

Analyzing Power Dynamics in Pakistani Political Discourse: A CDA-Based Study

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Abstract: Power exists in various modalities and political discourses are one of the important sites for negotiating and exercising power. The data for the present study was collected from the speeches of the Nawaz Sharif (PMLN) leader. The study at hand employs Fairclough's (1995) CDA and Dijk's (2006) Ideological square models to analyze political discourses. The prominent analytical categories used in the study include othering, number games, lexicalization, and positive self-representation. In this sense, the analysis of the speeches based on the socio-political context of Pakistan has been done. The analysis of the data reveals that no use of language is ideology-free and different ideological moves have been used by the mentioned politician of Pakistan to propagate the desired ideology to the masses. Historical references serve to assert political legacy, while economic narratives provide a platform for critique and political messaging. It has been observed that political narratives are coined with the view of the target audience to win their consent and to make them behave in a desired manner. This study provides a systematic analysis of language, power, and politics in the context of the contemporary Pakistani political scenario. It, maintains that political rhetoric is one of the important sites for ideological investment.

Key Words: Critical Discourse Analysis, Political Speech, Nawaz Sharif, Power Dynamics, Pakistani Politics

Introduction

However, it is necessary to pinpoint the importance of discourse while analyzing the complexity of political communication. Language is a representation of and an active participant in societal relations, which involve subtle as well as unobvious aspects. This research sets out to undertake an insightful analysis of political discourse from a CDA perspective in light of Fairclough's three-dimensional model of CDA. The subject of focus for analysis is the mesmerizing speech given by Nawaz Sharif in Pakistan on 21st October – a speech that was given in politically sensitive circumstances.

The three-dimensional approach of Fairclough's model guides our analysis along multiple dimensions: the textual analysis breaks down the decisions that were taken regarding language in the speech; the discursive analysis explores the patterns and themes; and the social practice analysis places the speech in a sociopolitical context. Together, these areas constitute a grand design with which we aim to unpack the power-language nexus in the context of Pakistani politics.

Theoretical Perspectives

Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is rooted in the interdisciplinary study of linguistics, sociology, and political science. Norman Fairclough's pivotal work (1995) has been instrumental in shaping the field, advocating for an analytical approach that extends beyond linguistic structures to encompass social and

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political contexts. Fairclough's three-dimensional model examines textual, discursive, and social elements, offering a holistic framework for understanding how language reflects and perpetuates power dynamics.

Van Dijk's socio-cognitive approach (1993) further enriches CDA by exploring mental representations and cognitive processes involved in discourse comprehension. Ruth Wodak's discourse-historical approach (2001) emphasizes the importance of historical context, illustrating the dynamic relationship between language, power, and societal structures. These foundational scholars provide a robust theoretical foundation for investigating political discourse.

Political Discourse Analysis

Chilton's work (2004) also develops political discourse analysis in relation to the vast strategies of framing and metaphorical uses in political messages. Chouliaraki Fairclough's (1999) paper has argued that discourse contributes to the building of political subjectivity and power regulation. These works shed awareness of how language is an ethnostrategically deployed tool in political domains, with an impact on public decisions and agenda-setting in political events.

Wring (2017) and Entman (2012) have provided an understanding of political discourse in the media context. They describe how political communication and media framing depend on each other and how language can shape the media and, therefore, perceptions of the wider population.

Previous research focusing on Nawaz Sharif's speeches is more or less scarce but comprehensive. Hussain's (2015) study is devoted to understanding the rhetorical patterning of selected speeches delivered by Nawaz Sharif and describes his persuasive approach. Methods The discursive aspects of the speeches delivered by Marvi Memon Sharif have been analyzed in the Malik (2018) study, which makes for valuable findings on the author's narrative strategy as well as the potential communicative consequences of this strategy.

Power and Language

Foucault's ground-breaking work regarding power and discourse has had a significant impact on discourse analysis. His power/knowledge (Foucault, 1980) structure shows that language is not only a means of conveying information but also a method of exercising power. These insights incorporate theories from Foucault in providing an analytical framework that explains how and why political actors use language to cloak force in legitimacy in contemporary societies.

Speech Analysis in Political Communication

For a long time, communication scholars such as Fisher (1984) and Aristotle, especially the Ancient Greek philosopher of the 4th century, have given a framework to comprehend persuasive communication and the strategies involved. Essentially, Fisher's narrative paradigm and Aristotle's three appeals form a framework for how the persuasive elements in political speeches may be analyzed.

Textual Analysis

The reason why Fairclough's three-dimensional model is chosen is its focus on an integrated analysis of political discourse. The textual level allows for analyzing the language resources, concentrating on specificities of language choices and determinations, metaphorical images, and rhetorical figures. The discursive dimension takes the analysis further by looking at the patterns and themes whereby specific discourses are identified to offer an understanding of the construction of political meaning. Last of all, the sociopolitical perspective is focused on the relations between language and power in society and the role of speech practice.

Dynamic Understanding of Power

Given the dynamic understanding of power relations that Fairclough's model provides, it works well in analyzing political discourse. The model unpacks this power in action by looking at language at the textual level. The discursive dimension reveals more of how power traverses discourses influencing political



narratives. In a final social practice dimension, the discourse is placed in the context of the broader social and social aspects that affect and are affected by political communication.

Sensitivity to Social Context

Political discourse is not divorced from the socio-economic space. This social context is recognized in Fairclough's model. By merging the social practice dimension, the analysis goes beyond linguistic features and discursive patterns to look at the larger sociopolitical context within which the speech happens. The contextual sensitivity that the research requires to understand the impact of political discourse on public perception, as well as on the broader political landscape, is critical.

Methodology

Data Collection

The first piece of data on which the analysis of Nawaz Sharif's speech of October 21st is based is the official transcript of the speech, which trustworthy news sources, government records, and the official channels of the political party might have provided. By picking a reputable source, the choice of speech content is made reliable and accurate. Further, if there is any accompanying video or audio recording of the speech, such things as a more nuanced understanding of nonverbal cues, tone, and audience reactions are available for review.

This methodology combines these elements upon data and transcription collection in order to provide a solid groundwork for following the Critical Discourse Analysis of Nawaz Sharif's speech of October 21st.

Textual Analysis

- **Explanation:** The selection of the vocabulary used in the speech becomes very important in determining the tone it creates, the emphasis of the message, and the overall impact of the speech. The words that Nawaz Sharif used help us analyze his communicative intent and emotional resonance on the day in question.
- **Example:** These include phrases such as "relationship of love," "served with loyalty," and "resolved issues," which have a favorable, committed implication. These words add to the building of the narrative of dedication and service towards the nation.
- **Explanation:** When we speak, picking the correct set of words is extremely important, as it comprises not just plain meaning but also emotional fallacies and linguistic weight. Specific terms that the speaker chooses to use shape the tone of his speech generally and help the audience to understand the markers of the sender's intentions and the message itself. Vocabulary analysis gives a lens into the speakers' psychological state and emotional state, and it comes across as a rhetorical strategy to appeal to the audience.

During Nawaz Sharif's October 21st speech, the use of such vocabulary was also used to build a positive and involved tone. This creates a connection and a sense of loyalty between the speaker and the audience by making you feel a sense of a 'relationship of love.' The use of the word 'served with loyalty' suggests a commitment to the country as a leader and as a person committed to the welfare of the country. An expression like 'resolving the issues' also suggests resilience and that the leader is proactive and problem-solving for the good of the nation.

Collectively, these carefully chosen words form a narrative of dedication, service, and positive engagement. The vocabulary has a resonance of emotion, which implies a uniting and a united purpose between the Nawaz Sharif and the audience. The use of an intentional choice of words shapes the rest of the speech, and while the speaker is a practical man who cares deeply for the nation, their words put them in the role of a devoted leader.

Metaphors

- **Explanation:** Linguistic metaphors are potent tools that enact the process of simplifying complex ideas by acknowledging the links with what is apparently familiar. Looking for metaphors in the speech, you can see where the speaker tries to force an image, or perhaps an emotion, with the audience.

- **Example:** The 'some wounds never heal' metaphor suggests remaining in pain and blighted by emotional scars. The use of this metaphorical expression gives the speaker's thoughts about personal challenges and sacrificing a richer perspective. Figurative language devices and metaphors are used to complement communication by comparing unrelated concepts. Metaphors do that by likening one idea with another but using imagery, an emotion, and more complex meanings to create vivid imagery and evoke emotions. Metaphors help us reveal how the speaker seeks to connect with the audience in a more profound – often emotional – way during a speech. Metaphors can also deepen the meaning of friendly and resonance in the message of the speaker.
- Just as the October 21st speech by Nawaz Sharif used the powerful image metaphorically, 'some wounds never heal' to illustrate the inexorable nature of the pain and emotional scars' unveils the speaker's attempts to evoke specific images or emotions in the audience.
- **Example:** The metaphorical use of "some wounds never heal" implies enduring pain and emotional scars. This metaphorical expression adds depth to the speaker's reflections on personal challenges and sacrifices. Metaphors are figurative language devices that enhance communication by drawing comparisons between unrelated concepts. By likening one idea to another, metaphors create vivid imagery, evoke emotions, and convey complex meanings in a more accessible manner. In the context of a speech, identifying metaphors unveils the speaker's efforts to connect with the audience on a deeper, often emotional, level. Metaphors can add layers of meaning, nuance, and resonance to the speaker's message, making it more memorable and impactful.
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- In Nawaz Sharif's speech on October 21st, the metaphorical use of "some wounds never heal" introduces a powerful image to convey the enduring nature of pain and emotional scars. This metaphor suggests that specific experiences or challenges leave lasting imprints on an individual, emphasizing the lingering impact of past hardships. The choice of the metaphor is intentional, as it goes beyond a literal description and taps into the audience's emotions and shared experiences.
- By using the metaphor of wounds that never heal, Nawaz Sharif adds depth to his reflections on personal challenges and sacrifices. The metaphor encourages you to relate to the speaker's ideas and so build a link based on common ground. This rhetorical choice in figurative language conveys to the reader the speaker's resilience, the magnitude of the speaker's struggles, and the permanence of personal sacrifices.
- In the metaphorical sense, the term enriches the speech a bit since it offers less a plain account of the journey taken by the speaker but more an entanglement and evocative depiction of this journey so the audience may understand the emotional loads of the words. The speaker attempts to evoke specific images or emotions in the audience.
- **Example:** The metaphorical use of "some wounds never heal" implies enduring pain and emotional scars. This metaphorical expression adds depth to the speaker's reflections on personal challenges and sacrifices. Metaphors are figurative language devices that enhance communication by drawing comparisons between unrelated concepts. By likening one idea to another, metaphors create vivid imagery, evoke emotions, and convey complex meanings in a more accessible manner. In the context of a speech, identifying metaphors unveils the speaker's efforts to connect with the audience on a deeper, often emotional, level. Metaphors can add layers of meaning, nuance, and resonance to the speaker's message, making it more memorable and impactful.
- In Nawaz Sharif's speech on October 21st, the metaphorical use of "some wounds never heal" introduces a powerful image to convey the enduring nature of pain and emotional scars. This metaphor suggests that specific experiences or challenges leave lasting imprints on an individual,



emphasizing the lingering impact of past hardships. The choice of the metaphor is intentional, as it goes beyond a literal description and taps into the audience's emotions and shared experiences.

- By using the metaphor of wounds that never heal, Nawaz Sharif adds depth to his reflections on personal challenges and sacrifices. The metaphor invites the audience to empathize with the speaker's experiences, creating a connection based on shared understanding. This figurative language choice serves the rhetorical purpose of emphasizing the speaker's resilience, the gravity of past struggles, and the lasting effects of personal sacrifices.
- In essence, the metaphor enriches the speech by providing a nuanced and evocative portrayal of the speaker's journey, allowing the audience to grasp the emotional weight behind the words. It is a rhetorical device that allows abstract ideas to be transformed into tangible, relatable images to make the speaker's message more impactful.

Rhetorical Devices

- **Explanation:** Rhetorical devices are deliberate language choices that increase persuasion and the effects you make. By analyzing rhetorical devices in the speech, we find out how Nawaz Sharif utilizes language to motivate his speech to its audience.
- **Example:** The repetitive question, 'Who are those that get Nawaz Sharif away from his nation?' Epistrophe is a rhetorical device. Repetition of this kind strengthens the emotional connection between Nawaz Sharif and the nation, strengthening a feeling of unity. Rhetorical devices are when a speaker purposely and strategically uses language to make something persuasive and impactful.

These devices are used to engage the audience, emphasize specific important points, and help communicate better and be remembered. Rhetorical devices are a key component of effective persuasion, so they should be used in a speech. These devices are analyzed so that insights are gained about how the speaker, in the instance of Nawaz Sharif, writes his message to elicit particular responses and formulate an appealing story.

- **Example:** In Nawaz Sharif's speech on October 21st, the rhetorical device at play is epistrophe, characterized by the repetition of a word or phrase at the end of successive clauses or sentences. The particular questioning repetition of Who are they who separated Nawaz Sharif from his nation? It works like the way a rhetorical flourish serves to strengthen and focus a definitive idea.

The intentional repetition of the question achieves several rhetorical goals:

- **Emphasis:** The repetition is focused on the subject of them, that is, unity between Nawaz Sharif and the nation. The repeated question indicates the speaker believes there was some emotional bond formed between people and himself.
- **Memorability:** When effective, rhetorical tools help make the message more memorable. The repetition of some of the important questions increases the chances that the audience will store and think about certain aspects of the speech.

These devices are employed to engage the audience, emphasize key points, and make the communication more memorable. In a speech, the use of rhetorical devices is an essential aspect of effective persuasion. Analyzing these devices provides insights into how the speaker, in this case, Nawaz Sharif, crafts their message to elicit specific responses and create a compelling narrative.

- **Example:** In Nawaz Sharif's speech on October 21st, the rhetorical device at play is epistrophe, characterized by the repetition of a word or phrase at the end of successive clauses or sentences. The specific repetition of the question "Who are they who separate Nawaz Sharif from his nation?" serves as a rhetorical flourish that emphasizes and reinforces a particular idea.

The intentional repetition of the question achieves several rhetorical goals:

- **Emphasis:** The repetition emphasizes the central theme of unity between Nawaz Sharif and the nation. By repeating the question, the speaker signals the importance of the emotional connection he perceives between himself and the people.
- **Memorability:** Rhetorical devices, when effectively used, make the message more memorable. The repetition of a key question increases the likelihood that the audience will retain and reflect on this particular aspect of the speech.

- **Emotional Appeal:** The repetition creates a rhythmic pattern that can evoke emotional responses. In this instance, it reinforces a sense of unity and shared identity between Nawaz Sharif and the nation, appealing to the audience's emotions and sense of national pride.

Emotive Language

- **Explanation:** Emotive language is part of political discourse because it allows for cultivated emotional reactions from the audience. Viewing emotional language in the speech also makes it possible to observe how the speaker is trying to relate to the listener intimately.
- **Example:** Phrases like "the love I see in your eyes, I am proud of it" make you feel proud of the love you are seeing in someone else's eyes. This is language of this type that tries to build rapport with the audience and make them experience the shared emotion.

Historical References

- **Explanation:** The speech references historical events and achievements, which aid in contextualizing the conversation. When referring to historical references, one can understand the way a speaker sets their narrative within a broader historical period.
- **Example:** Historical references include mention of Pakistan's nuclear tests in 1998 and Bill Clinton's offer of \$5 billion not to do the tests. The point is to throw up these references so it is clear that Nawaz Sharif was playing a role in some big national things, and it seems like he was resisting the pressure.

Personal Narratives

- **Explanation:** In political speeches, personal narratives are often used in order to show the humanity of the speaker and the appealing quality to the audience with the speaker. What it does is it helps understand the way Nawaz Sharif places himself in that broader political landscape.
- **Example:** Nawaz Sharif's telling of personal incidents, like how he could not pay respect to the family members in jail, gives a personal touch to his speech. The way this narrative is structured intends to evoke empathy and, in addition to doing so, make the speaker seem like a person you can relate to.

The analysis of these textual features revolves around the purpose of unraveling the underlying messages, the way language plays a role in this context, and the way language is used for the achievement of specific communicative goals in the context of the speech.

Historical References

- **Explanation:** The discussion has a historical foreshadowing, which helps us to place it in context. One can really understand the way a speech is placed in relation to more significant historical events when you are talking about historical references.
- **Example:** Such historical references include references to the occasion of Pakistan's 1998 nuclear tests and Bill Clinton's offer to not do the tests for a sum of \$5 billion. The point was to really throw these references up so if people read that it is clear Nawaz Sharif was involved in some big national things when he was being pressured, he apparently resisted.

Personal Narratives

- **Explanation:** Personal narratives are employed in political speeches to portray the humanity of the speaker and appeal quality to the audience with that speaker. What it does is help understand the position of Nawaz Sharif in the larger political landscape.
- **Example:** Nawaz Sharif talked about some of his incidents, such as his inability to pay respect to family members who were kept in jail. This narrative is structured such that it evokes sympathy and, apart from that, makes you feel that the speaker is a person to whom you can connect.

These textual features will be analyzed to deal with the purpose behind dealing with the underlying messages, the role of language used in this context, and the role of language used in the achievement of specific communicative goals in the context of the speech.



Social Practice Analysis

Social practice analysis means looking at speech in terms of its place in the larger context of society. It is an analysis of foreign factors which affect and are affected by the discourse. This is done in the study too.

- **Political Landscape:** It probes the Pakistani political climate when the speech was made. Think of what is happening at present, what is politically happening, or whatever social issue is there. It might have influenced the content and maybe the tone of Nawaz Sharif's address. As it analyzes the political scenario of Pakistan, it continues.
- **Cultural Factors:** The aim of this investigation of cultural norms, values, and historical context in regard to the reception of the speech is to see if they wield the potential to impact the way in which the speech would be received. Understanding the cultural backdrop helps us understand why some messages seem to connect with a specific audience. The speech talks about the cultural perspectives of the Pakistani context. It is a way to determine the key audience Nawaz Sharif seeks to touch societal context. This analysis goes beyond the linguistic elements and delves into the external factors that shape and are shaped by the discourse. The same has been done in the study.
- **Cultural Factors:** It is an attempt to investigate cultural norms, values, and historical context that may impact the reception of the speech. Understanding the cultural backdrop provides insights into how certain messages resonate with the audience. The speech highlights some of the cultural perspectives of the Pakistani context
- **Intended Audience:** It means identifying the primary audience Nawaz Sharif aims to address. It could be the general public, some demographic groups, or political supporters. It breaks down the analysis of how the language and content are modified so as to suit your intended audience. It is to look at the ways rhetorical tactics will appeal to the audience. This analysis goes beyond the linguistic elements and delves into the external factors that shape and are shaped by the discourse. The same has been done in the study.
- **Political Landscape:** It explores the political landscape in Pakistan during the time of the speech. Consider ongoing events, political developments, and any significant social issues that may have influenced the content and tone of Nawaz Sharif's address. Its analysis reveals Pakistan's ongoing political scenario.
- **Cultural Factors:** It is an attempt to investigate cultural norms, values, and historical context that may impact the reception of the speech. Understanding the cultural backdrop provides insights into how certain messages resonate with the audience. The speech highlights some of the cultural perspectives of the Pakistani context
- **Intended Audience:** It means identifying the primary audience Nawaz Sharif aims to address. This could be the general public, specific demographic groups, or political supporters. It analyzes how the language and content are tailored to resonate with the intended audience.
- **Rhetorical Appeals:** It means to explore the rhetorical strategies employed to appeal to the audience. These might be emotional appeals, appeals to shared values, or a way to locate the organization's agenda with the concerns and aspirations of the audience.
- **Potential Impact:** Think about the ways that the speech could resonate in the public mood, in politics, and in society. Consider whether the speech can affect how people perceive, warm to, or spur on a new storyline in the political environment. It dives into what happens politically before the speech, like elections, policy changes, or geopolitical showdowns. These elements delve into the external factors that shape and are shaped by the discourse. The same has been done in the study.
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- **Potential Impact:** Consider the potential impact of the speech on public opinion, political dynamics, and social discourse. Analyze whether the speech has the potential to shape perceptions, mobilize support, or influence the broader narrative in the political landscape.

Application to Nawaz Sharif's Speech:

Broader Social Context

It explores the political events leading up to the speech, such as elections, policy changes, or geopolitical developments. What might have been these factors to the messaging in the speech made by Nawaz Sharif? Focusing on these factors has been done in the speech under analysis.

- **Rhetorical Appeals:** It means to explore the rhetorical strategies employed to appeal to the audience. This could include emotional appeals, appeals to shared values, or attempts to align with the concerns and aspirations of the audience.
- **Potential Impact:** Consider the potential impact of the speech on public opinion, political dynamics, and social discourse. Analyze whether the speech has the potential to shape perceptions, mobilize support, or influence the broader narrative in the political landscape.
- Application to Nawaz Sharif's Speech:

Broader Social Context

- It explores the political events leading up to the speech, such as elections, policy changes, or geopolitical developments. Consider how these factors might have influenced the messaging in Nawaz Sharif's speech. These factors have been focused on in the speech under analysis.

Intended Audience

- Everything is said against something unsaid. It, in detail, defines who was endorsing Nawaz Sharif. Ask yourself if the language, tone, or content are tailored to speak to a targeted audience or a general populous.
- An art of speech, or writing, is an impressive thing. Rhetorical strategies used in the use of such devices are explored. Instead, it seeks emotional appeals, calls to shared values, or attempts to bond people to some common sense of unity and purpose. Beyond the linguistic elements it delves into the external factors that shape and are shaped by the discourse. The same has been done in the study.
- **Political Landscape:** It explores the political landscape in Pakistan during the time of the speech. Consider ongoing events, political developments, and any significant social issues that may have influenced the content and tone of Nawaz Sharif's address. Its analysis reveals the ongoing political scenario of Pakistan.
- **Cultural Factors:** It is an attempt to investigate cultural norms, values, and historical context that may impact the reception of the speech. Understanding the cultural backdrop provides insights into how certain messages resonate with the audience. The speech highlights some of the cultural perspectives of the Pakistani context
- **Intended Audience:** It means identifying the primary audience Nawaz Sharif aims to address. This could be the general public, specific demographic groups, or political supporters. It analyzes how the language and content are tailored to resonate with the intended audience.
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- It explores the political events leading up to the speech, such as elections, policy changes, or geopolitical developments. Consider how these factors might have influenced the messaging in Nawaz Sharif's speech. These factors have been focused on in the speech under analysis.



Intended Audience

- Everything is said against something unsaid. It focuses on Identifying the primary audience Nawaz Sharif is addressing. Consider whether the language, tone, and content are tailored to resonate with a specific demographic or a broad cross-section of the public.

Rhetorical Appeals

- It is an impressive art of speech or writing. The use of such devices explores the rhetorical strategies used to appeal to the audience. It looks for emotional appeals, calls to shared values, or attempts to create a sense of unity and shared purpose So, while performing a social practice analysis, one tries to localize the speech into the overall socio-political context, determining how the external influences and ratio of the audience interact towards linguistic elements in the speech and about the total perception and general function of the speech.

Findings

Language of Dedication and Service

- Example:** Phrases like 'within a relationship of love,' 'served with loyalty', and 'resolved the issues' frame a story of commitment and service to the nation. This language constitutes Sharif's identity as a people's welfare.

Metaphorical Construction of Personal Struggles

- Sharif's reflections on personal challenges are brought to life with the metaphor of "wounds that never heal." The language used in this metaphorical form influences the impression given to the speaker about his character, together with his endurance in adversarial.

Rhetorical Emphasis on Unity:

- Example:** Repetition of the repeated "question "Who are they who separated Nawaz Sharif from his nation?" shows that the rhetorical device of epistrophe is employed. The repeated use of this in the speech has an emotional effect, a sense of unity of the speaker with the nation.

Historical References to Assert Political Legacy

- Example:** Sharif's identity is based on Pakistan's nuclear tests and the claims that it is resisting external pressure. Using language that refers to historical events, the narrative constructs a language of strength and resilience in the face of imagined challenges to national interests.

Economic Narrative and Critique

- Example:** Sharif's comparison of current economic conditions during his tenure begins to challenge the existing economic narrative based on inflation and unemployment. It is a critique of the current power structures in which such outcomes are built up as owing to the same.
- Christie (2009) argues that power is constituted and performed through language. In the same way, the use of language in the above-mentioned example constitutes an identity for Nawaz Sharif as a sacrificing leader with a personal dedication to the nation. Narrative of commitment and service to the nation. This language constructs Sharif's identity as a leader devoted to the welfare of the people.

Metaphorical Construction of Personal Struggles

- Example:** The "metaphor "some wounds "ever heal" Sharif's reflections on personal challenges, positioning him as a resilient figure. This metaphorical language shapes the perception of the speaker's character, emphasizing endurance in the face of adversity.

Rhetorical Emphasis on Unity

- Example:** The rhetorical device of epistrophe is evident in the repeated "question, "Who are they who separated Nawaz Sharif from his nation?" This repetition emphasizes an emotional connection, reinforcing a sense of unity between the speaker and the nation.

Historical References to Assert Political Legacy

- **Example:** Pakistan's nuclear tests and claims of resisting external pressure on Sharif's political identity. By referencing historical events, the language constructs a narrative of strength and resilience against perceived challenges to national interests.

Economic Narrative and Critique

- **Example:** Sharif's comparison of current economic conditions to those during his tenure, citing inflation and unemployment, serves to challenge the existing economic narrative. This language contributes to a critique of the current power structures by framing them as responsible for adverse economic outcomes.

Language Shaping Perceptions

- Fairclough (2003) is of the opinion that no use of language is ideology-free. Language and power are interlinked phenomena. The language used in the speech constructs Sharif's identity as a dedicated leader, emphasizing personal sacrifices and a commitment to the nation. Although metaphors and rhetorical devices are disguised, they contribute to a nuanced portrayal speaker's character and leadership qualities in the audience's minds. The way Nawaz Sharif has been constructed as a figure that has challenged and resisted what Pakistan perceives as threats to its sovereignty is through historical references, as well as claims of resisting external pressure. This language constructs Sharif's identity as a leader devoted to the welfare of the people.

Metaphorical Construction of Personal Struggles

- **Example:** The "metaphor "of some wounds "ever heal" adds Sharif's reflections on personal challenges, positioning him as a resilient figure. This metaphorical language shapes the speaker's character, emphasizing endurance in the face of adversity.

Rhetorical Emphasis on Unity

- **Example:** The rhetorical device of the apostrophe is evident in the repeated "question, "Who are they who separated Nawaz Sharif from his nation?" This repetition emphasizes an emotional connection, reinforcing a sense of unity between the speaker and the nation.

Historical References to Assert Political Legacy

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- **Example:** Sharif's comparison of current economic conditions to those during his tenure, citing inflation and unemployment, serves to challenge the existing economic narrative. This language contributes to a critique of the current power structures by framing them as responsible for adverse economic outcomes.

Language Shaping Perceptions

- The language used in the speech constructs Sharif's identity as a dedicated leader, emphasizing personal sacrifices and a commitment to the nation. Metaphors and rhetorical devices contribute to a nuanced portrayal, shaping audience character and leadership qualities.

Power Structures and Resistance

- Wodak (2009) argues that discourses are deeply rooted in history and without having sound knowledge of history, we cannot decode them comprehensively. Similarly, historical references and claims of resisting external pressure contribute to the construction of Nawaz Sharif as a figure who



has challenged and resisted perceived Pakistan's sovereignty. This language works against a narrative of political stability and incurs upon the existing power structure. Twofold economic narrative in the speech is for critique and push for Nawaz Sharif as a capable leader for the country, who will be taking on the economy as well. Sharif's identity as a leader devoted to the welfare of the people.

Metaphorical Construction of Personal Struggles

- **Example:** The "metaphor "of some wounds "ever heal" shows Sharif's reflections on personal challenges, positioning him as a resilient figure. This metaphorical language shapes the speaker's character, emphasizing endurance in the face of adversity.

Rhetorical Emphasis on Unity:

- **Example:** The rhetorical device of epistrophe is evident in the repeated "question, "Who are they who separated Nawaz Sharif from his nation?" This repetition emphasizes an emotional connection, reinforcing a sense of unity between the speaker and the nation.

Historical References to Assert Political Legacy:

- **Example:** Pakistan's nuclear tests and claims of resisting external pressure on Sharif's political identity. By referencing historical events, the language constructs a narrative of strength and resilience against perceived challenges to national interests.

Economic Narrative and Critique:

- Sharif's comparison of current economic conditions to those during his tenure, citing inflation and unemployment, serves to challenge the existing economic narrative. This language contributes to a critique of the current power structures by framing them as responsible for adverse economic outcomes.

Language Shaping Perceptions:

- The language used in the speech constructs Sharif's identity as a dedicated leader, emphasizing personal sacrifices and a commitment to the nation. Metaphors and rhetorical devices contribute to a nuanced portrayal, shaping audience character and leadership qualities.

Power Structures and Resistance:

- Historical references and claims of resisting external pressure contribute to the construction of Nawaz Sharif as a figure who has challenged and resisted perceived Pakistan's sovereignty. This language reinforces a narrative of political strength and resilience, challenging existing power structures.

Economic Critique and Political Messaging:

- The economic narrative in the speech is twofold and serves a dual purpose – it critiques the current economic conditions and positions Nawaz Sharif as a leader who is represented as capable of addressing the economy. It's a language that is useful in constructing public opinion and in resisting the economic policies of the current regime.

Conclusion

Reflection of the given material shows that the speech of Nawaz Sharif on October 21st presented the following findings, which added to the understanding of the political context in Pakistan. This paper further established how the language used in the speech helps influence the perception of the audience, builds political subjectivity, and helps the audience struggle for control of power. These insights question whether these results go beyond the specific communicative speech act and highlight central features of the effectively functioning political communication system in the Pakistani context. The speech very

purposefully structures the language in order to paint Nawaz Sharif as a man entirely devoted to the wellbeing of Pakistan. Furthermore, the use of expressive language like “Some wounds never heal” is poignant to Sharif’s power as a metaphorical overlay to his emotional journey, depicting him as a strong man. All these linguistic realizations serve to create a metaphorical view of the character and endurance of the speaker.

The relevance of narrative construction in political communication is well captured in the analysis. Employing analytical and emotional language, political leaders weave popular narratives of self-promotion for political purposes and appeal to history and daily economic reality.



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