology**

A qualitative methodology is employed for this study. The phenomenon under consideration can be most effective for analyzing the qualitative method inquiries and it creates an understanding in social and human sciences, to explore how people communicate with one another. The data under investigation are related to two game shows one is Jeeto Pakistan and the other is Neelam Ghar. Qualitative research can expose peculiarities and complexities that could go unobserved using progressively regulated measures.

### **Fairclough Three-Dimensional Model**

Fairclough model is used to examine the textual data vocabulary linguistic and nonlinguistic elements so also observed how these shows fulfil social and cultural norms or they promoting local languages this is observed. Fairclough's three-dimensional model of CDA was used by the researcher as a research strategy. The first stage is known as the description of (text) and the second stage is referred to as interpretation. However, the third stage is known as the explanation of (social practice). In order to analyze the game shows in the First stage, "the description (text) level", the researcher analyzed the data collected from a linguistic perspective. In the description stage, one episodes from Neelam Ghar show selected which duration is one hour and one episode from Jeeto Pakistan which duration is two hours. In the next phase, interpretations were made to relate how both hosts used language and also analysis in what manner they speak their dialogues so the production of their conversation is analyzed in this phase. In the explanation stage, the researcher discovered the link between the content of game shows- particularly the target dialogues that currently prevail in society, for analyzing social practice (explanation).

### **Research Tool**

The most significant research tool in qualitative research is the researcher themselves. From the selection of the topic to the conclusion, all the decisions were

*made by the researcher herself.*

### **Sampling Approach**

*For this study, one episodes from Neelam Ghar show selected which duration is one hour and one episode from Jeeto Pakistan which duration is two hours and some more clips from both shows. This selection was based on conscious sampling because the purpose of the researcher was to get a detailed knowledge of the target concept through a small sample size.*

### **Data Collection Process**

*The researcher selected different episodes to get some prominent dialogues related to the topic from both game shows for data collection.*

### **Data Analysis**

*First stage of analysis of “Neelam Ghar”*

*Neelam Ghar will be analyzed with the help of the Fairclough three-dimensional model. It covers observations of the physical setup, participants, communication event, norms, key and instrument to evaluate the act.*

### **Visual setting of Neelam Ghar**

*This includes all the music, semiotic signs, stage, props, set, and the visual presentation of the show. This show first displays a plain one-color screen with the name of the show written on the slide in both languages Roman English and Urdu all the names are showing on the screen that have contributed to the show's production and direction . There is a Music played in the background The beginning of the show is quite simple and attractive as instrumental music is played in the background. In the opening scene Tariq Aziz, the host, and two female co-hosts are positioned in the middle. This feeling gives power to the host, where everyone is facing the major personality in the auditorium. Audience seated in the show is disciplined. Tariq Aziz, the host, usually wears a waistcoat but generally he wears a modest, onecolor Shalwar Kameez. As Shalwar kameez is a cultural dress worn by men so this show also promoting cultural norms of the society. This choice of dress conveys the message to the audience by one who is similar to them and is from amongst them. He used to speak in Urdu which is the national language of Pakistan. This show promoted the Urdu language at a tremendous level. The traditional dress code and language is an attractive element for the people as they can identify themselves as sharing the same culture with the host.*

*The setup of an auditorium requires the Audience to be disciplined and facing towards the stage. He comes on stage while running a little and takes the center stage to welcome the audience. One of his most recognizable gestures is raising his right arm while holding the microphone. He usually does this to greet the audience and to end the show. He also does this when someone gave answer correctly. The body gestures and motions that are used to portray a sophisticated host are the most*

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*effective in engaging the audience. In the given genre of a cultured host the Body gestures and movements are most suitable for engaging the audience. The host already has a powerful position and appreciates it, so she can demonstrate this during the presentation by adopting the power postures.*

### **Sentence structure and vocabulary of the show**

*The host 'Tariq Aziz' begins his show with in his formal decent tone and expressive words he said,*

*"Ibteda hai rabey jalil kay ba barkat naam sey*

*Jo diloon kay bhaid khoob janta hai*

*Daikti ankoon suntey kano*

*Aap ko Farzana Talpur, Aaliya Ahmed aur Tariq Aziz ka salaam pohanchay Aney waloon moaziz mehmaanu ko khush aam deed"*

*The host began the show with the name of Allah, this practice is rarely followed today by other programs of the 20th century. And then in his second line praising Allah almighty.*

*One of the host's fans wrote to him you say 'salam' meaning 'hello' to only the viewers who are watching show, but I am unable to see so I listen to your show daily and you don't mention me in your slaam. So the third line was amended after listening of this fan's feedback. This shows that TV is not a one communication medium, there is connection between and onscreen performers and viewers even in times when cell phones and internet was not common so people wrote a letter to give feedback about the show.*

*After this brief communication, the show starts with the question-answer segment. The questions asked from the audience related to current affairs, and general knowledge. The host would ask,*

*"How many countries are part of donor conference?" how much donation did the donor conference grant to the earthquake stricken countries?*

*How many lives have been lost and how many were injured in the earthquake in Kashmir and our northern areas? What percent of Pakistan's population lives in cities? Which country does not have any cinema houses?"*

*These questions aim to encourage reading newspaper and encourage the audience to enhance their general knowledge. This directly promoted the literacy. This show consists of many intellectual sessions.*

*The audience members who gave correct answer are invited to the stage. So the host would say in a very polite tone.*

*"aap ka jawab durast hai, aap tashreef ley ayien"*

*This is the most appropriate tone to encourage people they answer correctly. The host has asked all the four questions he returns to the stage, two winners are*



seated on the right and the other two are seated on the left, host announces the names of the two sponsors who has sent sponsored cash gifts for that segment and thanked and congratulated the winners.

Every commercial break that is taken during the show plays the ads for the sponsors for upcoming segment. This attracted many sponsors to become a part of the show because of high viewership and enormous mileage in terms of marketing. Attracting more sponsors mean the show can offer more prizes.

### **Linguistic and Non-linguistic elements**

All the elements that includes in communication are analyze which consist writing, speaking, sign language used. Whether the message was voice, oral, Embodies gesture or a mediated message.

The audience expresses support and appreciation by clapping. In case special guests are invited to the show the auditorium audience stands and cheers by clapping for the Guest. The audience's enthusiastic applause demonstrates their interest in and appreciation for the performance. In our culture, extending a hand of greeting is a symbol of respect. In our nation, this is how we bow down to elders and teachers. A custom that has been taught in schools is to stand up out of respect, much as how people around the world stand up when their national anthem is performed. The shows of today do not display this.

Quiz show intellectual session to encourage people they should enhance general knowledge for becoming winners. This quiz show also proved entertainment program for the viewer. Being a primary source of entertainment, the segments are designed in a manner that it covers general knowledge and current affairs keeping to enlighten the audience about important news and events that taking place.

He invited honorable guests that can shed light the recently happening events in the country. For example "Pakistan was struck with an intense earthquake on 10th October 2005 and the show had invited a doctor as a guest to the show who had been to the earthquake site and give insightful information about the earthquake, the victims and the survivors."

"what"s the new name for the country Siam? Who was the prime minister of Pakistan at the time of the first Marshall Law? Where did music originate from?" The host congratulated the winner and motivate him to come up with more well preparation for next level. Different rounds makes it a challenging, however in current game shows of 21th century simple lucky draw or calling out a numbered box and winning a bike. That is found after struggle motivate to work hard. An easy victory motivates audience members to behave in a more materialistic and consumerist manner because their main motivation is to win and bring expensive items with them.

The show has encouraged new rising stars rising stars and singers so this

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*show invited rising stars in their show to perform. This program promoted Coke Studio and modern hip hop, rock, and pop music above traditional classical, Sufi, folk, Qawwali, Ghazal, and Bhangra music to contemporary hip hop, rock and pop music which showed that Pakistan is multicultural country and have variety of musicians from different regions and language. This was an encouraging step to raise our culture heritage like folk and sufi singers.*

*A game segment designed for couples regarding how well the spouses know one another related to their, likes, and dislikes. The host would first request permission to send the spouse outdoors before addressing him as "ayien sarkar," where "ayien" stands for "come" and "sarkar" is used for sir or lord. The couple with the most accurate answers won the prize. There was nothing about intellectual discussion current events and general knowledge questions it is only entertaining segment.*

*On the show, a few unique guests are also invited. In an early incident from the 1980s, a Pakistani national who moved to Japan for studies and was still working there was invited to celebrate Eid (a Muslim holiday) with his wife, who converted to Islam after they got married, while he was in Pakistan. The woman's Muslim name is Rubina Banu, the host stated, and both of them will be singing a song for us. It says a lot about patriotism and our cultural values and conventions to invite this couple to the show. Highlighting the fact that the Japanese woman had embraced Islam and has an Islamic name. The woman dressed up in our cultural dress "Shalwar Kameez" Meanwhile the man had put on a three piece suit and tie.*

*It depicts also that if a woman doesn't follow our traditions, it is unacceptable and society will view it as a defect. So, the fact that the visitor performed the same song in Japan and received an award in a cultural festival exemplifies the sense of loyalty and love we have for our nation no matter where we live. Overall, the focus of the invitation is on how people uphold and defend their cultural values even when they must migrate.*

*Different segments like tried out different ways to involve audience by asking random questions from audience for example, "Who has KIM biscuits with them right now? Who left the house to buy medicine and directly came here with the medicine? Who was on the way to the show and slipped and fell in the rain and didn't return home to change?"*

*The host required unusual thing from the random audience always. And the one who fulfills the criteria gets a gift prize. And the winner receives a gift prize provided they meet the requirements. This is a special and fascinating technique to entice the audience to watch the programme.*

### **Second Stage Tone of the host**

*Throughout the entire show, the host's communication style is highly formal.*

While watching the show, he can be seen smiling but keeps his voice down. It has only been seen for a short while that he purposefully attempts to be humorous and smiles a little. When a couple was chosen for a game segment, for instance, he asked the wife's permission before sending the husband outdoors. The host remarked to the audience, "How happily she granted permission," in response to the wife's response of "ijazat dee," which is Urdu for "permission given." The host then spoke to the crowd, "How happily she granted permission," to which the viewers laughed. When the female participant was asked, "What was the first thing your husband said to you after marriage?" in another occasion, she answered same. The host added "assalam walaikum kaha hoga" – meaning he must have greeted – because the girl was awkward and didn't know what to reply. This made the audience laugh.

In order to provide an engaging act for the viewers, it has been noted that hosts usually cannibalise the audience and participants, while Tariq Aziz shied away from such behaviours. His jokes are respectable, simple, and lighten the tone of the show. They don't contain any offensive or demeaning language. Even if a contestant makes an error on the quiz, the moderator would simply say, "eik galati ho gai jee," which meaning is "you have made one mistake," without degrading or humiliating any audience members.

The host has to his credit numerous things one of which is his clear intonation and eloquent voice. He had a very strong grip on Urdu language he used very formal Urdu language and attract audience with his ethical and persuasive manners. The hosts of game shows today rarely possess this trait. Code switching is a word used to switch between languages in speech that is widely used today. The host will utilize several English words and sentences even when presenting a program in Urdu. But throughout the play, Tariq Aziz spoke Urdu with ease. He just used English to translate things so that people might understand them.

While announcing the runner up and winner for several segments and given them their awards, he announced it in an official and warm manner, "aap karshi banawaloon ki taraf sey un kay tohfoon kay haqdar hain", meaning you qualify for Qurshi's gifts because you deserve them (brand name), he says in a formal and friendly tone as he declares the winner and runner up for various segments and hands them their gifts. Nowadays, one hardly hears or sees sophisticated language with a rich cultural background on television.

The host asked a few questions to the audience in between quiz portions, and if they respond correctly, they are invited on stage to receive cash prizes. The host would ask sometimes "mera hall ka sabse mota mehmaan?" in place of questions, asking "who is the fattest guest present in my hall?" Two Male volunteers came in stage. The audience applauded when the host declared, "These two claim that they are

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*the fattest guest present here today," and a clear winner was selected.*

*The way of speaking is matter definitely choice of words effects a huge on the tone so the selection of words matters a lot. So the host did not select any sentence which degraded the fattest people he used very appropriate words. Other game show hosts used this as an occasion to mock and make fun of the situation, but Tariq Aziz handled it in a way that didn't make the volunteers feel uncomfortable. Comparably, in a different sample where the host was searching for the hall's oldest man, he asked: "meray hall ka sab sey senior admi, umar rasida"*

*It means "most aged man present in this hall?" It is his word choice and tone that prevents the talk from being condescending; instead, he makes it gentle and light hearted with his approach.*

### **Genre of the show**

*Neelam ghar show related to quiz show genre. However, the program also includes a wide variety of other genres. Some portions draw their ideas from popular international game formats like "Wheel of Fortune" and have been appropriately adapted. A distinctive aspect of the show was Reading out letters written by the masses for the host.*

### **Third Stage Social Norms**

*It is observed either Social norms are fulfil in the communication of the Neelam Ghar or not? Also examined participants actions and reactions are according to the societal norms?*

*During the conversation with audience host is used to speak in formal and respectful language. Even when he needs to inform the losing player that he or she cannot advance in the following round because they made additional blunders, he used gentle language to avoid sounding regretful. In a manner that suggests it is a really magnificent chance, he also congratulates the victor for moving on to the next round. In quiz segments where the contestants were unable to respond to any of the questions, the host changed the subject and refrained from criticizing how poorly they performed.*

*So host used polite and decent manner with the audience he gave the reactions about losing participants within societal norms he did not cross the limit of societal norms.*

*The host is not observed to be engaged in any physical contact with the contestants like hugging and shaking hands. As according to our culture people keep the distance between genders, we are not used to shaking hands with the opposing gender when introducing ourselves because it is against our culture to do so. Male contestants may have been seen shaking hands with the hosts, but female participants never do this. Conversation between the guests and the host is generally conducted in*

a formal manner.

Before starting the contest or asking the contestants to take their places behind the game boot and bidding them farewell after the segment, the host typically shouted "Bismillah," which is Arabic for "in the name of God." It is both a religious and cultural custom to say Bismillah. No matter how essential or important the work, Muslims always start with Bismillah. Before getting off of a chair, starting a meal, or beginning any important task like signing a contract or convening an assembly or conference, Muslims would recite the blessing Bismillah. Although the host's recitation of Bismillah may appear to be religious, it is actually more of a cultural custom. So this show fulfil the requirement of social norms. As host used to follow the ethical norms through his action in the show.

Signature style of the host during entering on stage, he usually waves his one hand frequently his right hand up in the air and smiles. He used this style at several other situations,

The host makes this gesture at the conclusion of each section to applaud the winners, and at the conclusion of the program, it symbolizes success and prosperity for the country as well as the national anthem.

### **First stage of analysis of Jeeto Pakistan**

Jeeto Pakistan will also be examined with the help of the fairclough three-dimensional model which focuses on textual analysis linguistic and non-linguistic elements. However this model also cover the vocabulary sentence structure verbal or non-verbal language, participants, the communication event, norms, key and instrument for analysis.

### **Visual Setting of the show:**

The observations made in physical setup included the place where the communicative event is occurring the physical appearance of the set. So through the observation of the setting of set so researcher analyze the stage, music, and every visual component of the semiotic symbol.

The tagline of the show is about "sab ley jao" which means take everything. The show is onaired on a named ARY (Abdul Razak Yaqoob) its transmission saw across the globe. The show starts with blink in of the lights and jeeto Pakistan is shown with the golden letters. The semiotic representation is see in an open invitation to the viewer of this show. They came and try their luck to win gold and various valuable gift. The channel's history recognized as a gold giver. The opening of the show with instrumental music and huge applause and combined with audience welcomed everyone in studio.

Entrance of the host is celebrated and audience enjoy the grand entrance with great joy Clapping and applause as well as the warm welcome are a pleasant sign.

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However, a hidden, dazzling light in the darkness signifies that being present audience for this show have a chance to bring sparkle in their life by valuable prizes and also a chance for winning gold.

The host (Fahad Mustfa) is a well-groomed adult with 30s who typically wears shirts or T-shirts with trousers or waistcoat or overcoat. His hair is neatly styled, and he has a microphone on his left side and an earpiece in his right ear. He occasionally appears in scenes wearing a shalwar kameez, often with a waistcoat added on top. He has carried bracelets and rings on his right wrist, sunglasses, and watches on both of his wrists.

The host welcomed studio audience and the participants of the show with "Assalam Walaikum Pakistan" a formal salutation. It is a prevalent custom among Pakistani Muslims. He remains energetic throughout the show and moves around to engage the audience with high spirits.

### **Sentence structure and vocabulary**

In this section communication of the host with participants will be observed. Host will be evaluated what kind of language he used with audience the vocabulary sentence structure.

The studio is full of audience most of the people who attend the event are families, couples, parents and children, siblings and sisters, and even cousins. The host speaks in a casual manner when conversing with the audience. The audience is invited by host.

"muje chahyee7 lrkyiann jinhon ny bhoot make-up kiya ho" "muje chahyee 6 khobsurat married couples" "muje cahhyee 8 uncles jo dance kr skein fta fat sy a jao".

The participants gave 90 seconds to do tasks that was quite un-formal inappropriate for getting prizes Participants seem to be willing to do anything that their genuine selves in everyday situations would never do. For instance, old guys willing to dance, women being weighed and made fun of on national television, males seated in shopping carts sipping milk from a feeding bottle, and so on.

Host used inappropriate vocabulary for the participants usually, similarly he would say "tum ajao" means "you come".

His more casual and informal attitude is seen as rude and humiliating. He often addressed his the audience by choosing inappropriate words as sweet couples, fat woman and women with lot of makeup for several game segments.

Instead of the host's present, the audience is expected to provide their own. The host responded to one of them by saying, "Jao apney ghar jao, bike baad mein mili gi," which translates to, "Go to the home, you will get the bike later." The host's comments and actions portrays no humor and are rather demeaning to the

participant, who is also game's winner.

Several segments related to no special skill that are merely demeaning for instance, eating with face and not to use their hands, by sitting on top bursting balloons, men sitting in shopping carts acting like infants while sipping milk from feeder bottles while their spouses shuffle them around grabbing the cups placed in their path.. These kinds of game segments has no logic but they thought this is a kind of entertainment.

Audience members can be observed being pleased when the bagel hoots because it is a signal to receive free goodies. The host approaches and starts posing informal questions, such as, "How does Tarzan roar?" "Sing a song for your child," or "Blow a whistle," with the chance to win important prizes like a Tab or a phone, etc.

A woman on giving a correct answer and denies to accept the gift which gave by the host. This infuriated the host, who responded, "won't even give you this," and then moves on. so here the host has the persona of a giver and he has the power so by using this power he can act like according to his mood so he has the authority what kind of words he used for woman and also other audience most of the time host used language which in not fulfil the requirement of ethical language being host. For instance it depends on host mood as once he said "yeh lejeveh voice ka mobile aap buhat piyari lag rahi hai" meaning "here take a voice mobile, you are looking very pretty".

Another segment named "Jeet kay deekhao" translate as 'win and show' host addressed the audience

"mujey chiayeh kuch moti moti sey meri bheney chaiyeh, kahtien piteen tagri, jin ko lagta hai woh thagri hai?"

So this kind of invitation is not considered a decent way to invite females it is an inappropriate approach to address woman. Similarly if he required a slim people for the segment he used unethical vocabulary for "slim" just like 'gareeb, miskeen, faqaah zada' so this is not a suitable way to address slim people. It creates a very negative connotation for those people who look skinny.

### **Second Stage Tone of the Host**

In this section researcher examined the spirit and tone of communication used by the host. Either it is formal and serious or informal casual and joyous, use of humor and sarcasm etc.

The diction of the words and connotations used during the communication is showed host used casual informal humorous and also sometimes sarcastic tone during show.

The host occasionally used a demeaning way to addresses the audience. When he addressed the crowd and used words that are not often used to address people, he

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said, "mujey chiyeh kuch moti moti sey meri bheney chiyeh, kahten pitien thagri, jin ko lagta hai woh thagri hai?" He intended to invite overweight women to the next game segment. thagri means healthy and moti indicates fat "I want some fat sisters who look healthy." He constantly made fun of the fat women who attended the game to the point where it sounded sarcastic. He often used sarcastic tone for invitation, it was quite demeaning on a television channel's prime time program which has international viewership.

### **Genre**

Researcher examined what the type or category this show is related either it could be entertainment, moral instruction, jokes, gossips informal and formal conversations. Entertainment is the basic genre of the show. He game show features a variety of interesting game elements that belong to different entertainment genres. The show is popular with its viewers because it is successful in providing them with amusing content, or perhaps it is the victories that spark their interest more. But the language used is inappropriate for making this show entertaining and joyous. Ethical norms are denied in this show. Writing, speaking, sign language used in the show analyzed related to host tone. Whether the message was oral voice, express tone with gesture. The host uses a very informal approach with the audience.

### **Third Stage Social Norms**

In this section researcher analyze either this show fulfil ethical societal norms or not. What topics are acceptable in public setting. Host Passing sarcastic comments and creating humorous situation in his show that did not fulfil the requirement of ethical societal norms. Specifically a segment where he invites aged men to dance on the music played. He said "muje cahyee 8 uncles jo dance kr skein ftaa fat sy a jyein" he used inappropriate words for elder men. As in our society people addressed elders with more respect. Choice of words for elder men is not suitable used by host. Another societal norms is degraded in this show. As according to our cultural norm our Islamic traditions did not gave the consent a women to ride behind a man if he is not a family member But here if a woman wins a bike the host rides the bike with her seated behind in circle round the studio. So this norms also not fulfil Islamic and societal traditions.

### **findings**

Now I'll revert to the research questions that served as a guide for the data analysis procedure in order to examine results and made discussion on it

1. Which linguistic differences have been discovered over time by comparing the two popular TV programs Neelam Ghar and Jeeto Pakistan?

Language plays significant role in shaping our reality. The host apply social currency of semantic field of relationships in his conversation in Neelam Ghar. But in Jeeto Pakistan media shows drastic changes in communication style and interaction among



the people. It is observed language is changed over the time in society but this change can effect negative on our culture.

The biggest change researcher discover in this study. It is the change of language used by the host. In Neelam Ghar (1975) the host used very formal language that also is our national language. Tariq Aziz used a pure Urdu. He used very sophisticated and decent sign language. He used very appropriate language to persuade his audience. Host speaking style was very formal and respectful language. Even when he needs to inform the losing player that he or she cannot advance in the following round because they made additional blunders, he used gentle language to avoid sounding regretful. In a manner that suggests it is a really magnificent chance, he also congratulates the winning team for moving on to the next round. In quiz segments where the contestants were unable to respond to any of the questions, the host changed the subject and refrained from criticising how poorly they performed. So host used polite and decent manner with the audience he gave the reactions about losing participants within societal norms he did not cross the limit of societal norms.

<i>Imperative</i>	<i>Meaning in Urdu</i>	<i>Meaning in English</i>
<i>Polite/powerless/tentative/ respectful</i>		
<i>Azeedan e man</i>	<i>Meray pyaro</i>	<i>My dear ones</i>
<i>Banda e parwar</i>	<i>Bandon ko poochany Wala/khayal rkhnny wlaa</i>	<i>Well-wisher of mankind</i>
<i>Hazrat</i>	<i>Admi</i>	<i>Term used for man</i>
<i>Huzor</i>	<i>admi/aurat</i>	<i>for Respectful term addressing</i>
<i>Khawand</i>	<i>shohar</i>	<i>Husband</i>
<i>Khanum</i>	<i>Biwi</i>	<i>Wife</i>
<i>Bhojal</i>	<i>Bhari/mushkil</i>	<i>Heavy/difficult</i>
<i>Ayyien tashreef layien</i>	<i>Ayyien bhaith jaein</i>	<i>Come and sit</i>

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*The language that is used in 20th century game show is purely Urdu. It is very sophisticated and decent. It enlightens the audience. It is according to our social norms and our cultural values. Host used very respectful language. That major focus of the show is to enhance literacy as host usually asked intellectual questions related to general knowledge and education.*

*The language used by the host Tariq Aziz in Neelam Ghar game show, while addressing to the audience:*

*Azeezan e man - My beloved , which refers to the entire studio audience as well as spectators,*

*Banda e parwar - well-wisher of mankind*

*Moaziz mehmano - beloved guests*

*Meray bhai - my brother*

*Muhtarima – proper way to approach female*

*Janab – respectful way of addressing male*

*Khanam – spouse (while addressing a couple)*

*Hazrat - used for a the people*

*On the other side, Fahad Mustafa, a television and film actor, has won over millions of television fans with his young energy, movie star features, and playful demeanour. . He uses an informal tone, converses freely in a typical conversational manner, cracks jokes and taunts, and utilises sarcasm on occasion. Instead of using polite alternates, he addresses the audience with short imperative phrases like "jao" for "go," "baetho" for "sit," "karo" for "do," and "dou" for "give" (Anjary & Hassan, 16).*

*All these word is used by the host in his show, all these options would have the same denotative meaning but they comprehend differently in social meanings, hence the host preferably used the authoritative word whereas the audience would prefer expression choices that exhibits tentativeness.*

*Tone of host is mostly authoritative as he used to say “jao beth jao” They emphasise this point in particular when they ask the host for a gift they want to take away. The intonation matters; it is usually the prolonged last syllable that signifies the self- realization of an audience member (mostly women, of their place in the power hierarchy).*

*The host Fahad Mustafa of Jeeto Pakistan addresses the audience:*

*Lrkyian kahan bethi han bhai?awaz nikly ge lrkyion tu e baat krein gy*

*A jao janu a jao*

*Hmy chyee wo rlky jo dance kr skyein*

*Bhai lrkyion ko bulana tha kahan han lrkyian*

What's your name larki

Doctor Saba apko ab ilaaj krna h ilaaj kary krna ab ye apko hmri larki kr ky dkhyee ge.

Hamy chahyee uncle jo dance kr skty

Bhai hamy chahyee mooti antyian

Hamy chahyee patli antyian

By analyzing the conversation of both the host how they interact with the audience difference between both conversation style is detected clearly. In Neelam Ghar (1975) Tariq Aziz uses a more formal language while the later host In Jeeto Pakistan (2014) Fahad Mustafa use more informal language. Tariq Aziz uses a more formal language.

2. How do the hosts, viewers, and show participants differ in their communication styles? Neelam Ghar (1986) and Jeeto Pakistan (2014).

Both hosts are use different communication style with their viewers and participants. By examining Neelam Ghar communication style of Tariq Aziz was very elegant enlighten the hearts of audience. Observed dialogue of the host, he used for his audience.

"G doston sy aik ar fermaish h "Kims" biscuit bnany walon ki trf sy.... Bahir barish ka andesha tha kisi ky pass chaatri ho?"

"Doston ky liye toofy bji han Beeta fans bnany walon ny"

"G Khatoon larkyon ky jitny naam apko aty han btyee?"

G khawateeno- hazraat ab hmra mrhlaa h

Tariq Aziz always used eloquent manner for conversation. Host addressed with audience in very polite and decent way for ask something. He did not use a demanding tone. He used very polite way. Host used lively and engaging communication style. His behavior towards audience was very engaging and polite. When he addressed woman his choice of words were very sophisticated "g khatoon" observed in his conversation. han bhai kahan bethy han larki....check krein gy chun chun ky nikalein gy.

zbrdasti ayoo lrr ky ayoo ghr sy han bhar ar wo t-shirt wla a jaa

Contestant ko teen teen bryian di jye ge agr kuch na kr sky tu audience ko mooqa diya jye ga khlny ka tu sary mil ky bduayein dein gy ky inka kuch na nily bolo ameen.( audience said )amen.

Ghuusy wali anti zra bahir aye ga..

Baba ki chlti kahan h chup ky peachy khry han dkh ni rha

On the other hand in Jeeto Pakistan host's communication style is totally drastic and informal. His behavior towards audience also sarcastic as this is observed in his dialogues. "ghussy wali anti". His choice of words are very inappropriate that depicts negative impact on society.

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3. How is *Neelam Ghar* and *Jeeto Pakistan* effecting upon the moral and ethical values of their viewers?

In his show, Tariq Aziz is particularly wary of making personal contact with and interacting with the audience members. He was quite limited in his communication and interaction, and he avoided making small talk with any of his audience members. Only interaction happens during the quiz segment's conversation. Tariq Aziz fulfil the social norms and keep a social gap between himself and both men and women showing up in the show. He makes very light physical contact with me while we are talking. He hardly shook hands with the winner and runner-up competitor when congratulating them, while simultaneously giving them a polite motion to return to their seats. He did not shake hands with any of the show's male contestants. He was not seen hugging any male contestants in the sample episodes watched for the study, even after they won. He felt that a handshake was more appropriate. So handshake with a woman is completely considered unethical in our society. Because culturally it is not acceptable for a "non- mehram".

In contrast host of *Jeeto Pakistan*, Fahad Mustafa did not follow these kind of social norms and ethical rules in his communication style. He adopt a very casual behavior in his communication as discussed above. He has changed all communication rules and creates new trend that is not follow the social norms of our society. It is uncommon and not acceptable in our culture for a girl or woman to ride behind a man on a bike on the set of a show that is shown on national television. The host initiated a tradition on this show. So it is considered unusual in our culture. In contrast to *Neelam Ghar*, which very seldom featured male adults playing musical chairs on stage, on the other side *Jeeto Pakistan* features a variety of games that can be humiliating to play also it became cause of the degrading the contestant low their confidence. For example male participants have to wear baby bibs and use milk bottles as pacifier while pushed in baby trolleys by their spouses and sitting in bathing tubs and pooping balloons with water on their heads. So this action can be embarrassing and unethical that can create uncomfortable environment for the participants and also for a viewers who watching it. So morally this is not suitable media should encourage such games that morally and ethically suitable for both genders. But society changed their thought over the time they think this is modernity so they forget to follow the tradition and social norms so media also plays very significant role to encourage these type of traditions.

### **Conclusion**

All media discourse serves the same purpose content provides an escape from the downhearted and deprived day-to-day life with an imaginative world. The state of utopia is where someone wants to escape to withdraw from all social, cultural, and

political pressures. Quiz/Game shows depict here the media role. No ethical language is used in the current game show they are far from the traditions like children having to speak respectful manner with elders as the host in Jeeto Pakistan did not use ethical language so this creates a negative impact on society and also portrays the negative role of media in the 21st century.

Both hosts' communication styles may differ in formality, Tariq Aziz used a cultured version and formal tone of language on the other hand in the current air game show. Fahad Mustafa used a layman informal communication style with many slangs with participants as part of his interactions. Earlier Tariq Aziz used polite imperative however Fahad Mustafa used an impolite and imperative conversation with viewers.

Another major aspect analyzed through this study is (1975) Neelam Ghar game show is totally around Intellectual questions tasked from the audience and its primary goals were to advance general knowledge, encourage literacy, and support educational institutions. To promote Urdu literature, several segments are held that are related to general knowledge questions and poetry competitions. On the other hand in Jeeto Pakistan's (2014) game show investigated that they only promote entertainment and promote informal language that can be abusive. The questions that are asked in Jeeto Pakistan have nothing to do with general knowledge or intellectual matters. The host said the participant "Khirki ma Khari larki hath ma ly ky lkri" ask it four times. Analysis reveals that their primary objective is just entertainment by hooks and crooks, not promoting literacy.

I will conclude this research with considerable thought that Neelam Ghar left a very positive effect towards their audience and was its main theme to encourage reading and education, which in turn supported the intellectual community. Jeeto Pakistan needs to be discussed because the host's improvised language can have a harmful impact on society. Because the study's findings demonstrate that game shows that debuted before the 20th century did not include unethical colloquialisms, the media also did not damage the cultural and social reputation of the society. The game shows that air today, however, is significantly different from those of the past in every way, and they have the potential to greatly foster standards and traditions that are not respected in our society, as well as unethical language.

### **Recommendation**

The study of game shows and quiz shows is essential for academic comprehension of this genre as well as concerns related to television media, institutional regulations, and television aesthetics. The goal is to become familiar with the most common game show and quiz program television forms, as well as to test various aspects of television studies. Researchers and academics should focus their attention on this genre in the future because it gives millions of people satisfaction

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and encourages them to adopt values that modern society does not want to adopt.

### **Limitations**

The main challenge in the research, which is primarily a content analysis, was getting access to the archive. It was always ineffective to repeatedly ask PTV for the archives of earlier Neelam Ghar program that had been broadcast between 1975 and 2000. First of all, the archives have not been converted to digital format.



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