

## DISCOURSE ANALYSIS OF BENAZIR BHUTTO AND IMRAN KHAN'S SPEECHES

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### Abstract

Language is used as a communication tool. Political figures use this tool to put specific economic, social, and cultural ideas into practice. The aim of this research is to explore the rhetorical devices used by Benazir Bhutto and Imran Khan in their speeches, and how these figures of speech assist them to take the attention of the public and transmit their message properly. The present research investigates the similarities and dissimilarities in the selected speeches of Benazir Bhutto and Imran Khan. The study reveals what kind of rhetorical tropes are used by selected speakers. The research is carried out by employing the model of Critical Discourse Analysis based on Paul Gee's (2011) framework of seven language-building tasks. Both speakers used almost the same persuasive device. They used rhetoric at the phonological, lexical, and syntactical levels. For the analysis of data "the Statement by the Prime Minister of Pakistan H.E. Imran Khan to the Seventy-sixth Session of the UN General Assembly 24 September 2021" and Benazir Bhutto's speech at the occasion of a joint session of Congress on 7th June 1989, was selected.

**Keywords:** Critical Discourse Analysis, Politics, Political strategies, Rhetorical devices, political leaders, political objectives.

### Introduction

Politics is the set of activities that are associated with making decisions in groups or other form of power relations among individuals such as the distribution of resources or status. Politics is a technique or an influential instrument which affects different people. The persuasive maneuvers used by politicians bequeath effects on the minds of their supporters. Different political parties use several selected scripts to gain their purposes. The selected script by the politician reveals the ideology of that political party.

Language has the most important role for the progress and survival of the society. A society could not be developed and could not be survived for a long time without language. Hence, the use of rambling tactics by the speakers represents the facts and concealed doctrine loaded in conversations and scripts. According to Kapur (2022), politics is a struggle to gain power which may be applied to impose predefined cultural, socioeconomic and political concepts.

### Need and Significance of the Research:

This study describes how the dialogues, speeches or debates of politicians influence others. The whole improvement begins from investigation. The popular Hudson Maxim "Doubt is frequently preferable to overconfidence, because it promotes investigation, and investigation promotes creativity" offers a significant framework to comprehend the importance of research. Further studies are required to make growth feasible. Study promotes the growth of rational thought and organizational abilities along with inductive and scientific reasoning. Political characters are the most

significant part in every nation. As Imran Khan and Benazir Bhutto are political figures and the heads of state, their speeches and debates are of great importance. These speeches describe the basic analysis of how language constructs the ideas of the nation and also deal with the differential issues of the nation. This study will further give aid to the researchers to point out the language accountable for the crevice created in the society due to the persuasive maneuvers of politicians.

#### **Research Objectives:**

The objectives of the study are;

- To analyze the similarities and dissimilarities in the selected speeches of Imran Khan and Benazir Bhutto
- To explore the figures of speech in the selected speeches of Imran Khan and Benazir Bhutto

#### **Research Questions:**

The present research will aim to answer the following questions.

- i. What are the similarities and dissimilarities in the selected speeches of Imran Khan and Benazir Bhutto?
- ii. How figures of speech employed by both politicians impact the target spectators?

#### **Literature Review**

This study and analysis is spoken materials in the light of their linguistic and tonal style which is a critical analysis. The impartation of the language ideologies has a comprehensive effect on the fields of pragmatics, linguistics, discourse analysis, sociolinguistics and linguistic anthropology. The area, that binds insights from linguistic ethnography and the social scientific study of ideology, extremely advanced our comprehending of how language is used in society. It appeared as a distinguish sphere of study in the 20<sup>th</sup> century. Each and every form of research is a variant of any or all of the methods described earlier, relying on the cause behind the study, the total amount of time required for carrying out it, the condition in which it is performed, or a few more identical factors.

#### **Language:**

An organized framework and medium of communication is known as language that is used by people to show their customs and heritage and reveal themselves as members of definite community. To this end, different typical verbal, manual and written representations are invented and extemporized for communication or demonstration of one's emotions.

#### **Language and Identity:**

Identity is shown by language (Le Page & Tabouret-Keller, 1985). It is difficult to detach a person's language from his or her identity; language is used as an instrument traditional recognition of its individuals (Fyle, 1983). There is also a basic association between a social group's identity and its individual's language (Kramsch, 1998: 65).

#### **Standard Language:**

Linguistic ideologies analyze the fundamental level of racial discrimination. It examines how different languages are recognized as standard, although others are recognized as inferior or minor variety. It focuses on the concepts within and procedures through which specific types are connected to adjectives such as "good", "bad" or "worse".

#### **Language as Power:**

The concept of the "power of language" indicates the ability of language to both uphold and destroy authority. The relationship that exists between language and power can be defined as ambiguity and complexity. Language is the tool through which power can be gained and exhibited; it is the way by which power rules and dominates, and whenever is at work, people must pay attention carefully and comply respectively.

#### **Multimodal Discourse Analysis:**

Through the collaboration of several communication methodologies, including spoken language, pictures, and actions, this method investigates the improvement of meaning. By fusing both spoken and nonverbal components, it examines how multimodal writings influence views, opinions, and social interactions. In order to fully comprehend the complicated nature of discourse, this framework stresses the necessity of examining the connections between various linguistic elements.

#### **Narrative Analysis:**

The application of narratives and tales to contribute to the construction and negotiation of societal actuality, identities, and power dynamics is the primary goal of narrative strategies to CDA. This paradigm looks at the narrative's framework, written material, and rhetorical techniques to find its fundamental meanings and beliefs.

#### **Discourse:**

"The use of language" is known as discourse (Brown & Yule, 1983). Social customs and beliefs have transformed as a result of the evolution of discourses among certain ethnic groups and social circumstances (Carvalho, 2007). Usually, it eventuates in society when multiple discourses are formulated and enforced in various situations on the basis of societal approval (Bracher, 1993; Fairclough, 1992).

#### **Discourse Analysis:**

The term discourse analysis frequently known as discourse studies pertains to multiples types of techniques that are employed to investigate essential semiotic proceedings involving oral, written and sign language usage. The goals of discourse analysis including writing, conversation, discourse and communicative proceedings etc. are described in a number of methods such as coherent structures, suggestions, speech patterns and conversation

components. Discourse researchers contrary to conventional linguists; examine language use other than the sentences along with spontaneously developing linguistic usage, as compared to synthetic language with instances. Textual linguistics is a remarkably similar discipline.

### Foundation of Discourse Analysis:

Fundamental rules regarding discourse analysis were provided by Van Dijk (1998) which are given below:

- A) Text and dialogue which spontaneously originate from actual settings must be chosen for assessment.
- B) It is requisite to effectively exercise member and societal duties along with global, local, social and cultural circumstances.
- C) It is typical to categorize oral communication as discourse. Yet, it is significant not to ignore the massive sphere of written content.
- D) Discourse is a communal activity instead of single speech in particular sociocultural settings.
- E) Participant classifications must be acknowledged to assist them comprehend and navigate society.
- F) Discourse formation series is a spontaneous process. The effectiveness of speech has a correlation with hypothetical homogeneity and discursive relativity. Thus it has to comply with discourse order.
- G) Talkers and writers of discourse collectively tamper with stages and proportions of discourse, involving shape, sound, meaning and performance. Nevertheless, the researchers often break down the conversation into distinctive levels. The experts ought to keep in mind that discourse constructors have intentionally manipulated this simultaneity.
- H) The “what” and “how” ought not to be confined means of purpose and significance of discourse. It is essential to consider seriously the structural and descriptive involvement while addressing to “why”.
- I) Principles of language, text, communication and discourse must not be assessed merely in perspective with their sticking to grammatical, textual and interactional laws. Therefore, it ought to take into account the means by which conversations and the contextual roles of discourse cause language users to break or ignore the rules of grammar.
- J) The subsequent phase of linguistic laws is known as techniques. Therefore, linguistic users who have knowledge about linguistic patterns frequently have the ability to influence language so as to acquire and comprehend their linguistic objectives.

### Critical Discourse Analysis (CDA)

According to Van Dijk (1998a), the concept of critical discourse analysis describes a strategy that analyzes and assesses oral and written language for the purpose to recognize concerns with effectiveness, authority bias, connections as well as relevant propaganda in a specific discourse. It focuses into how these components are maintained and developed within the appropriate sociopolitical framework as well as their traditional structures.

### Discourse as Text:

The first component of SDA is discourse as text, or textual evaluation of discourse, that focuses on the elements of language and the structure and integration of perspectives. Fairclough claims that sentence and sub-unit grammar, the textual system, and the phonological system (system of sounds), and conventional linguistic evaluation of vocabulary and meaning are all represented by options in text.

### Approaches in CDA:

Critical researchers have established several analytical and theoretical techniques for the investigation of discourse; these methods do not define CDA (Resende, 2009). The following concepts are also backed by Wodak & Meyer (2009): as we defined earlier, CDA is not a clear empirical technique, but rather a set of techniques with alike conceptual frameworks and certain types of research aim.

### 3. Research Methodology

This study will employ the qualitative method. The current study is descriptive and qualitative in nature however it focuses on gathering and showing the phenomenon of language usage patterns that vary according to the context and structure. The research subject communicates the study findings orally or in writing within a qualitative research technique (Bogdan and Biklen, 1982: 39-42).

The sample for this study is taken from Benazir Bhutto and Imran Khan’s selective speeches from Internet. The research tool of this research based on Critical Discourse Analysis model of Paul Gee seven building tasks of language. There are seven building tasks of this model which are followings; significance, Activities, Identities, Relationships, Politics, Connections, Sign systems and Knowledge. Through these seven building tasks we can understand the message easily and correctly. The basic purpose of this study is to analyze the purpose or ideology of these speeches. The speeches of Imran Khan and Benazir Bhutto on different conventions are selected for data analysis. These speeches are collected through the internet. The data collected for this study from Internet, consist of Benazir Bhutto and Imran Khan’s selective speeches taken from Internet. With the help of Paul Gee model of seven building tasks of language, Benazir Bhutto and Imran Khan’s selective speeches are analyzed.

### Research approach, design, and method:

The word employed to express how an analyst approaches a topic generally is “research approach”. It offers a macro-view of research methodology, regarding the strategies applied to collect and analyze data along with the

study's basic methodical structure. In this regard, a few investigators might disclose to be employing a quantitative strategy to their study that affects the designs they select

### **Tools of Critical Discourse Analysis:**

**CDA model of Paul Gee Seven Building Tasks of Language:** The Critical Discourse Analysis (CDA) model of Paul Gee Seven Building Tasks of Language provides a structure for comprehending the intricate manners in which language functions in everyday life rather than a particular CDA model. The book "An Introduction to Discourse Analysis: Theory and Method" by Gee (2005) presents an overview of the "Seven Building Tasks of Language". These assignments explain how language is employed as an instrument for developing identity, meaning, and social connections. Following are the seven principles;

#### **1 Significance**

In social circumstances, language is employed to establish significance and transmit information. Effective interaction and knowledge transmission need the organization and selection of linguistic elements. Exploring how language creates meaning and molds perceptions among certain discourse groups is the objective at hand.

#### **2 Activities:**

Within certain institutions and social structures, language is employed to bring out duties and actions. It entails comprehending social expectations, laws, and customs that regulate the use of language in various settings. In order to complete this work, you must analyze the language that is employed to carry out particular tasks, such making appeals, offering directions, or drafting contracts.

#### **3 Identities:**

Personal and community identities are constructed and maintained by language. In order to place one self and other individual inside social categories and societies, it entails using language means. This role entails analyzing the ways in which language reflects identities, including race, ethnicity, gender, group, and occupation, as well as the ways in which these identities can be resolved and challenged via discourse.

#### **4 Relationships:**

Developing and establishing connections with people requires the utilization of language. It entails negotiating social encounters, sharing feelings, and building trust employing language. Study of the ways in which language influences dynamics of power, cooperation, and resolution of disputes is essential for this endeavor.

#### **5 Politics:**

Relations of power and social structures can be resolved through language. It includes looking at the ways in which prevailing discourses, philosophies, and organizations are either opposed or justified by language. This objective is to analyze how language is utilized in political discourse to organize encouragement, sway the public's view, and defend laws or activities.

#### **6 Connections:**

Through language, people may interact with one another and with groups across linguistic, cultural, and social barriers. It entails realizing how language helps various organizations work together and correspond with one another.

#### **7 Sign Systems and Knowledge:**

Language is a component of larger visual systems that influence people's views and understandings of the outside world. It includes investigating the ways in which language develops information and significance in conjunction with additional semiotic assets including actions, representations, and pictures.

#### **8 Data Analysis:**

The political speeches of the two politicians of Pakistan; Benazir Bhutto and Imran Khan were selected for analysis.

#### **Context:**

##### **Benazir Bhutto:**

On June 21, 1953, Benazir Bhutto was born. She was the firstborn child of politician Zulfikar Ali Bhutto, who served as Pakistan's prime minister from 1971 to 1977. She finished her primary schooling in Pakistan before moving to the US to pursue her higher studies. After completing her undergraduate studies at Harvard University, she went on to Oxford University to pursue studies in political science and philosophy. She assumed the role of nominal leader of her father's party in 1979 following his execution, and she endured multiple house imprisonment between 1979 and 1984. For the purpose to support the election campaign, she traveled to England in 1984 and then moved to Pakistan in 1986. She became the very first female prime minister of a Muslim country in history after President Zia ul-Haq passed away in an aircraft accident.

##### **Imran Khan:**

Born in 1952, Imran Khan spent his childhood in Lahore, Pakistan, playing cricket. In 1971, he participated in his nation's inaugural international match. He started his studies in 1972 at Oxford University, the same university as Benazir Bhutto. He continued to play cricket for Pakistan until 1992, leading the team as captain in 1982. He constructed a hospital in 1994 in Pakistan that provides the underprivileged with free cancer care, and he is currently building a second. Imran Khan founded the Tehrik-e-Insaf, a political party, in April the importance of both the Covid-19 vaccination and "smart lockdowns," which have been instrumental in saving lives, preserving



livelihoods, and maintaining the economy. The following are some of the rhetorical strategies Imran Khan employed in this speech.

### Data Analysis of Imran Khan's Address:

#### Significance:

Throughout his address, Imran Khan employed a number of rhetorical strategies to highlight the importance of both the Covid-19 vaccination and "smart lockdowns," which have been instrumental in saving lives, preserving livelihoods, and maintaining the economy. The following are some of the rhetorical strategies Imran Khan employed in this speech.

#### Repetition:

Tannen (2007) defines repetition as the recurrence of words or phrases inside a single linguistic work. Repetition is a technique Imran Khan has used multiple times in his speech to emphasize the significance of particular points. In this conversation, he used "our" six times in the discourse, for instance;

#### Example1:

**“Our calibrated strategy of ‘smart lockdowns’... our cities... Our parallel efforts... Our economy ... our Army... Our capital ...”**

#### Hyperbole:

It entails embellishing some phrases in order to draw attention to them. Hyperbole is employed by speakers to accentuate or create a more obvious impact on particular ideas.

#### Example2:

**“Climate change is one of the primary existential threats that our planet faces today.”**

At this point he conveyed the expressions using a hyperbolic method. In order to convince the audience, he took advantage of their sorrow about the existential threat caused by climate change. This allowed him to convey his empathy and sympathy for the audience while simultaneously making an impact.

#### Metaphor and Simile

There is just one example of the address. Imran Khan rarely gives a detailed explanation for the "resemblance" between two objects. He seldom presents a direct comparison between two items by utilizing a connector such as "like" or "as." Nevertheless, he likes to compare two things subtly by employing metaphor, which was discussed in the part before this one. The speech's similes are listed in the list below.

#### Example3:

**“I fear a few “wealthy islands” in the sea of poverty will also turn into a global calamity, like climate change.”**

A simile is a comparison that utilizes terms such as "like," "as," "than," "similar to," or "seems"

#### Example 4:

**“The virus does not discriminate between nations and people”.**

Personification was used by Imran Khan when he discussed how human qualities "discriminate" against infections.

### Benazir Bhutto's Speech Analysis Background of Speech:

#### Significance:

Benazir Bhutto emphasized the value of America's "constant help" for Pakistan's democracy in her most present speech. She employed the following rhetorical approaches to draw attention to the importance of particular concepts.

#### Amplification:

Amplification is a rhetorical strategy in which the speaker emphasizes and highlights a word or phrase by using it more than once. In the current discourse, the speaker made numerous uses of this device.

#### Example 5:

**“We gather together, friends and partners, who have fought, side by side, in the cause of liberty. We gather together to celebrate freedom....”**

In her speech she desired the US to completely support her nation.

#### Example 6:

**“America is a land of great technology. America is a land of economic power.”**

Benazir employed language to demonstrate American dominance, since every nation's ability to develop its financial system and knowledge is seen as essential to its strength.

#### Example7:

**“America's greatest contribution to the world is its concept of democracy, its concept of freedom, freedom of action, freedom of speech, and freedom of thought”.**

Here, "freedom" was the term she used most frequently (Repetition).

### Example8:

**“Some claimed to fear revenge, revenge against the murderers and torturers, revenge against those who subverted the constitutional law. But, ladies and gentlemen, there was no revenge. For them and for dictators across the world—democracy is the greatest revenge”.**

The expression "revenge" was employed often by the speaker. In essence, Benazir Bhutto's father, Zulfikar Ali Bhutto, who was also Pakistan's prime minister, was executed by General Zia-ul-Haq, and his family was placed under house imprisonment for a number of years.

### Practice:

It is evident that Benazir was playing a significant role because she was speaking at an official meeting and doing so as the representative of her nation.

### Identities:

Benazir exploits her language to represent the role of the responsible performer, as was previously indicated. She symbolizes her entire nation in this instance, not just her own unique individuality.

**Relationships:** Benazir attempts to portray the friendship and tranquility connection

in her writing. She employed particular rhetorical strategies for this. As was already observed, she made significant use of amplification throughout her speech.

### Example9:

**“We both deserve to be proud of that effort. But that effort did not come without a price.**

### Connections:

Without a doubt, Benazir employed appropriate words to link a few concepts and make them relevant to one another it also relates with the speech of Imran Khan.

### Example10:

**“I do not shrink from the responsibility –I welcome it”.**

By providing insight into her journey to become prime minister, she was swaying the spectators using sign and knowledge.

### Sign system and knowledge:

Benazir utilized a number of persuasive techniques in this passage to express preference to particular systems of signs and to restrict some opinions.

## 5 Finding and Discussion

The persuasive techniques employed by particular political leaders are highlighted in the existing thesis. The current study makes an attempt to examine the language employed in a few of their speeches to determine how they used language to rule. Political leaders have the ability to influence the ideas of others and can alter their attitudes and opinions just by employing suitable words.

**Identities, Practice, Connection, Sign system and Knowledge, Relationship, Simile and Metaphor, Identities, Amplification, Significance, Personification, Repetition and Hyperbole are used in the selected speeches. Significance and Repetition are the common devices used in the speeches and remaining terms are the dissimilarities present in their speeches.**

Both politicians' speeches have been chosen for data analysis. The speech of Imran Khan for data analysis has been chosen another speech chosen for data analysis is Benazir Bhutto's address. Benazir, who acknowledged herself as the first Muslim woman to be able to lead a Muslim nation with innovative concepts and vitality, gave a speech to a joint session of Congress on June 7, 1989, thanking the US for its support of Pakistan.

The most common figurative language in Imran Khan's speech is personification and simile, Personification is an additional strategy employed in speech to make relatable abstract concepts. The expression that is employed the most in the speech is "saying a lot in a short amount of time." Both Imran Khan and Benazir employed the same persuasive strategies. **Based on James Paul Gee's methodology**, the research shows that both speakers purposefully used hyperbole, repetition, and allusion to highlight important points that bolstered their ideas.

Imran Khan employed these tactics to highlight the President's accomplishments and congratulates him on taking office for the 76th session. While Benazir's speech focused on the defense of democracy and her nation as she addressed Congress in an effort to win their support for her administration, Imran's speech was primarily focused on hospitality as he congratulated the president of the 76th session Assembly. Both of them brought about changes in history in their countries during the period of their government. This research can lead to several directions for further investigations. This study might be undertaken by focusing on the linguistic tactics of certain speakers. It is recommended to do a comparative analysis of the political speech of the two chosen speakers in order to determine the ideologies that each speaker holds. Research can be conducted on a few additional factors as well.

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