🔓 **Research Article**

ANALYZING IMRAN KHAN'S POST-PREMIERSHIP SPEECHES: A CRITICAL DISCOURSE PERSPECTIVE

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ABSTRACT

The primary objective of this study is to explore the speeches made by well-known political figure in Pakistan, Mr. Imran Khan, following his removal on April 10, 2022. The research explores the persuasiveness of Khan's speeches, spurred on by his considerable influence, especially among young people. The context of Fairclough's 3D model was used to analyze five carefully selected speeches that were given between June 19, 2022, and March 25, 2023. After being translated from Urdu into English, the speeches were examined. Using the 3D model required close examination of the discourse practices, text, and sociocultural background in order to reveal the complex relationships between

language, power, and sociopolitical setting in Pakistan. The analysis shows how skillfully Khan uses rhetorical elements like irony, satire, and intertextuality to address important topics, advocate for change, and raise social consciousness. These findings shed light on wider issues of public opinion, government, and social standards in addition to helping to comprehend Khan's communication tactics. This research sets the stage for future discussions on discourse analysis, political communication dynamics, and the role of language in shaping political discourse, ultimately enhancing our understanding of modern political dialogue in Pakistan

KEYWORDS

CDA, Fairclough's 3D model, Linguistic, Socio-political.

INTRODUCTION

Text is any passage, which is in written form, comprehensive, and can be explained concerning the background discussed in it. On the political level, the textual words are quite different from that of social views. The principal part of a book exclusive of front and back matter.

According to Arnold, a text is a spoken communication that expresses ideas from literature or history along with design, figurative, emotive, and evaluative details. The ideological and artistic elements of the text are combined to make a coherent, intricate whole. Arnold concentrates on the text's informative aspect, presenting it as a collection of well-organized parts of various kinds that are combined to form a sophisticated whole connected by a single concept.

Discourse is something, which can be perceived and understood. It may be in oral and written forms; both are meant to convey the message may be to the public or some reader; it is dependent upon the audience. In linguistics, discourse is studied as a separate subject for the sake of analyzing different sort of speeches,

documentaries, and other such works. An extended communication (often interactive) dealing with some particular topic. (Oxford Dictionary, n.d.) Language is perceived on different levels by people depending on their social concerns, interaction with individuals and grouping. A discourse depends on power, societal backgrounds, and individual status in society. According to Titscher et al. (2000), p. 42, discourse is a broad term with multiple definitions that "integrates a whole selection of meanings," encompassing a wide range of academic fields including sociology, philosophy, and linguistics. The phrase refers to "the whole process of interaction of which a text is just a part," according to Fairclough (1989) (Fairclough, 1989, p.24). Discourses are pervasive modes of experiencing the world in which one uses words to express oneself. Discourses can be employed for resistance and critique, as well as for the assertion of knowledge and power. Texts reflecting social life can be described, interpreted, analyzed, and critiqued using Critical Discourse Analysis (CDA). The goal of CDA is to methodically investigate the connections between

broader social and cultural structures, relationships, and processes and discursive practices, texts, and events. Comprehensive investigations and explanations of language's materiality are elements that consistently define CDA. In an effort to encourage individuals to take proactive measures, it highlights power disparities, social inequalities, nondemocratic practices, and other injustices while attempting to investigate how these opaque linkages contribute to the maintenance of hegemony and power (Fairclough, 1992). It makes an effort to shed light on how a society's dominating forces create perceptions of reality that serve their own agendas. Accordingly, CDA may theoretically close the gap between macro and micro approaches—a distinction that is in and of itself a sociological construct (Van Dijk, 2003, p. 354).

Critical Discourse Analysis (CDA) studies discourse by considering language as a social practice. CDA aims at changing the existing reality in some particular contexts; it does so by combining the different aspects, critique of discourse and how it helps in creating the social reality. In this field of study, scholars claim that social and linguistic practices are constituted to highlight how societal power concerns are maintained and reinforced through the use of language. Therefore, this field differs from Discourse Analysis. The points discussed in this field are manipulation, exploitation and inequalities in structures in the domains of education, media and politics.

According to Van Dijk (2004), Critical Discourse Analysis is the type of Discourse Analysis research that primarily studies the way social power is abused, dominated, inequality is enacted, reproduced, and resisted by text and speech in social and political contexts. Critical Discourse Analysis (CDA) is a growing interdisciplinary research movement which is composed of multiple distinct theoretical and methodological approaches to the study of language (Johnson & McLean, 2020). The activities that are concerned with making decisions on an individual level as well as in the form of groups come under the domain of politics. Whereas political power, power abuse, and dominance are studied in political discourse analysis. It discusses the domains of political discourse by studying grammar style systematic organization and speech acts. Politics creates the ideology of people and this all is further enhanced through political discourse analysis.

Nonetheless, communication has a critical role in human life. It comprises speeches, text imaginative writings etc. Socio-cultural codes and norms are transferred through language. Every aspect of life exists in language. Influential people especially religious scholars or political leaders use the language to make people their submissive followers. Linguists for the first time challenged the rhetorical tools of language used for man's exploitation, exploring the underlying tools of language as well as the embellishing tools of language. Sometimes people intentionally create the situation, sometimes listeners grasp the outward messages, or sometimes people remain unable to understand the real intention of speakers. Pakistan is a democratic country and democracy depends on persuasive and influential speeches. However, these speeches may comprise the real world or just an illusionary one. Such problems are increasing over time. This very point brought me to the idea of doing research on political speeches. For this purpose, I have selected one of the renowned politicians Mr. Imran Khan due to his significant performance in the field. He has come up with such an

ideology that most of the time youth is enthralled by his ideas. He faced a sudden jerk on 10th April 2022 when he lost the chair.

1.1 Research Objective

This study aims at exploring the ideological interpolation of language, particularly Imran Khan's speeches. It might also investigate the abstract concepts such as patriotism, honesty, loyalty, corruption etc. used as the manipulating tools in his speeches. Moreover, it aims to make people familiar with the reality of these concepts and deliver strategies for these concepts in an effective manner. Imran Khan launched a slogan, New Pakistan, and he still uses it in his speeches. This research intends to manifest the reality of this slogan as well as how it still is affecting the people. The present study aims to do a discourse analysis of the speeches of Imran Khan delivered after his premiership. Imran Khan is one of the leading political personalities of Pakistan. He came into politics with a new vision and ideas. His vision was that of creating Naya Pakistan. After his tenure of premiership which ended in April 2022. He is still trying to stimulate the public through his thrilling words and speeches and this research is meant to highlight the significance and strength of the words spoken by him indeed after losing the chair. Consequently, the purpose of this research is to explore the significance of his words in a real sense. Following objectives are formulated for this research.

• To explore the role of Imran Khan's Speeches in creating socio-political awareness.

• To explore the main agenda of Imran Khan's speeches.

• To explore the linguistic aspects used by Imran Khan while making the speeches.

1.2 Research Questions

This research intends to answer the below questions:

• What role do Imran Khan's speeches play in creating socio-political awareness?

• What is the main agenda of Imran Khan's speeches?

• What sort of linguistic aspects are used by Imran Khan while making the speeches?

1.3 Limitations of the study

The present study is limited to only on political personality of Imran Khan. This study only contains the speeches made after the premiership. The reason for working on these speeches is to get familiar with the words of Imran Khan who still has an impact indeed he has lost the chair.

LITERATURE REVIEW

Researchers examined multiple speeches given by Imran Khan, using various types of discourse analysis to critique his rhetoric. As, Asia Nusrat examined Imran Khan's discourse on power in his statements given during the Dharna protests. Her research is significant because it advances public knowledge by helping the people of Pakistan understand how their leader uses language to assert control. The methodology employed by Nusrat comprised thematic analysis, with Fairclough's three-dimensional model (1989) serving as a tool for data analysis. Key findings from an analysis of speech at the textual, discursive, and societal levels

emphasized the tactical use of pronouns like "I" to establish authority and "we" to win over the audience.

Chilton (2004) asserts that there is a strong connection between language and political activity. Developing comprehension skills in political discourses at the international level is crucial for interpreting diplomatic conflicts. Taiwo (2009) states that language can serve as a tool for gaining authority and dominance. An inspiring speech can capture the audience's mind, motivating them to be convinced, argue, or even revolt. According to Ghilzai et al. (2018), Imran Khan, a well-known former cricketer and chairman of PTI (a Pakistani political party), effectively uses both Urdu and English in his speeches to establish his ideas. Halliday and Matthiessen (2014) also observe that language and society are deeply interconnected, with politicians, writers, and journalists using language in social contexts to communicate their ideologies to targeted audiences. Consequently, politicians use language to persuade listeners or readers of their positions, often expressing different ideological beliefs in diverse ways and manners (Ghannam, 2011; Mahmood et al. 2011).

Shamaila Amir, Hazhar Ramadhan Ahmed, and Fayyaz Ahmad (2020) examined Imran Khan's September 27, 2019, UN General Assembly speech regarding Islamophobia in a different study. The sorts, overlaps, and direct and indirect forms of the speech actions used by Khan were examined in this study (Amir, Ahmed, & Ahmad, Year). The researchers used the Speech Act theory proposed by Austin and Searle as their analytical framework, applying both qualitative and quantitative analyses (Amir, Ahmed, & Ahmad, 2020). According to their results, Khan primarily used expressive and representative acts in his speech, however there were also some noteworthy instances

of direct speaking (Amir, Ahmed, & Ahmad, 2020). The study's conclusion emphasized how Khan's discussion of Islamophobia was factual, educational, and encouraging (Amir, Ahmed, & Ahmad, 2020).

Another study Khalil et. al (2017) investigates the subtle language manipulation techniques that political leaders might employ to spread their ideologies. The speech given by Imran Khan, the chairman of Pakistan Tehreek-e-Insaf (PTI), a significant political party in Pakistan, from Shaukat Khanum Hospital two days prior to the 2013 general elections is the subject of this paper's critical analysis. The scholars have endeavored to elucidate the ideologies that underpinned the discourse presented. The use of various linguistic instruments to project or accomplish political power or goals has been studied. The selected speech was analyzed qualitatively using Fairclough's analytical framework proposed in 1995, as well as other tools such as referential strategies, repetition, word choice, positive self-representation, and negative other representation, to investigate how specific words and phrases have the power to transform people's perceptions and political views.

It was discovered that political language is frequently purposefully constructed to project particular ideas, which are invariably found subtly throughout the discourse. Furthermore, politicians use certain language techniques to influence people to support their covert objectives. One could argue that in order to make political discourse easier for the general public, it is necessary to investigate the codes and symbols used in it.

In addition, Hussain, Shahwar, and Basit (2020) examined the speech acts used in Imran Khan's inaugural address as Pakistan's prime minister on July

26, 2018. The purpose of the paper was to categorize the speech acts that Khan employed, look at how frequently these actions overlapped, and make the distinction between direct and indirect speech acts. According to their research, out of 100% of the data, Khan's speech had representative acts (27.083%), expressive acts (1.041%), declarative acts (7.291%), directive acts (25%), and commissive acts (39.583%). Finally, a study by Samina Bashir, Dr. Ammara Farukh, and Maria Khursheed examines an interview with Imran Khan concerning the purported operation to overthrow the current government and political unrest in Pakistan. This study spans the months of October 2022 through December 2022, even though its primary focus is on speeches made by Imran Khan following his removal (Bashir, Farukh, & Khursheed, 2020).

Ashraf (2022) delves into the intricate role of language in political discourse through an analysis of the speeches given by Mr. Imran Khan, the former Prime Minister of Pakistan. The goal of the study is to comprehend how Khan's linguistic decisions affect people's views and opinions both domestically and globally. Using Fairclough's three-dimensional Critical Discourse Analysis (CDA) approach, the research looks at the rhetorical devices, linguistic subtleties, and discursive patterns that Khan used when he was leading. The goal of the study is to understand how language is used to express political authority, persuade audiences, and transmit ideological positions by closely examining Khan's spoken discourse. Ashraf sheds light on Khan's leadership style and political landscape savvy through this qualitative analysis, emphasizing the ways in which linguistic decisions can affect public opinion.

Nusrat (2020) investigates the power dynamics embedded within Imran Khan's speeches during the 2014 Dharna protests. The study, which is based on Fairclough's 2003 theoretical framework, looks at two aspects of power: the power that lies behind and within discourse. This qualitative study is important because it helps the Pakistani people understand their leader from the perspective of language and power. Using Fairclough's three-dimensional model (1989), the research applies thematic analysis to analyze the speeches from a textual, discursive, and sociological perspective. Results show that Khan deliberately employed pronouns like "I" to demonstrate his authority over governmental authorities and "we" to win over the populace. Furthermore, speech techniques and modal verbs emphasized the perceived unfairness of the government's rule. Additionally, the lectures included talks about the impact of Islam and Western nations, highlighting the larger geopolitical factors driving Khan's speech during the demonstrations.

METHODOLOGY

Many approaches are used in the field of Critical Discourse Analysis (CDA), but the 3D model described by Norman Fairclough is the focus of this study. Imran Khan uses illuminating the complex relationship between language, ideology, and power in his speeches.

The goal of this study is to examine five speeches that Imran Khan gave on various occasions. Consequently, the study is qualitative in nature. The researcher adheres to the three-dimensional Critical Discourse Analysis (CDA) model proposed by Fairclough. With the help of analytical tools offered by Fairclough's 3d model, "description, interpretation and explanation and a variety of other tools that are offered by CDA", such as the choice of diction as well as the number of

their repetition and the way they assert power, persuasive and referential strategies including the positive self-presentation and negative other-presentation. The researcher focuses on the many linguistic and rhetorical methods that Imran Khan employed in an effort to expose the hidden ideologies and meanings that are purposefully used in the text that is provided.

3.1 Fairclough 3 Dimensional Model

It is commonly known that Fairclough (1989) made significant contributions to the area of Critical Discourse Analysis (CDA), most notably by creating the thorough theoretical framework that forms the basis of CDA. His paradigm is frequently seen as essential to the field of CDA as a whole. The primary goal of this strategy, according to Fairclough, is "a contribution to the overall nurturing of realization of manipulative social relations, by mainly focusing on language" (1989, p. 4). His later work (Chuliaraki and Fairclough, 1999; Fairclough, 1992, 1993, 1995) further developed and built upon this basic goal, establishing it as a comprehensive framework for CDA.

According to Fairclough (1995, p. 57; Churiaraki & Fairclough 1999, p. 113), the three components of his model are "Text (any text written or spoken), Discourse Practice (the process of production or consumption), and Sociocultural Practice (the sociocultural event which gives rise to such communicative events)." These dimensions are all interrelated and aid in the explanation of related analytical techniques. Three distinct types of analysis, which are prerequisites for these three processes, are;

- Text Analysis (description)
- Processing Analysis (interpretation)
- Social Analysis (explanation)

To clarify and emphasize the linkages in various dimensions, the best way to present this framework is diagrammatically.
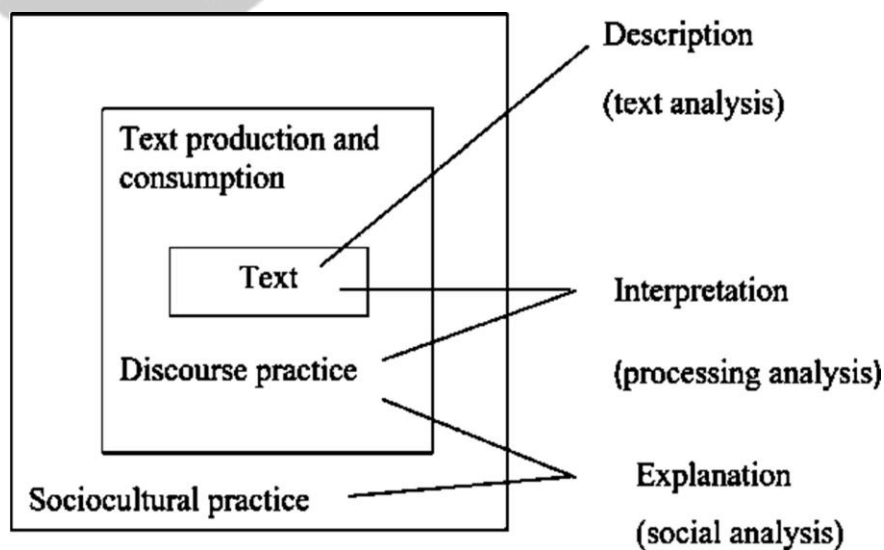

Figure 1: Fairclough's 3D Model

3.2 Data Collection

This study's primary data came from a variety of media sources, such as Facebook, Instagram, YouTube, and Twitter. The recordings and uploads of Imran Khan's addresses by different news stations on these platforms were carefully listened to, and after being translated into English, research-relevant portions were selected for study. Throughout this process, ethical considerations were scrupulously followed to make sure that copyrights were not broken.

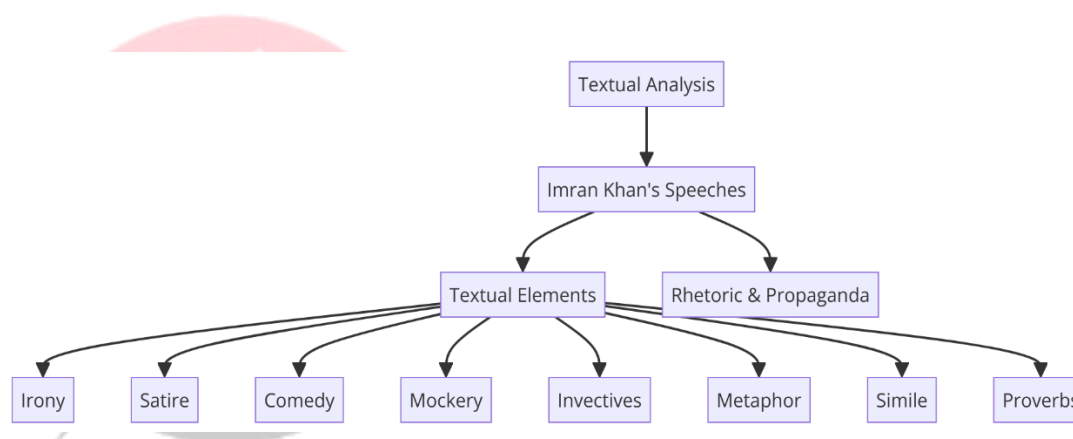## 3.3 Imran Khan's Speeches Using Fairclough's 3D Model

3.3.1 Analysis of First Dimension

The first dimension, as per Norman Fairclough's approach, is textual analysis. This study examines Imran Khan's talks, exploring a range of textual elements including irony, satire, comedy, mockery, and invectives. Metaphor, simile, and proverbs are among the other elements that are examined. To provide a thorough understanding of the text, the research also examines how rhetoric and propaganda are used in the speeches.

Figure 2: Textual Analysis of Imran Khan's Speeches

3.3.2 Analysis of Second Dimension

According to Fairclough's paradigm, text interpretation makes up the second dimension. Interpretation is accomplished in this work by examining the intertextuality Imran Khan uses in his remarks. Through an analysis of citations, allusions, and linkages to other writings, this study clarifies the more profound levels of meaning that are present in Khan's speeches.

3.3.3 Analysis of Third Dimension

The third step in the research methodology used for this analysis is social analysis, which aims to provide an explanation for the text. In this analysis, the power and dominance dynamics present in Imran Khan's talks are exposed. By doing this analysis, the speech's content is placed into larger sociopolitical frameworks, illuminating the underlying power dynamics that are at work.

3.3.4 Urdu as a Language for Analysis of Discourse

Pakistan's official language, Urdu, is the principal language of information available on the social media sites included in this study. Because of its extensive use and cultural significance as a language of unification, Urdu is an essential tool for communication throughout the country, especially when it comes to political debate. Nonetheless, because the study focuses on English linguistics, Google Translate was used to translate the gathered Urdu data into English, guaranteeing exactness and authenticity throughout the procedure.

RESULTS

Table 1: Summary of Key Aspects in Imran Khan's Speeches for Sociopolitical Research

Date	Location/Occasion	Main Sociopolitical Themes	Primary Agenda	Notable Linguistic Aspects
June 19, 2022	Prison	Inflation, struggle of PMLN for NRO2, conduct of neutrals	Inflation	Use of adverbial phrases, powerful language
July 11, 2022	Muzafargarh	Manipulative attitude of PM Shahbaz Sharif, political awareness through specific titles	Cherry Blossom, Shahbaz Sharif	Use of irony
August 14, 2022	Minaret, Pakistan Lahore	Mental slavery, preference for speaking English, dependency	Slavery	Use of ridicule
January 5, 2023	Nation Address	Conspiracy against Imran Khan, exploitation in the name of religion	Religion	Use of satirical statements

March 25, 2023	Nation Address	Injustice and brutality, references to Zil.e.Shah and the attack on Zaman Park	Injustice and brutality	Intertextuality, proverbial phrases

1st Speech (June 19th 2022)

This speech was made in the prison. It was the live speech by Imran Khan delivered nationwide so was chosen for this research. The researcher finds that the speech answers all the research questions. As far as the first question is concerned the speech aptly raised sociopolitical awareness in it Imran Khan discussed topics like inflation, the struggle of PMLN for NRO2 and the conduct of neutrals. By listening to these words' the public becomes socio-politically aware and starts thinking about how to control this situation. Then comes the second question of the research the researcher finds out that inflation is the basic agenda here. Then finally raises the question of linguistic aspects. The researcher comprehensively elaborates on all the linguistics aspects. It is found then that the speech mostly consists of adverbial phrases. Hence, the use of powerful language has been widely found in this speech.

2nd Speech (July 11th 2022)

This speech was made at Muzafargarh. It has been chosen for the research because it unveils the manipulative attitude of the present Prime Minister of Pakistan Mr. Shahbaz Sharif. The speech creates sociopolitical awareness as in it words like Hamza kukri cherry blossom Shahbaz Sharif and Mr.X have been used. These words make the public think of the reason behind these titles for doing so they start searching

and get political awareness. Hence, the agenda of the speech is Cherry Blossom, Shahbaz Sharif. Further, the linguistic aspects in the speech are many but most importantly the use of irony has been highlighted in the speech.

3rd Speech (August 14th 2022)

The speech was made on the Day of Independence so have been chosen for the research. It was delivered at Minaret. Pakistan Lahore. The researcher finds out that the speech creates socio-political awareness as it discusses the topics such as mental slavery. For this Imran Khan has given reference to the past when he used to visit Lahore Gymkhana and people there only preferred speaking English. The statement beggars are not choosers also makes the public think about why it has been made. The word ventilator further adds fuel to the fire this is how social-political awareness has been developed. While the main agenda of the speech is slavery all the references used in the speech point toward not to favor slavery. Just like the famous dialogue of Imran Khan. ''Absolutely Not'' Further as the linguistic aspects of the speech are concerned. This speech highlights the use of ridicule on the part of Imran Khan.

4th Speech (January 5th 2023)

This speech has been selected because it discusses the conspiracy made to kill Imran Khan. The speech describes the details of the incidents connected for

killing him. As far as the research objectives are concerned the speech meets all of them. Then it comes to understand that all these points relate to a single agenda. Hence the agenda of the speech is religion. Imran Khan has mentioned how people are exploited in the name of religion. Linguistically this speech has frequently made the use of satirical statements by Imran Khan.

5th Speech (March 25th 2023)

The speech has been chosen as it contains a reference to Zil.e.Shah one of the great supporters of Imran Khan further it also discusses the attack on Zaman Park. The speech fully meets all the objectives of the research. Firstly, it creates sociopolitical awareness with the words like level playing field, banana republic and contract enforcement. All these words hit the mind of the listeners and they think about why such terms have been used. Then the reader understands that all these are the points which say no to injustice it means that the country is facing injustice and brutality. So the main agenda of the speech is injustice and brutality. Further, this speech contains linguistic aspects like intertextuality and proverbial phrases. Now and then, these have been used to solidify the arguments of Imran Khan.

CONCLUSION

The intricacy of Pakistan's contemporary political discourse is highlighted by the findings of the study of Imran Khan's speeches. These remarks highlight the complex interrelationship between language, power, and sociopolitical context when viewed through the prism of Fairclough's 3D model. Khan uses rhetorical devices and linguistic choices to address topics like inflation, political manipulation, mental slavery, religious exploitation, and injustice in order to increase public understanding of sociopolitical issues. Each speech uses linguistic tactics such proverbial phrases, satirical comments, irony, ridicule, adverbial phrases, and intertextuality to support Khan's points while also effectively communicating its objective. These results add to our knowledge of Khan's communication strategies while also shedding light on more general concerns about public opinion, governance, and social change in Pakistan. The analysis of these speeches opens avenues for future research discussions on discourse analysis, political communication dynamics, and power relations within Pakistani society.

Finally, analyzing Imran Khan's speeches through the perspective of Fairclough's 3D model highlights the complex relationship that exists in Pakistan between language, power, and sociopolitical factors. By addressing important concerns and promoting change, Khan's speeches successfully increase public knowledge of sociopolitical issues. Khan effectively and precisely conveys his purpose through the use of rhetorical devices including irony, satire, and intertextuality. The analysis's conclusions not only clarify Khan's communication strategies but also offer insightful information on more general issues of public opinion, government, and social norms. These findings open up new avenues for research and discussion on political communication dynamics, discourse analysis, and the influence of language on political discourse in Pakistan. The study's overall goal is to advance knowledge of the nuances of contemporary political discourse and how it affects Pakistani society.

Recommendation for upcoming Researchers

This paper provides a useful foundation for further research because of its clear language and thorough

explanation of Fairclough's paradigm. Future research, however, have to think about broadening the scope by examining a larger variety of speeches or going more deeply into particular thematic components of Imran Khan's discourse in order to further develop the area. Finally, Enhancing our comprehension of political communication dynamics in Pakistan and its consequences for democracy and societal norms can be achieved through longitudinal analysis, qualitative interviews, comparative studies with other political leaders, and interdisciplinary collaborations.

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