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**MAKING SENSE LANGUAGE OF LEADERSHIP AND
PAKISTANI IDENTITY THROUGH MR. IMRAN KHAN'S
DISCOURSE**

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Abstrak

Bahasa adalah komunikasi satu arah antara penutur dan pendengar. Tambahan pula, bahasa dan politik berjalan seiring, kerana mempelajari dan memahami genre politik adalah untuk mempelajari bahasa yang dicipta untuk mengkodifikasi, melanjutkan dan menghantar wacana politik dalam mana-mana teks/ceramah. Bahasa pemimpin politik mungkin merupakan salah satu jenis wacana yang paling mencabar, kerana ia biasanya dicirikan oleh penggunaan teknik dan strategi yang berbeza yang membolehkan pemimpin politik memujuk orang ramai tentang ideologi dan pemikiran mereka untuk pembinaan identiti. Dalam bahasa kepimpinan, strategi untuk meyakinkan khalayak supaya mempercayai apa yang diperkatakan oleh seorang pemimpin adalah sangat penting. Oleh itu, mengimbangi strategi persuasif yang baik dan penyampaian ucapan dapat menjadikan pemimpin politik menghasilkan ucapan persuasif yang berkesan untuk mengekalkan identiti mereka. Tesis ini mengkaji peranan bahasa kepimpinan dan identiti Pakistan dalam wacana lisan bekas Perdana Menteri Pakistan Encik Imran Khan. Justeru, kajian kualitatif ini meneroka bekas Perdana Menteri Pakistan, bahasa kepimpinan Encik Imran Khan dan identiti Pakistan melalui wacana pertuturannya. Secara lebih khusus, ia melaporkan kajian yang meneroka bahasa yang digunakan semasa kepimpinan beliau di peringkat nasional dan antarabangsa. Data kajian telah dikumpul dengan teliti daripada kandungan sepuluh wawancara antarabangsa dan sepuluh ucapan antarabangsa Encik Imran dan dianalisis berdasarkan kerangka teori model tiga dimensi Fairclough. Penemuan menunjukkan bahawa Encik Imran menggunakan strategi linguistik dan retorik dalam menunjukkan kepimpinannya di Pakistan dan di luar negara seperti yang dicerminkan dalam wacana lisan. Retoriknya yang memujuk dan kuat dengan jelas memberitahu dunia tentang pendiriannya. Dia menggunakan kata ganti nama inklusif dengan agak berlebihan untuk memujuk masyarakat dunia tentang cara mengurus isu ekologi dan global. Kajian ini menyiasat bukan sahaja cara identiti dibina dan dipertahankan melalui bahasa, tetapi juga kepentingannya dalam membentuk imej profesional Encik Imran Khan. Kajian ini menyumbang kepada pemahaman yang lebih mendalam tentang bahasa kepimpinan, identiti Pakistan dan daya pemujukannya yang mencadangkan bagaimana ia perlu dipertingkatkan untuk pemahaman yang lebih baik terutamanya dalam kalangan penulis skrip masa depan, pelajar bahasa Inggeris dan pelajar sains politik.

Kata Kunci: Bahasa kepimpinan, Identiti Pakistan, model dimensi Fairclough, Wacana politik, Wacana lisan

Abstract

Language serves as a primary medium of communication between the speaker and the listener. Furthermore, language and politics go hand in hand, as learning and comprehending political genre is to learn a language created for codifying, extending and transmitting political discourse in any text/talk. Language of political leaders might be one of the most challenging types of discourse, because it is usually characterised by the use of different techniques and strategies that allow political leaders to persuade people of their ideologies and thoughts for the construction of identities. In language of leadership, the strategy of convincing the audience to believe on what a leader says is very crucial. Therefore, balancing good persuasive strategy and speech delivery can make the political leaders produce an effective persuasive speech to maintain their identities. The present thesis examines the role of language of leadership and Pakistani identity in the spoken discourse of former Pakistan Prime Minister Mr. Imran Khan. Thus, this qualitative study explores the former Prime Minister of Pakistan, Mr. Imran Khan's language of leadership and Pakistani identity through his spoken discourse. More specifically, it reports the study which explores the language used during his leadership nationally and internationally. The data of the study were carefully collected from the content of the ten international interviews and ten international speeches of Mr. Imran and analysed based on the theoretical framework of Fairclough's three-dimensional model. Ten participants were selected for in-depth interviews to explore the opinions of Pakistani people on Mr. Imran Khan's language as a political leader. The findings indicate that Mr. Imran employed linguistic and rhetorical strategies in demonstrating his leadership in Pakistan and abroad as reflected in the spoken discourse. His persuasive and strong rhetoric clearly informed the world of his standpoints. He uses inclusive pronouns rather excessively to persuade the world communities on how to manage ecological and global issues. The study investigates not only the way identities are constructed and defended through language, but also their significance in shaping the professional image of Mr. Imran Khan. The study contributes to a deeper understanding of leadership language, Pakistani identity and its persuasiveness suggesting how they should be enhanced for better understanding particularly among future scriptwriters, learners of English language and political science students.

Keywords: Leadership language, Pakistani Identity, Fairclough's dimensional model, Political discourse, Spoken discourse

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CHAPTER ONE

INTRODUCTION

–We speak our identities” (Mishler, 1999)

1.1 Background of the Study

Humans live in a society and use language to communicate, share their knowledge and express themselves. The language is commonly defined as means of expression. However, it is not only confined to the means of expression or communication but it is also associated with the identity of the speaker. The languages the individuals use tend to form particular impressions of their identities. According to Mishler (1999), every individual speaks his or her identity in the talks. Whatever a person says helps to recognise who he or she is. He suggested that identity is always dialogic and relational, a complex of partial sub identities rather than a unitary monad. More a verb than a noun, it reflects an individual's modes of adaptation, appropriation, and resistance to sociocultural plots and roles.

Language is the multi-layered means of communication through which political figures influence and persuade the people. The selection of words and their combinations are loaded with social, political, racial and economic background (Cui, 2023). Linguistic choices by the speaker play a significant role in understanding the underlying meanings in discourse.

Van Dijk (1997) asserted that political leaders or other groups of people try to spread their own ideologies to the common people and struggle to win their hearts by gaining trust and political goals. To win the hearts of the people leaders should supposedly use carefully selected words to spread their intentions and convince common people.

Their decisions are based on the public image and identity of political leader: such image or the identities of political leaders are typically reflected through language use which arguably, is often taken for granted.

According to Black (2006), political leaders mainly depend on the spoken language to convince common people for their own political interests. It is possible to uncover the interests and identities by analysing language in circumstances and considering its variations and functions. In political campaigns, interests and ideologies are conveyed through language. The political speeches are considered important tools which leaders use to show their ideas through the organisation of words and sentences which tend to have some impact upon the people and nation at large, for instance during the voting and election period words and expressions adopted tend to be based on political interests.

As defined by Edelman (1977),

language is an integral facet of the political scene and not simply an instrument of describing events but itself a part of events, strongly shaping their meaning and helping to shape the political roles which officials and mass public see themselves as playing. (p. 21)

Language is one of the most obvious resources in public discourse used by politicians, writers, intellectuals and others either through the medium of text or speech to influence public in parliamentary debates/ affairs, interviews, talk shows, articles and so on (Dijk, 1997). Political discourse is the most important medium of shaping the opinions of the general public. It not only influences people but it also states the identities. The existence of politics is impossible without language as there are variety of different techniques used by the speaker to achieve his aims and interests such as dominance, power, manipulations, persuasion and others (Jones & Porter, 1994).

To illustrate the point above, political discourse is a complex form of human activity which can be realised in political situations, for instance speeches and interviews. As shared speech is one of the important tools that political leaders can use to shape the political thoughts of the masses with the aim of influencing common people and infusing their ideologies. The key purpose of political leader in their speeches and public encounters is to persuade their listeners (common people) of the validity of their political promises (Bowo, Wijayanti & Wulansari, 2022). Ghazali (2014) conducted a study using Norman Fairclough's three-dimensional framework and thoroughly examined the idea of discourse as a social practice in Mahathir's fifteen speeches delivered in United Malay National Organisation (UMNO) general assembly. The study suggests that there is a unity which appears between leader and mass while addressing various socio-economic issues.

Language and discourse play important roles in the construction of identities. Language is a medium through which we construct and reconstruct identities (Carter, 2014). Further he argued that identities are peripheral, even not in the sense that they are on the top, the outer layer. Identity may be cause for a speaker to deploy a specific linguistic feature or engage in a particular linguistic practice, but identity itself is already an effect. Kroskrity (2004) defined identity as the linguistic construction which might have some impact or be impacted by social interaction among individuals.

The individual's identity as a field of study is relatively a recent development (Edwards, 2009). Identity is central at one level or another to all human or social sciences as it is in philosophical, political and religious studies, for all these fields of investigation are fundamentally concerned with the ways in which human being understand themselves and others. Even, language and identity are eventually

inseparable. As a matter of fact, since language is central to the human condition and since it is argued that it is the most salient distinguishing characteristics of our species. Identities are weak or incomplete if they are empty from emotional appeal and rational dimensions. According to Hall (2005), people were viewed as fixed individuals with permanent place in the society rather than complex individual entity in pre-modern times until the perception of “sovereign individual” (Hall, 2005, p. 602). “Identity is what you can say you are according to what they say you can be”. People create a sense of their relative social position in a given social context. Even positional identities allude to a view of oneself in relation to others in a given situation, how one can enter a conversation, what one can say, what emotions one can express and one’s fitness for certain claims and rights. Day to day even moment by moment experiences therefore is the stuff of identity formation (Holland et al., 1998).

Bucholtz and Hall (2005) defined the concept of identity as sameness and revealed that identity would be salient when it comes to similar people. Yet, this is more difficult in practice and even in reality. It is difficult for an observer who does not belong to a specific group of people to classify anyone as alike or different. Similarly, it is difficult for the outside observer to adopt a specific ground to differentiate the identities of the people.

According to Erikson (1970), identity has gained an acute status in the modern times; diversities in the society are due to fluidity and different ideologies. He further defines identity as “a subjective sense” (Erikson, 1970, p 27). One of the ways that Erikson depicted the concept of psychosocial relativity was through his writing about “negative identity.” He explained: “where conditions of economic, ethnic, and religious marginality provide poor bases for positive identities,” youth would erupt negative identities which reflected “the evil prototypes” of society (Erikson, 1968, p.

88). This process of ~~becoming~~ exactly what the careless and fearful social group expects” (p. 196) had consequences not only for the individual’s identity and the psychosocial outcomes that follow but also for the society that it (re) produced, reifying systems of marginalisation. Identity is an ~~empirical window~~” into the ways that societal and political exclusion and oppression are manifested and embodied in the self and in a generation (Erikson, 1956). When we use language, we tell other ~~something about ourselves~~” (Cameron, 2001, p. 170), this is our identity and though which we ~~negotiated experience~~” (Wenger 1998, p. 149). Thus, identities are not fixed or constant but are fluid as they are reconstructed and negotiated (Cameron, 2002).

Therefore, identity can be summed up as a sense of whom we are and where we belong to (Duszak, 2002). Tajfel and Forgas (2000) asserted that ~~we are what we are because they are not what we are~~” (p.124). Rouse (1995) is of the view that capitalist discourse emphasis on private ownership which further suggested that every person has his or her own identity. Identity does not exist outside the individuals but it is constructed by the individual themselves. There are many terms associated with identities which are discussed in more detailed in chapter Two.

Defining identity as who they are, (Djite, 2006, p.6) is only a starting point. There are two distinct types of identity namely (i) personal and (ii) collective identity. A personal identity is relying on two concurrent observations, the perception of selfsameness and even continuity of one’s existence in time and space and the perception of the fact that other recognises one’s sameness and continuity. ~~Collective~~ identities are theorised as conceptual structures comprising beliefs and knowledge, norms and values, attitudes and expectations as well as emotions, and as being reinforced and negotiated in discourse” (Djite, 2012, p. 19). Identification is a process

which links the former with the latter (Baggioni & Kasbarian, 1996). Duszak (2000) defined social identity as a part of an individual as a member of group. Similarly, Kroskrity (1999) defines identity in the social aspect which is “linguistic construction of membership in one or more social groups or categories” (Kroskrity, 1999, p.111).

Through meaningful interaction identity is performed and in “intersubjective processes located on the border between the self and the other” (Busch, 2015, p. 7) is generally accepted. In interaction among people language is the first and foremost tool for identity negotiation. As Blommaert (2007) asserted, identity depends on the time and place. He argued that people communicate both in and from a place. Place defines people both in their eyes and in the eyes of others as well as attributes certain values to their interactions. He asserted that frequently and delicately people shift their places and each time in very slightest way they express different identities.

According to Paltridge (2015), identity is “constantly constructed and re-constructed” as one interacts with people (P, 23). Further he mentioned identity is a two-way construction. A person constructs his identity and other people recognise. Many scholars assert that there are more multiple identities (Duszak, 2002; Kroskrity, 1999). Identity cannot be viewed as the only entity to which a person does or does not correspond. Identity construction by political leaders and political discourse has gained much prominence. The reason is that the political leaders have diverse goals to achieve which enact multiple identities, sometimes all at same place and time.

Language plays an important role in leadership. Language is used by the leaders to manipulate people to achieve their political objectives and aims. Leaders carry a vision in their mind for their people which present understanding of present. They claim that their vision in everything to them and to provide their people with absolute

performance to make it a reality. Thus, there is a need to comprehend the language of leaders and to know the ongoing crisis in the world and to understand the changing nature of the world (Gibbons, 2023).

Reifowitz (2012) stated that language of political leaders fully coated with linguistic elements which play a pivotal role in shaping their identities and connecting with multiple audiences. Through skilful use of vocabulary, rhetorical devices, pronunciation style and pragmatic choices leaders effectively communicate their messages, build their trust with constituent and strengthen their political and cultural identities. Political leaders use inclusive language to create a sense of unity and solidarity. For instance, using terms like "we," "our," and "us" to foster a collective identity and shared purpose (Suryaningsih, 2021). The main aim of the political leaders is to connect with ordinary people they use simple and more relatable language, avoiding technical jargon and opting for everyday vocabulary to appear more approachable and in touch with the common citizen.

Political leaders use propaganda language to shape public perception, influence opinions and mobilise support for their agendas. Propaganda language is categorised by its strategic use of linguistic elements to manipulate emotions, beliefs and attitudes. Similarly, Chomsky (2002) revealed that propaganda is an important component in political field which used by political leaders to control the mind of the audience and reinforce the political leader's personal and political identity. During war or in chaotic condition the language of leaders fully loaded with propaganda's to influence the people's actions in order to obtain public support and defend the identity of nation. Hence, propaganda is the communication with the ultimate goal of having the recipient convinced voluntarily to accept the position as if it were their own.

Political Leader's figurative language depends on the nature of communicative activity and on such factors like topic, audience, situational context and ideological background of the audience. Leaders metaphorical language helps them to better depict what is the real message behind the words, which is a good way for political leaders not to be too direct, for instance, obviously to insult his/her opponent (Pilyarchuk & Onysko, 2018). Additionally, metaphorical language of leaders enhances emotions, which can be used to inspire, motivate, or alarm the audience and change their ideology and identity. Ronald Reagan's reference to America as a "shining city on a hill" motivated a sense of pride and aspiration (Domke & Coe, 2008, p 50). Conversely, describing a political situation as a "battle" or "war" can stimulate the sense of urgency and mobilisation of the people. Leaders use metaphors to define collective identity and shared values. For example, referring to the nation as a "family" can produce a sense of unity and collective responsibility (Siromahov, Buhrmester & McKay, 2020). Winston Churchill's metaphor of "Iron Curtain" describes the partition between Western Europe and the Soviet controlled regions during the Cold War. This metaphor aroused a strong image of separation and secrecy. By choosing specific metaphors, political leaders can deliberately shape how their messages are received and remembered, guiding the public understanding and emotions regarding key issues (Vlad, 2019).

The use of hyperbole in the language of political leaders is a significant rhetorical strategy that can shape their public identity and influence how they are perceived by constituents and opponents (Nurhusnaini, 2021). In Political leader's language, hyperbolic features create well renowned image for leaders making them seem more charismatic and high powered. This exaggerated form of utterance captures attention and makes their speeches momentous. Moreover, Donald Trump frequently used

hyperbole in his speeches, such as describing his achievements as "the greatest" or "unprecedented," which contributed to his image as a bold, decisive leader (Kadim, 2022). Through hyperbolic language leaders manipulate the mind of the audience to gain support as Barack Obama used the phrases like "the defining moment of our time" during his election campaigns highlighted the critical importance of voter participation and support. Hence, in leader's language hyperbole is a potent rhetoric device in helping to shape their identity and influence public opinion. Through exaggerated and bold statements political leaders capture attention, frame different narratives, change the ideologies and construct identities and mobilize support (Abbas, 2019).

From the above discussion it can be concluded that the prudent use of linguistic elements in leader's language like metaphors, hyperbole, repetition, simplification, symbolism and tone plays a key role in shaping the identity of political leaders. Linguistic elements help political leaders frame issues, encourage the people to take political actions and build strong connection with audiences. The careful and effective use of language can define a political leader's public persona, enhancing their ability to lead and inspire (Kashiha, 2022).

Humans interact with others and identity is a source of meaning (Castells, 2004). Similarly, political leaders interact with the world and display their identities through selection of words. Their identities should be analysed to unveil their interests and liability to the masses. A study on identity construction is conducted by Qaiwer (2016) in the discourse of the former US President, Mr. Barack Obama. The above mentioned study examined how Mr. Obama constructed different identities in his discourse and how these identities resulted in gaining support of the masses. The study revealed that Obama skilfully mobilises political support and social

identification by constructing an identity for himself as a prototypical political figure of American people. Similarly, Luhrmann and Eberl (2007) also examined the role of identity construction and its relationship with leadership that is how the leader builds identity and how he maintains it. The study revealed that leaders language construct and maintain relations, values and identities.

Thus, this study intends to analyse the leadership language of Mr. Imran Khan and how the self is representation alongside his nation through his international speeches and interviews by model given by Norman Fairclough. Fairclough (2003) develops his three-dimensional framework of discourse analysis. According to him, every communicative event is based on three dimensions: text, discursive practice and social practices. An analysis of such discourse will enable people to gain insights into how language is used or how leaders' rhetoric makes sense to not only him or her but also the nation they represent. This model attempts to fulfill the needs of theoretical framework to meet the objectives of the research.

1.1.1 Background of Pakistan and the ex-Prime Minister Mr. Imran Khan

The government of Pakistan is established by the constitution. It is a federal parliamentary republic where provincial government enjoys a high degree of power and autonomy. Executive power lies with the national cabinet which is led by the ex-Prime Minister Mr. Imran and Mr. Arif Alvi as the ex-president. Politics of any country is an effort to gain power and to impose certain political, economic and social ideologies which can get affected by the diversities within the country. In this way, language and culture plays a vital role, for every political activity occurred, influenced or delivered (Van Dijk, 2003).

The figure 1.1 displays the map of Pakistan. This map is issued by the government of Pakistan in the year 2020 under the supervision of Mr. Imran Khan. The map displays the political boundaries of the country, provincial capitals, major cities, secondary road, railroads and major airports.



Figure 1.1. States of Pakistan

Source: <https://geology.com/world/pakistan-satellite-image.shtml>

Pakistan is a country full of cultural and linguistic diversities. These diversities are from the early times after the independence of Pakistan. Governance issues and strategy resulted in the separation of East and West Pakistan (Bangladesh). The linguist and human rights activist Torwali (2013) emphasised that the enforcement of

one language throughout the educational system is like a “Trojan Horse” (Torwali, 2013) which destroys the objectives for which it was formed.

In understanding Pakistan which has 235.8 million population and different ethnic groups like Punjabis (44.7%) Pashtuns (18.24%), Sindhis (14.1%), Saraikis (8.4%), Muhajirs (7.6%), Balochis (3.6%), others (6.3%), there are more than 60 languages spoken (Amjad et al, 2023). A multiplicity and diversities of language and culture increases complexity that how language and culture impacts upon one's identity. In today's world linguistic diversity and cultural identity is an essential issue of growing social importance because majority of all living languages and cultures are endanger in their uninterrupted survival. Changes in the vitality of a language and culture have important implications for individuals and societies. Multilingualism is a common and increasing phenomenon in present day society which can be studied from different perspectives. Language is used to express and sustain culture, cultural associations and even identity that exist in a given society. Hence, it is important to maintain one's linguistic integrity in order to protect one's cultural identity (Kaul, 2013).

Pakistan has more than 65 languages, in which six languages (Urdu, Punjabi, Sindhi, Saraiki, Pashto, and Balochi) are counted as major languages of Pakistan (Rahman, 2003; Pathan *et.al*, 2010). The Urdu language is lingua franca in the country while the English language is termed as the official language of the country. According to the statistics English is only spoken by a very less number of speakers in the country (Ashraf, 2022). Urdu and English are the languages of power, education and media which represent the culture of society (Rahman, 2002). According to the constitution of Pakistan (1973), *Urdu* is the national language of Pakistan and 7.08% Urdu speakers speak Urdu in Pakistan.

In addition to this, Pakistan has a complex map of language and diversity in culture. Each province has more than one native language which further complicates the situation. The current status of English language is because of the elite class as it is used in elite schools in higher education and even has become the symbol of elite sophistication and power. English as a marker of elite status and the language of power and prestige is being used in such domains of power as the civil service, the officer corps of the armed forces, the higher judiciary, universities, prestigious newspapers, radio and entertainment (Rahman, 2002). According to Mansoor (2010), English is considered the language of power as compared to Urdu language and in most of the countries it is an official language.

Pakistan is home to more than 70 languages (Junejo, 2008). As like any other language, these languages represent heritage and identity of their speakers which further makes the situation of the country more complex. Thus, diversity of languages is one of the major issues in Pakistan (Adnan & Tehseem, 2022).

The minorities disinclined the status and power given to Urdu and even English. The use of English language appeared to be beneficial for the “westernised elite” (Rahman, 2002, p.1). There have been number of movements based on languages in the history of Pakistan (Rahman, 2006). The separation of East Pakistan is the result of one of those linguistic movements carried on the issues raised by the diversities of the languages (Urdu and Bengali) in the years 1971.

In the past few years‘ number of studies emerged on linguistic diversities in Pakistan. One of the prominent work was presented by Rahman (1996) in which he concluded that language is an identity symbol when different groups compete on the basis of diversities results in the longing of power and resources.

The primary aim of this thesis is to identify the linguistic features in the spoken texts of Mr. Imran Khan that describes his language of leadership which reflects the Pakistani identity and to examine how the language in the spoken texts of Mr. Imran Khan describes his leadership and even to explore the Pakistani individuals' views of Mr. Imran Khan's language of leadership.

The ex-Prime Minister, Mr. Imran, began his career as a cricketer and achieved the status of Pakistan's greatest cricketer of 1980s. He earned the reputation as a sportsman and in 1990s, he turned to politics. He formed a political party called PTI (Pakistan Tehreek-e-Insaf) which remained unheard for many years (Batool, 2023).

Here, the political opportunism (Coll, 2018) is notable and eventually PTI gained popularity and public support. The main apparent aims of the party include anti-corruption, development of welfare, employment of youth, anti-establishmentarianism based on the principles of Islam (PTI, 2018)

PTI (2018) shows the objective of its political party that is:

to establish a just society based on humane values while continuously upholding the self-esteem of the nation. The PTI will restore the sovereign and inalienable right of the people to choose political and economic options in accordance with our social, cultural, and religious values.

Mr. Imran has struggled for more than twenty-years to build his political career. In a state like Pakistan it is very much tough to build a new political party and raises it in order to compete on national level. Already the parties like: Pakistan People's Party (PPP) and Pakistan Muslim League Nawaz (PML-N) set its grounds since many years. Mr. Imran fought on various levels with all the conventions of the politics (Fiaz & Nawaz, 2023). According to the International Republican Institute (IRI) poll, the

political party of Mr. Imran tops the survey of famous political parties in Pakistan at national and international level. The people of Pakistan supported Mr. Imran and put all their hopes on him.

Earlier before Mr. Imran was made the Prime Minister, he addressed the common masses of Lahore on October, 30, 2011. He criticised the government of Pakistan and its policies. On 25 December, the day on which founder of Pakistan was born; he gathered the people of Karachi and hundreds of thousands of his supporters. After his various speeches and campaigns, he becomes the ray of hope for nation and a threat to other leaders. On July 26, 2018, Mr. Imran won the election and elected. He was then elected as the twenty-second Prime Minister of Pakistan (Alam, 2021).

According to the US-based political analyst, Michael Kugelman as points out by Al Jazeera (2018), the rise of Khan to power is in a way, out of ordinary. Meanwhile, a geo-political expert Director of Eurasia Future Think Tank, Adam claims that after the founder of Pakistan, Quaid-e- Azam Muhammad Ali Jinnah, Mr. Imran would be best politician in the history of Pakistan (Shah, 2020).

Garrie (2019) praises Mr. Imran on Iranian television and claims that Mr. Imran will change the colonial mindset of the nation as no rulers of Pakistan before have made that much impact on the economy of Pakistan the way Mr. Imran is going to do in the future. As Mr. Imran himself said that a true leader is the one who take decisions according to need of time (Ranjha & Islam, 2018).

The award winning journalist, Siddiqui (2019) claims that Mr. Imran's Naya Pakistan campaign was not even close to building a new/naya Pakistan. Almost all of the election campaigns of his party raise the slogan of 'tabdeeli' which was not at all

apparent in the political, educational and economic situations after winning the election. He remarks:

these reversals gained him the embarrassing nickname “U-turn Khan” and forced him to publicly defend his record, saying: “A leader who does not take ‘U-turns’ is not a real leader” (Siddiqui, 2019, p.A-3)

At the same time, Mr. Imran is under extreme criticism from the opposition, media and common people for what is being called his failure to make his vision and promises made in his speeches before and after elections. Mr. Imran is charged for using inappropriate language for opposition. To them there is less or no visible progress on the economic and political ground. Mr. Imran lacks a framework and a clear ideology for running a country (Siddique, 2019). Mr. Imran has delivered some powerful speeches and raised his voice on issues like Kashmir. His speeches and interviews are excellent piece of discourse for the media, critics and analysts. He is known as master of U-turn and infant politician (Siddique, 2019).

This research study intends to examine the spoken discourse which includes the text, discourse practice and social culture of the person and his narratives in trying to make sense of how language explains the leadership acts. More specifically, this study will explore the patterns visible in such discourse and how identity is understood the language used by someone who is a leader of the country.

Discourse analysis of political texts explore deep into the text. Similarly, this conducted study is on the exploring the linguistic features in the spoken texts of Mr. Imran that describes his leadership with regard to identity.

1.1.2 Rationale for the Study

In leadership, language plays a very significant role in revealing individual's way of thinking, reflecting individual identities, constructing different ideologies and representing various emotions (Shaharuddin & Harun, 2021). Today, political speeches are also recorded and are viewed by people online. Thus, it is important to know how person performances when they speak at a public platform, from where they are viewed by the whole world. When it comes to political leaders it is more important to examine their identity to see how they represent themselves and their country locally and globally through leadership language.

Similarly, it is personal interest of researcher to examine the linguistic features in the spoken texts of Mr. Imran Khan which reflects the Pakistani identity and even how the language in the spoken texts of Mr. Imran Khan describes his leadership and how Pakistani individuals' have views of Mr. Imran Khan's language of leadership. Mr. Imran is viewed a man with a vision. He has a history of struggle and efforts. He wants to change the corrupt system of government in order to bring change (Tabdeeli) in the country. He talks about the issues which no other leader raised on international platform (Mohyidin, 2023).

As such, three main reasons motivate the researcher to pursue a study on language of leadership and Pakistani identity through Mr. Imran Khan's discourse. Firstly, language uses by Mr. Imran plays a significant role in the politics both at international and national platforms (Liaquat, et al, 2023). Mr. Imran Khan is a prominent political figure, and his speeches often touch upon political issues and policies. Analysing the linguistic features in his spoken texts can shed light on his approach to political discourse, including persuasion techniques, framing of issues, and the use of rhetoric to communicate his vision for Pakistan. Language plays a crucial role in shaping

public perception (Oktiani & Putri, 2022). Studying the linguistic features in Imran Khan's speeches can help understand how his language of leadership influences public opinion. This is particularly relevant in the context of leadership and identity, where the leader's language can contribute to the construction of a collective identity (Ali, 2021).

Secondly, in the academic field, the researcher observes that very few researchers have focused on Mr. Imran Khan's leadership language and his impact of Pakistani identity through his leadership language. Understanding the linguistic features in Mr. Imran's spoken language can provide insights into his communication style as a leader. Analysing his speeches, interviews, and public addresses can reveal patterns in language use that contribute to his leadership persona. Language is a key component of cultural and national identity. By examining Mr. Imran Khan's linguistic choices, researchers can explore how he uses language to express and reinforce Pakistani identity. This includes the use of specific terms, cultural references, or linguistic elements that resonate with the local and global audience. Understanding the linguistic features of Mr. Imran Khan's leadership language can have implications for future leadership and political communication in Pakistan. Insights gained from this study can inform communication strategies for current and future leaders, considering the cultural and linguistic context.

Thirdly, the study can explore the social and political implications of linguistic choices in leadership language of Mr. Imran. This includes examining how specific linguistic features contribute to inclusivity, address diverse audiences, or reinforce certain values that align with the Pakistani identity.

Thus, it is significant to analyse the spoken discourse to Mr. Imran with the objective of exploring linguistic features in the spoken texts of Mr. Imran that describes his leadership with regard to identity.

1.2 Statement of the Problem

Politics of Pakistan has always been a hot topic for the Pakistani people. Since the independence, Pakistani citizens have faced ups and downs because of its political leaders and their interests (Sikhawat & Ullah, 2023). Many democratic parties and army have ruled Pakistan but when Mr. Imran entered the field of politics people of Pakistan found hope in him. The reason of hope lies in his motto, which is “equality in politics”. He has used various phrases in his speeches but only one of them got association with the current leader of Pakistan: “change is not coming, change has come” (Din, Ilahi & Khan, 2024). The major focus of Mr. Imran has been on poor class and the young generation of Pakistan and the youth of Pakistan have supported Mr. Imran therefore, he got a chance to get his government. Mr. Imran has a diverse history. He became national hero from his days as a cricket player and later after struggle of twenty years he became a politician. He also raised funds for the Cancer hospital. After retirement he became critic of the political system of his country, because traditional political system of Pakistan looked to him dogmatic and devoid of innovations. He spread the idea of ‘change’ through his speeches and interviews. The word change (Tabdeeli) is the gist of his whole political ideology.

Mr. Imran is focusing on building a better and improved image of Pakistan. Garrie (2019) asserted that many experts believe that Mr. Imran will re-shape the image of the country and will put end to the early image to the world. Similarly, Mahmud (2020) said that Mr. Imran has leadership traits which can help future generations of the country. Further, he asserted that Mr. Imran is that hero who stands against all

odds to beat the rivals. One cannot cast impact on others without the use of language. It is language which helps to convey ideas and influence people.

There are number of researches conducted by various researchers on the interviews and addresses delivered by several political leaders in the Pakistani context, Quaid-e-Azam (Anwar, Zahid & Khan, 2023), Tahir ul Qadri (Shahzadi, 2018), Nawaz Sharif (Raza et al., 2021), Imran Khan (Saeed et al., 2020), Pervez Musharraf (Aziz et al., 2021) and many other leaders. These studies attempts to analyse the discourse through the use of tools provided by discourse analyses and critical discourse analyses. However, the aim of the current study is to explore language of leadership and Pakistani identity by using Fairclough three dimensional model.

Considering the role of language in leadership and identity, this study attempts to analyse the spoken discourse of Mr. Imran. It aims to explore linguistic features which describe his leadership with regard to identity. Language and discourse play important roles in the construction of identities. Language is a medium through which we construct and reconstruct identities. Language of a leader also depicts the identity of his nation (Dow, Wang & Whitson, 2023).

The growing complexity and fast changing world demands a comprehensive study on identity and leadership construction. In the recent time people are engaged in changing roles and transforming their identity to create a work related self-image. Sometimes people create virtual identities to deal with others on web (Ardichvili & Kuchinke, 2009).

Identity is emerging as a field in academics. In today's world identity is increasingly important topic of concern as recent events occurred in the world served to intensify its importance. Halperin (2016) conducts a research which highlights identity related issues and major reasons of emergency of identity in academics.

The theories of discourse analysis aim at exploring how political figures use language to persuade the masses to gain advantage. The art of persuasion plays a huge role in politics in particular, for centuries. One cannot separate the role of language as prominent medium for construction of identity and ideology (Aazam et al, 2014).

Therefore, the selected theoretical and conceptual framework of the study will help to reach the objectives of the study. The study examines the language of Mr. Imran to find out how he displays his identity on international platforms.

Chimbarange, Takavarasha, and Kombe (2013) explained that the main purpose of politicians in their speeches and interviews, for instance is to persuade their audience of the validity of their political interests. Political claims are usually delivered through political speech and most often it tends to depict the ideology of the person who delivers that discourse. Thus, the conducted study aims to explore how language use reflects the identity of not only ex-prime minister but also the nation. People of Pakistan sees great leader in him. As a Pakistani nationalist I have seen the traditional political system. Mr. Imran broke the traditional politics and entered the political system by winning elections. This is not something ordinary in the history of Pakistan. As Awan (2020) asserted that Mr. Imran is a visionary man, he has a vision to change the corrupt ways and to raise the voice for the just. Mr. Imran has the spirit of speaking the bitter truth at international platforms which pervious leaders were not capable (Qayyoun & Malik, 2022). Therefore, this conducted study to identify the linguistic feature which describes his leadership with regard to identity and nation.

Understanding the language of leadership and its intersection with national identity is crucial for comprehending the socio-political landscape of Pakistan, particularly through the discourse of prominent figures like ex-prime minister Mr. Imran Khan.

Despite the significance of Mr. Khan's rhetoric in shaping public opinion and perceptions, there exists a gap in scholarly analysis focusing specifically on the linguistic strategies he employs to convey leadership qualities and evoke a sense of Pakistani identity.

Language is a powerful tool in shaping leadership narratives and constructing national identity. Political leaders use language not only to convey their policies and ideologies but also to influence public perceptions and foster collective identities. In Pakistan, a country with a complex socio-political landscape, the discourse of political leaders plays a crucial role in defining and negotiating national identity. Among contemporary political figures, Mr. Imran Khan's language as a leader is distinctive due to its populist tone, use of cultural and religious references, and emphasis on themes such as anti-corruption, nationalism, and social justice. Despite his significant political influence, there is a lack of comprehensive academic inquiry into how his discourse shapes and reflects Pakistani identity.

Existing research on political discourse and identity construction has primarily focused on Western contexts, leaving a gap in understanding how leadership language operates in non-Western settings like Pakistan. Moreover, while studies on Pakistani political communication often address broader ideological themes, few have systematically analyzed the linguistic and rhetorical strategies employed by Mr. Imran Khan to construct and reinforce national identity. This gap in the literature calls for an in-depth examination of how his discourse frames key aspects of Pakistani identity, including cultural heritage, national sovereignty, and collective aspirations.

This research aims to address this gap by analysing Mr. Imran Khan's language as a political leader through the lens of critical discourse analysis and corpus linguistics.

By examining his speeches, interviews, and public statements, the study seeks to explore how his linguistic choices construct, negotiate, and reflect Pakistani identity. This investigation will contribute to a deeper understanding of the relationship between leadership discourse and national identity formation, offering insights into the broader socio-political and cultural dynamics in Pakistan. Furthermore, it will advance scholarly discussions on political discourse in South Asia and enrich the fields of discourse analysis, sociolinguistics, and political communication.

Hence, this study has attempted to offer contributions to the understanding of leadership language and identity construction through the series of questions posed; to what extent do Mr. Khan's linguistic strategies resonate with or challenge existing discourses on leadership and national identity within Pakistan? How do socio-cultural factors influence the reception and interpretation of Mr. Imran Khan's discourse on leadership and Pakistani identity among diverse demographics? What implications do Mr. Imran Khan's linguistic choices have for understanding the dynamics of political communication and nation-building processes in Pakistan? Such questions which are often taken for granted require illustration, exploration and microscopic observation in order to hold sound knowledge of leadership language and identity.

Ultimately, this research endeavors to offer valuable insights into the role of language in shaping perceptions of leadership and national identity, thereby enriching our understanding of the complex dynamics at play in Pakistani society.

1.3 Research Objectives

This research aims to seek insights into the leadership of Mr. Imran Khan that reflects the identity and the country he represents through his use of language:

1. To identify the linguistic features in the spoken texts of Mr. Imran Khan that describes his language of leadership which reflects the Pakistani identity.
2. To examine how the language in the spoken texts of Mr. Imran Khan describes his leadership.
3. To explore the Pakistani individuals' views of Mr. Imran Khan's language of leadership.

1.4 Research Questions

This research seeks to answer the following questions:

1. What are the linguistic features in the spoken texts of Mr. Imran Khan that describe his language of leadership which reflects the Pakistani identity?
2. How does the language in the spoken texts of Mr. Imran Khan describe his leadership?
3. What are the Pakistani individuals' views on Mr. Imran Khan's language of leadership?

1.5 Significance of the Study

The language used in a political discourse has features which represents the identity and the ideological position of the leaders (Fairclough, 1995). The whole world listens, idealise, believes and criticise the speeches and interviews delivered by political leaders. The only medium of interaction of politicians is their speeches and interviews (Eddy, 2021). Language is a critical tool in political communication, shaping public perceptions, influencing national narratives, and constructing collective identity. In the Pakistani context, where political discourse is a central means of engaging and mobilising the public, the language used by political leaders has profound implications for how national identity is defined, contested, and

understood. Mr. Imran Khan, as a prominent political figure and former Prime Minister, has employed a distinctive and impactful discourse that resonates with diverse segments of the population (Mahmood, 2021). Analysing his language offers valuable insights into how leadership discourse influences national identity formation in Pakistan's dynamic political landscape.

The urgency and importance of this study arise from the increasing influence of political rhetoric in shaping public opinion and national consciousness. As Pakistan faces political polarization, socio-economic challenges, and shifting global alignments, understanding how language is used by political leaders to frame national identity is more crucial than ever. Mr. Imran Khan's discourse reflects and reinforces key themes such as nationalism, social justice, and anti-elitism, which play a vital role in defining the contemporary Pakistani identity. A systematic investigation into his linguistic strategies will provide a nuanced understanding of how political leaders use language to shape collective identities and influence public narratives.

Academically, this research fills a significant gap in the study of political discourse in Pakistan, where limited scholarship has focused on the intersection of leadership language and identity construction. While global research on political communication and discourse analysis is well-established, there is a need for context-specific analyses in non-Western societies like Pakistan. This study will contribute to the fields of critical discourse analysis (CDA), sociolinguistics, and political communication by offering an in-depth examination of how leadership discourse constructs and reflects national identity. It will also advance corpus-based methodologies in political discourse analysis, providing a replicable framework for future studies.

Moreover, the findings of this research have practical implications for understanding the role of political language in shaping collective memory, national belonging, and public mobilisation. Policymakers, media analysts, and scholars can benefit from this study's insights into how leadership discourse affects public consciousness and national identity. This research is particularly relevant as Pakistan navigates complex social, political, and cultural transformations, where the language of leadership plays a pivotal role in shaping future narratives.

In conclusion, this research is both timely and essential for understanding the relationship between political language and identity construction in Pakistan. It contributes to scholarly knowledge while offering practical insights into the broader implications of leadership discourse on national identity. Through a comprehensive analysis of Mr. Imran Khan's discourse, this study provides a critical lens to examine how language functions as a tool for power, persuasion, and identity formation in the contemporary political landscape. This study not only enriches the discourse on Pakistani identity but also sets a foundation for future investigations into the power of language in shaping national narratives.

1.6 Scope of Study

This study intends to analyse the international speeches and interviews of Former Prime Minister of Pakistan, Mr. Imran Khan. The conducted study investigates and explores the spoken discourse of non-conventional politician of Pakistan, Mr. Imran Khan. The conducted study analyses the set of ten interviews and ten speeches of Mr. Imran Khan delivered at international platform. In addition to analysing existing interviews and speeches, the study collects data from in-depth interviews of participants selected through purposive sampling. These interviews add views of the common people of the nation on Mr. Imran and his language as a leader. The total

number of participants is ten (two master students and eight PhD students). Five participants are interviewed for the pilot study (Five PhD students). The final selection of the participants is made after examining to potential criteria and their understanding of the purpose of the study. These interviews help to support the interpretation of spoken discourse of Mr. Imran.

1.7 Definitions of Relevant Terms

Language: For Lemke (2008), –language in use is always language-within-activity: socially and culturally meaningful, directly observable behavior – equally social in its meanings whether interactional or solo in its production ... Speaking is not possible without the constitution and construal of what we believe, what we value, and where we find ourselves in the systems of social classification” (p. 72)

Identity: According to Brewer (2001) –Identity is similarities of one group of the people to the other group of the people of the society (p. 74)

Leadership: According to Robinson (2010), –leadership is exercised when ideas expressed in talk or action is recognised by others as capable of progressing tasks or problems which are important to them (p. 93).

Nation: According to Guibernau (2004) nation is –a human group conscious of forming a community, sharing a common culture, attached to a clearly demarcated territory, having a common past and a common project for the future and claiming the right to rule itself (p. 47).

1.8 Summary

This chapter has provided overview of the study based on spoken discourse of Mr. Imran Khan from his speeches and interviews delivered at international platforms. It

also discusses the background of the study, the statement of the problem, the objectives, the research questions, the significance and the scope of the study. Definitions of key terms are also provided at the end of the chapter.

1.9 Organisation of the Thesis

The thesis is divided into six chapters.

Chapter one presents the overview of the study by providing the relevant background, details of language, Identity and leadership. It also highlights how leaders construct identity by using language. It ends with the significance and scope of the study, definitions of terms, summary of the chapter and organisation of the thesis.

Chapter two presents the review of literature on related past studies. The chapter also discusses the works on language and leadership, identity, theoretical framework and conceptual framework relevant to the study. It discusses language and leadership, understanding identity, types of identity, identity and politics, identity exploration, discourse, discourse analysis, critical discourse analysis, principles of critical discourse analysis and related studies.

Chapter three discusses the methods that will be used to conduct the study and the data collection procedure. It introduces the data analysis procedures through Fairclough 3D model. It also provides the profiles of participants for in depth-interviews and the list of International interviews and international speeches of Mr. Imran Khan. The chapter ends with the ethical considerations, a discussion of the validity and reliability of the study findings and a short summary.

Chapter Four presents the findings and **Chapter Five** discusses such findings shares some insights into the identity through Mr. Imran Khan's language of leadership.

Finally, **Chapter Six** concludes by sharing the contribution and the implications of understanding of Pakistani identity through Mr. Imran Khan's language of leadership. It also reviews the limitation of the study and makes suggestions for future studies.



CHAPTER TWO

LITERATURE REVIEW

Leadership is exercised when ideas expressed in talk or action is recognised by others as capable of progressing tasks or problems which are important to them (Robinson, 2001, p. 93).

2.1 Introduction

Leaders play a pivotal role in constructing and representing collective identities, whether they are national, cultural, ethnic, or ideological. Leaders through language articulate narratives that define who "we" are as a group, fostering a sense of belonging and shared identity among followers (Brower, Fiol, & Emrich, 2007). Language serves as a primary means through which leaders articulate their vision, persuade others, and mobilise support. This chapter presents comprehensive review of literature on leadership language, identity, types of identity, discourse analysis, political discourse analysis, and critical discourse analysis. The chapter also explains the theoretical and conceptual frameworks that guide the study.

2.2 Language and Leadership

Language is a powerful medium which distinguish one from others. When a common person uses language he or she is described by the used discourse. When it comes to the leaders or politicians it becomes more important and significant because their language reflects their identity and identity of their nation. According to Robinson (2001), leadership is expressed when a leader uses language. It is important to explore the language of the leaders as it effects the emotions and attitudes for their followers (Peele, 2005). They use number of devices and techniques to convince and manipulate people. It is difficult to define the term 'leadership' as it is defined by number of scholar on different grounds. There are number of people in the history and future

who led people. Are they leaders? Leader is someone who brings positive and lead people to good. A leader works to bring improvements for his nation or people (Morgan, Harkins, & Marshall, 2005). Leader has a vision and he tries to lead his people for their betterment. A leader needs a medium to communicate or deliver his ideas and concerns to his people. Language is a medium to convey ideas to the people. In order to influence people, leader use number of different devices and techniques to win hearts of the people. The purpose of using such language is not to communicate but to influence common people (Esposito, 2023).

Language in use is called discourse and it is all around us weather one is at home or outside home. Language used by political leaders in speeches and interviews used to gain political interests on different political platforms can be explored by using Critical discourse analysis. Dijk (1997) asserted that political leaders or other groups of people try to spread their own ideologies to the masses and struggles to win their hearts by gaining trust of the public. In order to win the hearts of common people leaders use carefully selected words to spread their ideologies and convince common people.

Moreover, leadership in politics is the reflection of leader traits, leader behaviour, leader situation, follower maturity level and even follower identities. Danugroho and Yusfira (2023) asserted that leader with his well-developed system of personal communication can understand follower needs and concerns more readily and formulate communications which more directly interest the follower. Leader who is elected should be well organised and prepared to serve his nation in a good way. He should demonstrate all of his talent for the welfare of the society that holds many expectations to him (James, 2021). Leaders use language that motivates and energises their followers. They tell compelling stories, use powerful metaphors, and deliver

speeches that resonate emotionally and intellectually. By mastering the language of leadership, individuals can effectively inspire, motivate, and influence others to achieve common goals and drive positive change (Chun, 2023). Leaders understand the emotions and perspectives of their masses and use language that demonstrates empathy and fosters trust. They listen actively, validate feelings, and communicate with sensitivity and understanding (Lacatus & Meibauer, 2022).

Leadership language is a key focus within Political discourse analysis, as it involves the specific linguistic strategies leaders use to project authority, build trust, and mobilize support. Political leaders often use metaphors, narratives, and rhetorical devices to connect with audiences emotionally, convey complex policies simply, and legitimise their actions. The persuasive power of leadership language also lies in its ability to frame issues, represent identities, and delineate in-groups and out-groups, which is central to shaping public opinion (Irfan & Krishnasamy, 2024).

Language plays an important role in politics and in leadership. It is the medium through which political actions are performed, influence and accomplished. According to Orwell (1999), many of political issues are “a mess of lies, evasions, folly, schizophrenia and hatred” (p.43). Many linguists are analysing structure of language used in political speeches and how that language is interpreted by the people. It is useful and equally important to analyse the social context of the speech and interviews (Wodak, 1999) for better understanding of the political discourse. Scholars believe that language in use highlight interests, aims, ideologies and identity.

2.3 Understanding Identity

Definitions of identity are surprisingly hard to find and those that exist present a dazzling variety and diversity in terminology. Identity can be seen and defined as a

property of the individual or as something that emerges through social interaction; it can be regarded as residing in the mind or in concrete social behavior; it can be anchored to the individual or to the group.

According to Erikson (1970), identity has gained an acute status in the modern times; diversities in the society are due to fluidity and different ideologies. He further defines identity as “a subjective sense” (Erikson 1970).

Everyone has or displays particular front stage (Goffman, 1990) social identity in public gatherings and situations. The hidden identity can be considered the back stage behavior social interactions is theatre like. He asserted that people perform in everyday social interactions. One's performance in everyday world is not solo, rather, one's performance always depend on the setting (stage).

Based on Bucholtz and Hall (2005) identity is the concept of identity as sameness. This drives that identity would be salient when it comes to similar people. Yet this is more difficult in practice. It is difficult for an observer who does not belong to a specific group of people to classify them as alike or different. Similarly, it is difficult for the outside observer to adopt a specific ground to distinction the identities of the people around him.

According to Fina (2006), identity conveys information about what kind of person you are; further it tells „where we stand in relation to ethical and moral questions: or where our loyalties are in political term‘ (p.263). It means in political situations identity reveals about morals and interests.

Identity is not only something that one ‘display‘, but rather something that one ‘performs‘ or ‘create‘, and recreates it through language and interactions with others (Paltridge, 2012, p.1). It states the importance of disclosing identity in language used

by different political figures. Fukuyama (2018) asserted that roots of identity are set with the idea of a disconnection between the two perceptions which are inner and outer self. The people have a thought that their true identity is hidden within themselves and it is because the society never let them to show their actual identity. The contemporary idea of identity focuses on the authenticity, on the justification of inner self which is hidden from the society.

Language plays a vital role in describing and revealing identity of the speaker. It defines a person at personal and communicative level (Freire & Macedo, 1987). The language that a person uses is the language that he is identified with (Lanehart 1996). Language and selection of words drive meaning within discourse and hints the identity of the speaker. Thus, one can categorize people according to their selection of words.

Identity is not fixed or stable rather it constructs and reconstructs. It is not something one has but rather what someone performs. It is information a person gives off about oneself (Blommaert, 2005). Identities are not natural they are constructed and reconstructed when people socially communicate (Paltridge, 2014).

Eggins and Slade (1997) asserted people do not have conservation to kill or pass time. They communicate to build interpersonal relation and to negotiate about social identity. Identity is not about how we use language, it is rather a two-way production which tells “something about ourselves” (Cameron, 2001, p.170). It is a socially constructed self which is not fixed, it constructs and reconstructs. It is “shifting and multiple, something people are continually constructing and reconstructing” identities in the world (Cameron, 2001, p. 170).

The concept of identity has gained a lot of attention in Discourse. The above section presents the brief account on ideas and definitions of 'identity'. These definitions refer to a common concept present behind the term. All above mentioned definitions evoke the sense of recognition.

2.3.1 Types of Identity

Language plays an important role in politics. Political figures take help of language to construct their desired image, identity and gain interests. The identities presented by the political leader are also not 'stable' and 'fixed'. Identity changes with the social context (Wodak, 2012).

Two types of identities are personal and social identities (Spreckels, & Kotthoff, 2009). Personal identity refers to the components of self that are primarily subjective and connected to our personal life experiences. While social identity refers to the components of self that are derived from participating in social groups and gatherings. This means a person has multiple identities, he can adopt all identities at same time or at "different level of prominence" (Eckert, 2002). This means a person can have more than one identity at a time.

Similarly, according to Baggioni and Kasbarian (1996), there are two different kinds of identity. One kind is personal identity while other is social identity. Social identity is much focused and discussed type of identity. One's membership in a social group is known as social identity (Duszak 2002). Thus, identity is the concept used to describe a sense of belonging and sense of defining themselves as individual or in relation to society. Jacewicz et al. (2010) claims that social identity of people can be defined by the variety of language which they use. People may welcome each other differently, solicitate in a different way and they can also use the different tone of the language

and all these differences are reproduction of their identity. It is possible to have more than one identity. It depends on the varieties of a language a person is using in daily life.

The way people use a variety of languages leads to their social identity identification. People may greet differently, request differently or use their speech intonation differently and these varieties are reflections of their identity. Speakers define their positions with other individuals by using a specific linguistic variety that conveys more than what is said (Scammell, 2016). Identity is considered non-static and multifaceted based on factors such as age, gender, class, educational background, nationality, ethnicity and language (Bucholtz & Hall, 2004; Edwards, 2009). Similarly, according to Deng (1995), "identity describes the way individuals and groups define themselves and are defined by others on the basis of race, ethnicity, religion, language, and culture" (p. 1). Different factors are considered at different times depending on the context. Correspondingly, Lemke (2008) is of the view that identity changes and develops and it is not stable or static.

Further about multifaceted identities he observes:

their consistency and continuity are our constructions, mandated by our cultural notions of the kinds of selves that are normal and abnormal in our community. (p. 19)

The multifaceted identity is the base of hybridity theory, it entirely rejects universalism and ethnic and "cultural rootedness". (May, 2008. p.38). Furthermore, multifaceted identity and understood today. It means this is not something inherited or natural, but rather is socially constructed by the individual. Identity is a phenomenon where a person realises himself at personal and social level. And language is a key

factor in building identities of people. The depiction of ethnicity, religion and culture can be portrayed with the help of language. Language shapes a human being.

Construction of identity and multiplicity bring attention to the study of identity. If we consider that identities are constructed then question arises: how does identities are constructed? The answer lies in the notion of ‘sameness and differences’ (Bucholtz & Hall, 2004). According to Vygotsky (1980), the concept of self is complex emerging phenomenon; it is produced by every individual continuously, with the aspect of cultural impact.

Erikson (1979) views the construction of identity as a culminating abridgement of the past experiences of life. Along with that the present also play vital role in constructing the identity. According to Erikson, the identity forms the future and it develops along with time. It is important to differentiate between personal identity and social identity. Individual’s personality is reflected in personal identity as expressed by Edwards (2009) that personal identity assures you who you are and what someone else are not (Edwards, 2009).

However, collective identity refers to the sense of group unity on the basis of shared characteristics, whereas at the same time recognizing oneself different from others. Collective identity is exceptionally much a social construction of identity. The multiplicity of identities is construction of self/other. Language plays an important role in construction of self-identity and other identity in the text. This means people communicate with others while depicting both identities in the discourse (Harun, 2007).

In a society, various human beings are living their lives. Each person has their own identity. The identity is created by differencing a human from another human. Living

in the world of globalization, where each and every person is connected to each other through various mediums. However, people chose to be different and build their identity on the medium of otherness. Woodward (1997) is of the view that, the construction of identity is established when a person marks the difference. This marking of the difference could be happened through the representation system which is called symbolic and it can also happen when people feel they are not part of society. Woodward additionally claims that the difference in the society occurred with the help of classification, when a system classifies masses into different groups. Moreover, Woodward believes that the relation of identity is constructed with the help of binary oppositions. For example: I and you or self and other.

2.4 Identity, Language and Politics

Fukuyama (2018) believes that in identity politics the individuals want the recognition from the society in order to know their worth. Therefore, identity politics is one of the major political struggles of today's world. In order to gain the political identity, the politicians design the effective campaigns with the proper use of language and words. These campaigns are designed for particular audiences. Furthermore, Fukuyama (2018) adds that the modern identity politics is determined by the pursuit in order to get the acknowledgement by the particular groups and mostly those targeted groups are the societies which are marginalised. The politician's target the marginalised groups because these groups are underprivileged and with the help of language and it is associated the politicians related with their viewers and try to gain sympathy. Hoy (1986) is of the view that it is the power which connects the social identity as knowledge. The power shapes the identity. Once a person is in the power, he/she get recognition in the whole society or community. And a person changes himself when he gets the power. In politics the leaders are recognised by their cultural, social and

linguistic categories. The identity of a leader cannot be categorised individually because their identity is built with the other social, religious and language impacts. In Pakistan specially, the leaders play the card of their ethnicities and religions in order to manipulate the voters. The medium of discourse varies, sometimes mass media is ruling and other times the politicians are exercising the power. The power does not have negative connotation but the problem lies with the common masses that are following the power unconsciously.

Language have tendency to expose many face of the identity of a person, it regulates the way of communication. The ethnological and societal identity is a vital part of our lives. It allows us to perceive things around us. However, language is very much important in the ethnicity of a person because it is directly linked with the base of ethnicity (Schmidtke, 2023).

In Foucault's *The Archeology of Knowledge* numerous statements can be highlighted which has hypothetical notion of language. Usually, language is medium of communication; it is a tool to designate things or signifies something. Language according to Foucault (2011) is "hollowed by the absence" (p.125). People always remain unsatisfied by the statements which are expressed. They never comprehend words on surface level (signifying discourse). However, people have keen interest to comprehend between the statements; they are intended to know beyond the words.

Not only the words in a sentence give it meaning but the expressions of the person are also important, the tone of the words also gives meaning to the words. Therefore, language is considered hollow because it is dependent on the speaker how he/she uses the words accordingly. It is not always that discourse shares all the things that are

amassed in it but each statement is like the tip of the iceberg and the meaning of that statement lies beneath of it (Gkalitsiou & Kotsopoulos, 2023).

Evan (2014) believes that language is not only confounded to give voice to the identities but it also helps to fabricate the identity. Language has huge impact on identity. With the medium of the language a person shows his real self. The identity can be flexible like a fluid just as language. However, languages are compared with its various dialects. And this language versus dialects debate has more political influence. The particular variety of language is considered as a language because of speakers of language. And the language gets its social status in the society because the users of languages and their position in society (Fishman, 1972 & Rajagopalan, 2001).

Gallois, Ogay and Giles (2004) claims, that every spoken word has a context, rather than believing that it is cause by the context. This means that the speakers have tendency to influence each other with the help of various linguistics strategies. In addition to that through language the speaker can dominate with power. The interlocutors' expressions as well as statements can also shape his or her identity.

Foucault (1994) in his essay named "Language to infinity" has presented the aspect of language as mirroring itself, as if something unfolds to give the vacuum for the writing to proceed and demonstrate itself. It is the language through which we communicate and share the cultural values with each other.

According to Hall (1997), things are represented through the language and it is the major process of giving meaning to things, as the meanings are constructed through the language. The central components of language are the sound, words and colours the physical gestures are also included in the components of language. The thoughts are conveyed through the language in all over the world.

However, the only difference languages have is due to culture. And due to that the different identity is formed. The history and culture gives new meanings to the objects and that cultural difference can clearly be seen in the identity of people. Hall (1997) affirms that our sense of identity is formed by meaning, identity may be defined as who we are but along with that we are identified with the association of our culture, with whom we belong. Through various interactions we produce meaning and exchange our thoughts and ideas. The people of the similar culture share the similar concepts, views and they produced same codes under the influence of their culture.

Crystal while giving his lecture in European Parliament on “whose English” highlights that there was a country which was conquered and a foreign language was forced on the people of that nation will look for their identity. He further adds that a new language can be approved and changed and it gives birth to localism or language variety. Fairclough (1995) asserted that the usage of the language is not the aspect which is shaped by individual but by society. It centralizes the idea that the use of language as social variable and including that it also shows the systematic connection between the alteration in linguistics form (morphological, phonological and syntactical) and social alteration (relationship between addressee, the difference of context and differences of subject etc.). Sociolinguistics can list the facts of the variation regarding the language but it fails to elucidate that facts are influenced by the influence of power relation and struggles. Fairclough believes that language is a part of the society, which means that in terms of dialect the discourse form relationship between the language and the society according to which language is a part of the society. Therefore, the two different perspectives are formed regarding the language and the society, firstly that “linguistic phenomenon is social” because interactions are formed socially and also have its social effects and secondly “social

phenomenon are linguistic” which means that language which is uttered in the social context is not just an utterance or a thought but it is a part of the social processes and practices.

2.5 Identity and Leadership Language

Identity and leadership language are intrinsically linked, as the language used by leaders serves as a primary mechanism for constructing, projecting, and negotiating their identities within socio-political and cultural contexts (Morlan & Byrne, 2023). In the realm of applied linguistics, the study of leadership language reveals how linguistic choices such as rhetorical strategies, lexical selection, and discourse patterns reflect and shape a leader's identity while simultaneously influencing the collective identity of their followers.

Leaders employ language not only to communicate policies and visions but also to establish authority, legitimacy, and relatability. Through discourse, leaders craft narratives that align their personal and political identities with the values, aspirations, and cultural norms of their audience (Stekelenburg & Boutellier, 2025). Critical Discourse Analysis (CDA), as proposed by Fairclough (1992, 1995), provides a robust framework for examining how language functions as a tool for identity construction, highlighting the ways in which leaders draw on intertextuality and interdiscursivity to reinforce their positions and ideologies.

For instance, leaders often incorporate religious texts, historical references, and cultural proverbs to construct identities that resonate with their audience. This strategic use of language not only reinforces their leadership identity but also fosters a sense of shared identity among followers, aligning their vision with collective aspirations (Gron, & Andersen, 2024).

Moreover, leadership language is dynamic, evolving in response to shifting socio-political landscapes. Leaders adapt their linguistic strategies to address contemporary challenges, negotiate power dynamics, and maintain relevance. This adaptability is crucial for sustaining their identity and influence in an ever-changing world (Arella, 2023). The study of identity and leadership language offers critical insights into how leaders use language to construct and project their identities, influence public perception, and navigate complex socio-political environments. By analysing the interplay between language, identity, and power, researchers can better understand the mechanisms through which leaders shape and are shaped by the discourses they produce.

2.6 Identity Exploration

According to psychologists identity involves two processes: exploration and commitment. In the process of Exploration one gets involved with peers and tries out new things. However, identity commitment refers to the commitment of a person to some aspects of the identity. Identity exploration is an important process which starts from the early age and remains active throughout the life (Schwartz et al., 2011). Erikson defined identity as “Who I Am?”. Similarly Djite (2006) defines identity as an everyday word and it is the sense of ‘who they are’ (Djite, 2006, p.6). The ‘sense of who they are’ stands as the base of the concept. Identity is simply defined as ‘who I am’. This does not demand the person to state his or her name but it is what the individual is deep down. It is not easy to grasp the identity of people because this is not fully expressed.

Further Erikson’s definition approach leads to recognize the importance of the identity. According to him, both process of the identity are equally significant well-being of the person (Erikson, 1959). Crocetti et al., (2008) asserted that high

commitment leads to less engage a person in anxiety, depression and psychological issues. A well-developed identity must have values and beliefs to which he is committed.

In addition to the Erikson's work on identity, Marcia asserted that identity formation occurs in adolescence with respect to ideology and other factors such as religion, politics gender, relationships and others. The process of identity development begins when the person identify the models he has and identify the role he wants to play. The individual make choices and commit options. However, in some cases individual may fail to commit or explore the options from the social context (Marcia, 1980). In order to achieve identity achievement one must recognise the options. Identity achievement leads to self-definition and self-acceptance. Identity exploration plays a significant role to understand the social options and to range high level of self-acceptance in the society.

2.7 Linguistic Features

Language plays a pivotal role in constructing leadership identity, especially in the realm of political discourse, where linguistic strategies shape public perceptions and national identity (Fairclough, 1995; van Dijk, 2006). Mr. Imran Khan, as a political leader, employs a range of linguistic features that reflect his leadership style and reinforce Pakistani identity. Scholars argue that language is not neutral, it is an ideological tool used by political leaders to influence public opinion, construct national identity, and maintain power dynamics (Chilton, 2004; Wodak, 2001). Through Critical Discourse Analysis (CDA), researchers examine how linguistic choices shape social realities, and this framework provides a lens to analyse Mr. Khan's spoken texts (Fairclough, 1989; van Dijk, 2006).

One significant linguistic feature of Mr. Khan's leadership discourse is pronoun usage, which reflects power dynamics and collective identity. Scholars like Wilson (1991) and van Dijk (2006) emphasise that the strategic use of pronouns constructs a leader's relationship with their audience. Mr. Khan's use of "I" signifies personal authority and individual accountability, while "we" fosters collective solidarity and inclusivity, aligning his leadership with the broader Pakistani national identity. Furthermore, "they" is frequently used to otherize opposing groups, reinforcing an us-versus-them dichotomy and emphasising national sovereignty (Chilton, 2004).

Another prominent feature in Mr. Khan's discourse is the use of rhetorical devices, which enhance persuasiveness and emotional appeal (Charteris-Black, 2018). Repetition is a recurring strategy in his speeches to reinforce core values like justice, sovereignty, and anti-corruption. This rhetorical pattern creates a sense of urgency and moral clarity. Additionally, Mr. Khan employs metaphors such as "fighting corruption" and "Naya Pakistan" to frame Pakistan's social and political transformation. Rhetorical questions also play a key role in his discourse, inviting audience participation while subtly critiquing external powers and political opponents (Lakoff & Johnson, 1980).

Lexical choices further illustrate the ideological underpinnings of Mr. Khan's language. van Dijk (2006) emphasizes that lexical selection reflects ideological bias and worldview. Mr. Khan's positive lexicon (e.g., "freedom," "justice," and "self-respect") projects an aspirational vision, while his negative lexicon ("corruption," "elite capture," and "foreign exploitation") positions him as a reformer against domestic and international injustices. Such semantic polarization draws sharp distinctions between moral agents (his party and supporters) and moral threats (opponents and foreign powers) (van Dijk, 1998).

Moreover, Mr. Khan's moral and ethical appeals align with transformational leadership discourse. Bass (1985) argues that transformational leaders articulate a moral vision to inspire and mobilise followers. Mr. Imran frequently draws on Islamic values and historical references to position himself as a moral guide leading Pakistan toward renewal and sovereignty. Such appeals strengthen his charismatic authority and align with populist discourse, which often emphasizes a moral struggle between the people and corrupt elites (Moffitt, 2016).

While there is a growing body of research on political discourse and leadership, few studies have focused specifically on Mr. Imran Khan's language. Existing analyses often highlight his charismatic leadership style or political strategies but lack a detailed examination of the linguistic features that define his discourse. Moreover, there is limited research on how his language constructs and reinforces Pakistani identity. This study aims to address these gaps by providing a comprehensive linguistic analysis of Imran Khan's spoken texts, focusing on his language of leadership and its emphasis on Pakistani identity.

2.8 Discourse

Before conducting study, we must understand the definitions of discourse and critical discourse analysis. The term discourse is an umbrella term; it has more than one definition. According to Lomax (2008) discourse can be defined in variety of ways, such as language above or beyond the sentence level, language in conversation, language in context (situational and cultural context) or simply language in use (p. 134). However, the term discourse is not easy to define.

Dijk (1997) defines discourse as form of language use. However, discourse is not only form of language use; it is also linked to the philosophies and ideas hidden in the

text (Van Dijk, 1997, p.2). The term discourse can be defined in a broad or narrow sense. In narrow sense discourse refers to written or spoken text/ language.

The Longman Dictionary of Language Teaching and Applied Linguistics defines discourse in narrow sense, as a language used in communication (Richards et al. 1992, p.111). They defined discourse as “the larger units of language such as paragraphs, conversation, and interviews” (1992). Like other definitions of discourse, the above also emphasised the discourse as a greater unit of language. In addition to this, according to Titcher et al. (1998) Discourse investigates ‘a unit of meaning’ which explains that language gives or deliver meaning above or beyond sentence level. However, meanings are derived from linguistics.

Sunderland’s (2002) definition of discourse laid emphasis on the interpersonal focus in describing the term discourse. He defined discourse as not only a supra-sentential element but also as a functional term in language use. This means discourse communicates meanings in context. It is used to describe the language used in certain social situation (e.g. Political Discourse). The definition of discourse varies on the base of structural and functional paradigm of language. Bloomfield (1933) and Noam Chomsky (1965) defined language in terms of structural aspects. Both of the structuralist’s describe language as outcome of mental structures.

According to the structuralist approach to language, discourse can be defined as “the way the different units’ function in relation to each other” (Schiffrin, 1994, p. 2223). According to formalist or structuralist approach, discourse is ‘language above the clause’ Stubbs, 1983, p.1). This approach to discourse focuses at the structural properties of the sentence. It pays attention to the cohesion and organisation of text but little attention is given to the social ideas and context in which people use the language.

While on the other hand the functionalist approach differs with the structuralist approach. Firth (1935), a dominant functionalist defines discourse in the terms of the context of the text (Firth, 1964, p. 8). According to the functionalist paradigm discourse is 'language in use' (Brown & Yule, 1983). Under this approach the purpose and function of language is focused to analyse the language.

Therefore, in this approach cultural and social aspects of language are emphasised. Researchers who adopt functionalist approach assume language to 'mean' something and to perform something. This analysis is linked to the context of the text. In order to analyse the text properly 'we need to work out what the speaker or writer is doing through discourse'. In critical discourse analysis language is viewed as social behavior, it describes discourse as a social practice (Richardson, 2007).

A different view of discourse is given by Foucault; according to him discourse is not a piece of text but a topic to talk about and a way of representing knowledge. He defines discourse as 'practices that systematically form the objects of which they speak' (Foucault, 1972, p. 49).

2.8.1 Discourse Analysis

Discourse analysis is a field where one can analyse language not only by the surface level but within the words or language. In this field of linguistics, linguists or analysts analyse the language on a larger level. It deals with meaning in text, communication rather than only in single sentence. Cook (1992) defined discourse analysis as the process of analysis which investigates how chunks of language in context (textual, social and psychological contexts) turn out meaningful and cohesive.

Brown and Yule (1983) explained that discourse analysis as a multifaceted phenomenon which includes a variety of activities. It is used to explain activities in

which different disciplines like psycholinguistics, sociolinguistics, philosophical linguistics and computational linguistics overlap. Discourse analysis is considered as an attempt to analyse the language to gain insight of power (Fairclough, 2000). Language helps to share ideologies and thoughts to people. A strong bond exists between power and language. The studies carried out in the area of DA suggest and favour these remarks. Discourse analysts attempt to analyse and interpret the ideologies or messages conveyed by the political leaders in diverse linguistic forms.

The studies conducted in the area discourse analysis reveal that the speeches of political leaders like Imran Khan, Nawaz Sharif, Abdel Fattah El-Sisi, Nelson Mandela, Barak Obama, Tayyip Erdogan, Donald Trump, Manmohan Singh, Mahathir Mohamad and others have been considered for investigation (Schiler, 2010; Rodriguez, 2008; Martinez, 2012; Bayram, 2010; Aqeel, 2015; Mohammadi, 2017; Gill & Azhar, 2018). These studies conclude that political leaders across the world depend upon discursive practices in the form of linguistic tools to convey ideological concepts and to gain their agendas.

2.8.2 Critical Discourse Analysis

Critical discourse analysis is a rapidly developing interdisciplinary approach to analyse discourse. It refers discourse as a ‘social practice’ (Fairclough and Wodak, 1997, p. 258). Critical Discourse Analysis (CDA) is known as critical linguistics (CL). It first originated in 1980s. Critical discourse analysis (CDA) is an approach or perspective which analyses power, dominance, inequality and other social issues which are reproduced and resisted.

Halliday’s systemic functional grammar and theories of pragmatics are the foundation of CDA. It examines public speech, such as speeches, interviews, newspaper, articles

and advertisement and so on. The major interest of CDA is the relation between language, power and dominance (Van Dijk, 1993). It cannot be classified as a single method but viewed as an approach which consists of different methods for analysis of language in its social context.

Critical discourse analysis examines the connection between the use of language and its context (social and political context). The major aim of critical discourse analysis is to uncover the ‘out of sight’ (Paltridge, 2014, p.186) issues such as identity, race, ideology, power, culture in the text. Paltridge (2014) defines CDA as “a detailed textual analysis and move from there to an explanation and interpretation of the analysis. It might proceed from there to deconstruct and challenge the texts being examined” (Paltridge, 2014, p.186).

The roots of critical discourse analysis are in the work of critical theory. It views the social issues in critical manner. Critical approach views texts in terms of its connections language used and context of the text in which it occurs. It is not a school of thought or domain of specialisation rather it is a perspective for analysing critical discourse analysis offers a best tool for analysing, understanding and revealing the hidden interests behind the discourse. It helps us to understand the hidden meaning behind the language.

Before the development of DA, the language was analysed according to the structure even the context was neglected during analysing the discourse. After the development of discourse analysis, language was analysed not only by surface level but within the words, beyond the surface level (Fairclough, 1995).

The two main approaches are identified by linguists Formalism and Functionalism. Formalist believed that language deals with cognitive phenomenon it comes from the

genes and it is present in heredity. Formalists think language is innate in children and termed built-in human capacity to learn language. While functionalist believe that people learn language from society (Thomas, 2020). And discourse analysis deals with functional approach. In the field of discourse analysis there are various aspects among them critical discourse analysis is most prominent perspective.

Critical discourse analysis is a contemporary approach to examine the discourse that sight language as a form of social practice. Critical discourse analysis as a discipline transpires about three decades ago. Critical discourse analysis deals with the communication that is done in conventional life either it is institutional or media, or political, it can be the different location and situations. Critical discourse analysis deals with both written and verbal communication (Bateman, 2018). Discourse under the light of critical discourse analysis deals with social practice.

Some of the principles of CDA can formerly be observed in the critical theory of the Frankfurt School before the World War II. Critical discourse analysis is not the domain just like the other approaches of the discourse. Comparatively, the main goal of critical discourse analysis is to provide the distinct frame of reference to the speculation, examination and its implications at high and low of the respective field.

Norman Fairclough is well known figure in terms of language, discourse and society's discussion. Fairclough (1989, p. 18) posits that "language is a part of society". Moreover, he also claims that there is an inner link of language and society. In other words, he claims that the linguistics phenomenon is a mirror to social phenomenon and vice versa.

Paltridge (2014) defines CDA as "a detailed textual analysis and move from there to an explanation and interpretation of the analysis. It might proceed from there to

deconstruct and challenge the texts being examined” (Paltridge, 2014, p.186). Critical Discourse Analysis (CDA) is an approach or perspective which analyses power, dominance, and inequality and other social issues which are, reproduced, and resisted. It cannot be classified as a single method but viewed as an approach which consists of different methods for analysis of language in its social context.

2.8.3 Principles of Critical Discourse Analysis

In 1997 Fairclough and Wodak highlighted the major principles of the field Critical discourse analysis. The primary principle emphasizes that social problems can be addressed through critical discourse analysis. However, also concentrates on the different social and cultural structures of the linguistics.

The second principle is that the power relations are discursive in nature. Critical discourse analysis contemplates the discursive nature in terms of power in the modern society. In the third principle Fairclough and Wodak (2008) claimed that culture and society is framed by the discourse. It intensifies that there is a dialectical relationship between discourse, society and culture. Society and culture are mould by discourse including that it is formed by them.

Next principle states discourse cannot be considered in isolation. It is viewed in terms of inter-textual relations and socio-cultural background. It analyses the text with reference to the culture, historical factors, ideologies and others. In this principle Fairclough and Wodak affirms that society and text have a strong relation. Critical discourse analysis connects the social and cultural structures with the properties of the text. Fairclough (1993) underlines that connection between text and society is formed by the Foucault’s concept of discourse orders.

2.9 Theoretical Framework

This section of the conducted study deals with the theoretical framework adopted for examining the spoken discourse of Mr. Imran Khan considering the aims and objectives of the study. Fairclough's model, used in Critical Discourse Analysis, provides a comprehensive framework for analysing the relationship between discourse, power, and society. Fairclough's model is situated within the realm of CDA, which focuses on examining the ways in which language use reflects and reproduces power structures, social inequalities, and ideologies. CDA aims to uncover hidden meanings and power dynamics in texts, discourse, and communication practices. Fairclough (1995) argues that language is not neutral but is imbued with power relations and ideological biases. Through discourse analysis, researchers can uncover how language is used to legitimize certain social practices, marginalize others, and reinforce existing power structures. Overall, Fairclough's model provides a robust theoretical framework for conducting research on discourse, power, and society. It offers a systematic approach to analysing the complex interplay between language, ideology, and social structure, making it a valuable tool for researchers across disciplines.

This research will use Fairclough's model (1995) as the theoretical framework to examine the language of Mr. Imran and Pakistani identity embedded in his international speeches and interviews. Political speeches cannot be conducted without the use of language (Chilton and Schaffner, 1997). There have been very few researches are conducted on the language used by Imran Khan with reference to the model.

In the light of above discussion, Norman Fairclough's three dimensional model (1995) can help to highlight the sense of identity in the language used by political

leaders, in particular Mr. Imran, the ex-Prime Minister of Pakistan which will be the focus of this research. The theories of DA aim at exploring how such political figures use language to persuade the masses to gain advantage. Van Dijk (2001) defines critical discourse analysis as a type of scientific study of discourse which predominantly scrutinise the way otherness is performed by the social power and the misuse of the authority is reproduced and opposed either by the discourse or content in the different contexts (political and social). With analogous nonconformist study, critical discourse interpreters take definite position moreover they resist, highlight and expose the inequality of the society.

In the critical work on discourse power is the most prominent notion specially, the power of social groups or institutions. The power is gained by the control. Therefore, groups have power either more or less by controlling the masses mentally. This power is given to the masses that have the different resources. These resources are materialistic for example, money, force, status, intellectuality and culture (Price, 2017). Critical discourse analysis highlights the negative use of that power which is gained by socially the main focus of the CDA is on dominance, supremacy. The best example of the power and CDA is the *Politics*. In politics the large number of masses gives the authority to a single person or his group to lead the nation and their lives.

Political claims and agendas are delivered mostly through speeches. Chimbarange, Takavarasha and Kombe (2013) stated, that main objective of political leaders in their speeches is to persuade people of the validity of their political interests. Fairclough (1995) stated that perceptive of critical discourse analysis helps to figure out how communicative events and text are produced and how power relations shape them ideologically. Every piece of discourse as has impact of context and interaction. Text lies at the bottom, which is the outcome of the interaction at first place. Production

and process of interoperating depends on the context of the text (Fairclough, 1992). Fairclough (1989) defined language as a “social process”. The analysis of the text and discourse in the critical level is significant in terms of explaining the connection between language, ideology and identity. Furthermore, Fairclough (1989) refers “language is a part of society” (p.18).

Fairclough (1995) mentioned that in previous approaches to discourse analysis the linguistic or text analysis is much focused while very little emphasis is given to higher-level organization of text (p. 28). He further argues that the past approaches paid little attention to social context and more emphasis to ‘description’ of the text (Fairclough, 1989, p. 15).

Fairclough (1993) defined DA:

discourse analysis aims to methodically search often cloudy relations of connection and willpower between a) discursive practices, events and texts, b) wider social and cultural structures, relations, and processes; to investigate how such practices, vents and texts arise out of and are ideologically shaped by relations of power and struggle over power, and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony (p. 135).

In addition to that, he also claimed that there is an inner link between language and society. In other words, the linguistics phenomenon helps to understand social phenomenon and vice versa. Fairclough (1989) asserted that the study of text and discourse under the light of critical discourse analysis can unveil the hidden meaning behind the linguistic choices. The concept of critical analysis is originated from the linguistics and the studies in sociolinguistics which emphasize on the language under the light of social context and the relationship between power and language.

Fairclough (1989), presented a model of CDA in his work “Language and Power” in the year 1989. This model is an interdisciplinary approach to the study of discourse as for it refer discourse as „language as a form of social practice“ (Fairclough, 1989, p.20) and emphasis on the ways social and political dominance is exercised in discourse. According to him there are three stages of analysis in CDA: description, interpretation and explanation. Following are the three stages of analysis:

- Text analysis: it focuses on the formal features of the text.
- Processing analysis: it focuses on the link between text and interaction. It views text as a product of production.
- Social analysis: focuses on the relation between interaction and social context of the discourse.

Fairclough’s (1989, 1992, 1995a, 1995b) model for critical discourse analysis which is consisted of three-dimensional boxes, that are interlinked with each other. The boxes deal with “text”, “discourse practice” and “socio-cultural practice”.

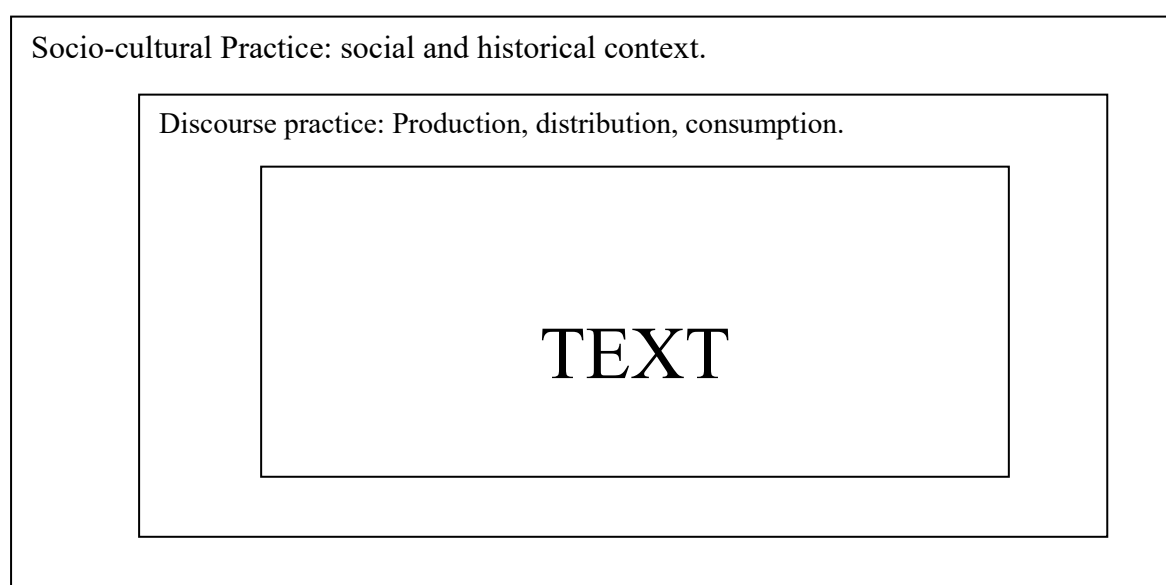


Figure 2.1: Fairclough’s three-dimensional model

The first stage of analysis is called description. The center of attention in Fairclough, model is given to text. Text analysis includes analysis of the linguistic features adopted by the speaker. It examines the vocabulary, grammar, semantics and grammatical and structural organisation of the text above the sentence level (Fairclough, 1995).

Text is referred to a form of data in spoken or written medium. People when interact with others they produce text (written or spoken). Thus, a text is a process which makes meaning in context (Halliday and Hassan, 1976).

In general, this stage involves exploring linguistics feature of the text. He presents a set of ten questions together with sub-questions which focuses on linguistic and grammatical features and structures (Fairclough, 1989). Further vocabulary choices are also analysed.

The second stage is also known as interpretation as it interprets the relationship between the properties of text and discourse practices. It examines the relationship between the discourses; its production and its consumption are interpreted. According to Fairclough (1989) interpretation is the relationship concerned ~~between~~ text and interaction with seeing the text as the product of a process of production, and as recourse in the process of interpretation" (p. 26).

The attention is drawn on the other features other than linguistic features and text structures of the text such as intertextuality. This links the text to its context which helps to get deeper in the text to explore hidden meaning. This stage includes two processes: institutional process, and discourse process in which production and consumption is examined. Here discourse is not only analysed on linguistic grounds

but also as discursive practice. This stage deals with the exploration of inter-textual relations among discourse, texts and physical context of the discourse.

According to the Fairclough's analytical framework (1995), analysis is drawn upon: interdiscursivity, intertextual chains and manifest intertextuality.

The last stage of three- dimensional model is explanation or social analysis. It refers to the social, historical and cultural context of the text. As Fairclough (1989) it is "relationship between interaction and social context" (p.26).

Fairclough (1989) defined explanation as:

Explanation is concerned with the relationship between interaction and social context with the social determination of the process of production and interpretation, and their social effects (p.26).

It examines and explains the relationship between discourse and social and cultural practices of the discourse. In this stage emphasis is given to all the words as whole and as individual word that shapes the whole text. Factors like ideology and power are taken into account and are explored in the light of social-cultural context and the production and consumption of texts. In summary, Fairclough's 3D model is a powerful tool for analysing how Mr. Imran Khan constructs and communicates his leadership identity through language. It provides a comprehensive framework for understanding the complex interplay between language, leadership, and identity in Khan's discourse, making it possible to critically assess the broader social and political implications of his leadership style.

While Fairclough's Three-Dimensional Model (1995) is widely recognised for integrating textual analysis, discursive practice, and social practice, it has faced several criticisms. One major limitation is its lack of methodological clarity, as it does not provide a standardised framework for data collection and linguistic classification, making replication difficult

(Wodak & Meyer, 2009). Additionally, critics argue that the model is overly deterministic, assuming that discourse always reflects dominant power structures, which can lead to reductionist interpretations (Blommaert, 2005). The model also tends to privilege ideological criticism over a more nuanced understanding of language variation, limiting its applicability in studies focusing on interpersonal discourse or non-hegemonic speech acts (Breeze, 2017). Moreover, some scholars contend that Fairclough's approach lacks engagement with cognitive processes, which are crucial in understanding how individuals interpret and internalise discourse (van Dijk, 2006). Despite these limitations, Fairclough's model remains a foundational tool in Critical Discourse Analysis (CDA), especially for examining power relations and ideological framing in political and media discourse.

2.10 Conceptual Framework

A conceptual framework is an analytical tool which helps to comprehend the phenomena. It helps to reach the results of the objectives of the study. The following chart displays the conceptual framework adopted to project the relationship among the variables for the interpretations and perceptions of the selected international interviews and speeches of Mr. Imran Khan.

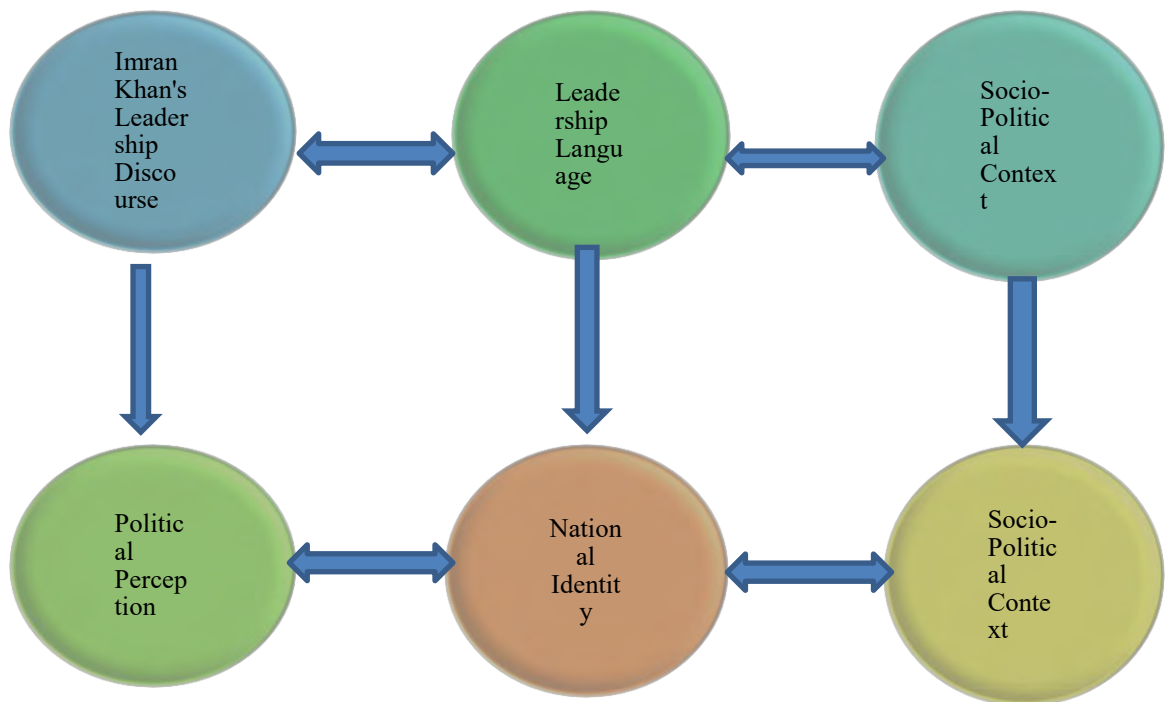


Figure 2.2. Conceptual Framework.

Source: Adapted from Ofosu-Anim (2022)

The socio-political context significantly shapes Imran Khan's leadership discourse. Political, cultural, economic, and historical factors influence the themes and issues Khan addresses in his speeches and public statements. Chong and Druckman (2007) explained that framing theory indicates how political leaders convey their messages in ways that resonate with socio-political context. It supports to understand how Mr. Imran Khan's discourse is shaped in context of current political environment in Pakistan. In political arena Pakistan faces a lot of challenges like economic issues, security concerns and social unrest dictates the content of Imran Khan's discourse.

In leadership discourse the discourse of leaders is full of persuasions. As charismatic leadership theory suggested that charismatic leaders use exceptional language to inspire and mobilise the audience (Tucker, 2017). Most of the political leaders use

rhetorical language, symbols, and narratives to convince and influence their audience (Borchers & Hundley, 2018).

Tajfel and Turner (1986) explained that in society the impact of social influence depends on people's social identities. In Mr. Imran Khan's discourse there is reflection of cultural, religious and historical features of Pakistani identity. He explores Islamic values, historical instances, and cultural symbols to resonate with the national consciousness.

Media representations and public reactions can strengthen or challenge the identity constructed in Mr. Imran Khan's speeches. Media plays important role escalating his messages to strengthen the perception of people and can enhance his influence on national identity through positive media coverage. The socio-political context also interacts with national identity and public perception/media discourse. Historical events, political developments, and cultural shifts influence national identity.

Hence, here's how these relationships interlinked into the overall conceptual framework:

Socio-Political context has an impact on Mr. Imran Khan's Leadership Discourse, shaping its themes and content based on the current political, cultural, and economic landscape.

Mr. Imran Khan's Leadership Discourse employs specific leadership language strategies to construct his leadership identity and communicate his vision.

Leadership discourse creates and shapes national Identity, promoting values and ideals that define what it means to be Pakistani.

National identity is mediated by public perception and media discourse where media representations and public reactions can reinforce or challenge the constructed identity.

Public perception and media discourse feedback into Mr. Imran Khan's leadership discourse influencing how future messages are crafted based on public and media responses.

Thus, this conceptual framework explains the dynamic interplay between socio-political context, leadership discourse, leadership language, national identity, and public perception/media discourse, providing the inclusive approach to understanding Mr. Imran Khan's influence on Pakistani identity through his discourse.

This framework provides a comprehensive understanding of how Imran Khan's leadership language interacts with socio-political factors, national identity, and public perception to shape Pakistani identity. It highlights the interconnectedness of these elements and offers a clear pathway for analysing the research problem. This conceptual framework provides a structured approach to analysing the relationship between Imran Khan's leadership language and Pakistani identity, offering a clear pathway for empirical investigation and theoretical contribution.

Moreover, it is important to view definitions and a brief history critical discourse analysis (CDA). CDA analyses interpret and explain relationship between language in use and social context (Rogers, 2004). It focuses on the issues to criticise and further it reveals how people use language or in what manner they achieve their goals. Scholars suggest that critical discourse analysis uncover the identity and ideology hidden in the text. It is not only reflected in the use of the words but is also reflected in nonverbal aspects (Bodomo & Teixeira-E-Silva, 2012). Norman Fairclough's three-

dimensional model (1995) helps to highlight the sense of identity in the language used by Mr. Imran Khan.

Critical discourse analysis as an approach offers a best tool for understanding and revealing the hidden agendas behind the discourse of the political leaders at different instances. It helps us to understand the hidden meaning behind the use of language. Discourse is defined as the actual instances of communication through the medium of language (Johnstone, 2008).

2.11 Pervious Researches

This section of the chapter presents the summary and results of previous studies conducted by scholars and researchers in chronological order. Many researchers have been conducted studies under the perspective of critical discourse analysis to examine the hidden meaning and unveil the interests of the leaders all around the world.

Following are the some of the prominent studies conducted by researchers in CDA which helps to generate a research gap for the current study.

Ghazali (2014) conducted a study using Norman Fairclough's three-dimensional framework and examined the idea of discourse as a social practice in Mahathir's fifteen speeches delivered in United Malay National organisation (UMNO) general assembly. The researcher concluded three apparent themes in his speeches. The findings revealed how language and social doings are interconnected, how social matters are apprehended by language and how discursive actions are restrained by social actions. Further, the study presented the different techniques used to produce an emotional attachment with the audience and with the Malaysian citizens by using simple language, indirect terms, presupposing shared values and beliefs.

Ali (2024) analysed Martin Luther's 'I have a dream'. He focused on stylistic aspects and socio-political aspects by adopting Fairclough's (1995) three dimensional model. The study revealed that Martin used rhetorical language to convince the audience by stating that black people are deprived from fundamental rights and they still facing slavery, and discrimination. By applying CDA to Luther's speech, the study contributes to understanding the interplay between language and power in historical contexts.

Nagy (2023) analysed the speech of Turkish Prime Minister, Tayyip Erdogan which delivered on Republic day, 2016. He employed the discourse-historical approach to examine how Erdogan's speech constructs Turkish national identity post-2016 coup attempt. The study focuses on argumentative strategies like history, definition, comparison, threat, and favorable time to evoke national pride, unity, and resilience. It demonstrates how Erdogan's discourse frames Turkey as a historically significant and resilient nation overcoming internal and external challenges. This research highlights the role of linguistic analysis in revealing the connections between language, ideology, and national identity in political contexts.

Sanni (2023) examined how Barack Obama constructs and negotiates multiple identities in political discourse to engage diverse audiences. Utilising theories of stance taking and audience design, the study analyses Obama's use of intertextuality, metaphors, pronouns, and rhetorical devices to project individual, social, national, and racial identities. It reveals that Obama strategically aligns himself with African and Muslim communities by referencing their histories, cultures, and values while simultaneously asserting his American identity. The study concludes that Obama's discourse fosters inclusivity, mitigates stereotypes, and strengthens relationships, demonstrating the crucial role of language in political communication.

Khattak and Shakir (2023) examined the speeches of former Prime Minister (PM), Tun Dr. Mahathir Mohammad. The results concluded that the former Prime Minister of Malaysia used the sense of unity, oneness and nationhood in his speeches, which has impact on the nation in order to know the ways of Tun Dr. Mahathir Mohammad in constructing the unity of the nation in the multi-cultured nation. It identifies Mahathir's use of lexical categories, cultural references, and metaphors to enhance his rhetorical impact. The researchers had analysed the data under the light of Fairclough's three dimension model.

Shakeel and Arshad (2023) conducted a comparative study on Mr. Imran Khan and Nawaz Sharif speeches by employing Fairclough three dimensional model. The study reveals that how leaders express their agendas to manipulate the audience. Language of Mr. Imran Khan is more persuasive than the language of Mr. Nawaz Sharif. Language of Mr. Imran Khan is more effective in mobilising youth and middle-class voters. The study suggests that Khan's strategic use of language, coupled with media amplification, plays a key role in shaping public opinion and influencing political dynamics in Pakistan.

Pramadya and Rahmanhadi (2021) analysed Joe Biden's inaugural speech by using Norman Fairclough's Critical Discourse Analysis (CDA) framework. It explores how Biden's language choices reflect his political ideology and emphasise unity, democracy, and inclusivity. Biden's speech highlights key rhetorical strategies such as repetition, metaphor, and the use of personal pronouns ("we" and "I") to foster a sense of unity and shared responsibility among Americans. It concludes that Biden's inaugural address employs these strategies to promote his political vision, emphasising national healing, democracy, and collective action. The study contributes to the broader field of political discourse analysis by showing how Biden's speech

reflects his ideological commitment to rebuilding trust and unity in a divided America.

Chinwe (2023) explored the use of language as a tool for conveying power and ideology in the campaign speeches of Nigeria's 2023 presidential aspirants. Using Norman Fairclough's Critical Discourse Analysis (CDA), the researcher analysed tweets from Peter Obi, Bola Tinubu, and Atiku Abubakar to reveal how political actors manipulate language to assert authority and influence voters. The study reveals that these candidates strategically employ language to gain political support while maintaining hierarchical structures. Drawing on Fairclough's CDA, the researchers argue that political discourse is a tool for ideological persuasion, reflecting the unequal distribution of power in Nigeria. The research calls for more genuine inclusivity in governance beyond campaign rhetoric.

Sarfo and Krampa (2013) analysed the speeches of US former leaders, Bush and Obama on terrorism. The scholars used Van Dijk theory in order to analyse the data. The results show that both the leaders have shown the negative sides of terrorism and the positive aspects of anti-terrorism in their speeches by using the words which were emotionally powerful. The study has implications for the linguistic point of view on the concept of terrorism. It gives fresh impetus to further studies in the concept of terrorism, especially from the new trends in linguistic features.

Kadim (2023) analysed Vladimir Putin's speech of 'special military operation' in Ukraine'. The researcher employed Van Dijk's Critical Discourse Analysis (CDA) framework to examine the rhetorical and ideological strategies used by Putin to justify military action. It highlights how language of politicians serves to shape public perception and assert power. The study discusses CDA's relevance in analysing

political speech and its role in uncovering hidden power dynamics. Putin's speech employs devices like actor description, victimisation, and demonization to frame Russia positively while portraying NATO and the West as aggressors. The analysis underscores how language is used to legitimise controversial actions and maintain geopolitical control.

Nayak and Mukhopadhyay (2024) conducted a research of the political rhetoric and leadership styles of Chinese leaders Hu Jintao and Xi Jinping. Hu's rhetoric emphasised social harmony, stability, and cautious diplomacy, reflecting a pragmatic approach that balanced CCP (Chinese Communist Party) control with economic development. In contrast, Xi's rhetoric is characterised by nationalism, assertiveness, and a focus on the "Chinese Dream," aiming for national rejuvenation and global influence. The study highlights shifts in rhetorical strategies that mirror changes in China's domestic and foreign policies, revealing how both leaders used rhetoric to consolidate power and shape China's trajectory in global politics.

Fadhli and Rosita (2023) investigated the linguistic devices used to persuade and manipulate audiences in the 2020 US Presidential Election, focusing on Donald Trump and Joe Biden's rhetorical and framing strategies. The researchers utilised a qualitative approach, the study finds that Trump predominantly relied on emotional appeals (pathos) to evoke feelings of unity and nationalism, while Biden balanced emotional, ethical (ethos), and logical (logos) strategies to connect with voters. Both candidates employed framing techniques, particularly emphasis, to shape public perception. The findings align with prior research on the prevalence of emotional appeals in political discourse but provide a broader perspective by integrating both rhetorical and framing theories. The study underscores the complexity of political

communication and suggests avenues for further research on language use in different contexts.

Mustafa (2023) conducted a study on inaugural speeches of Donald Trump and Joe Biden. The study employed Fairclough's (1995) three-dimensional model of Critical Discourse Analysis (CDA) to examine the persuasive strategies used in the inaugural speeches of Donald Trump and Joe Biden. It focuses on how both leaders utilise repetition, creativity, and intertextuality to convey their ideologies and engage their audiences. Drawing from established theories in CDA and political rhetoric, the study highlights the role of language in shaping power dynamics, with Trump's discourse emphasising conservative ideals like authority and nationalism, while Biden promotes liberal values of inclusivity and unity. The research contributes to understanding how political leaders use linguistic strategies to construct social and political identities, persuading the public through rhetorical devices and ideological framing.

Sharififar and Rahimi (2015) aimed a research paper to analyse linguistic features in political speeches of Obama and Rouhani delivered at UN in the year 2014. The analysis is based on Halliday's systematic functional linguistics (SFL). The results of the study highlighted the use of colloquial and simple word choice. But Rouhani's word selection is hard and difficult. The use of modal words by both shows their firm believe in interests and through this they can persuade the audience as this will decrease gap between them and the audience. Obama used simple language however, Rouhani used tough words and his speech was official. Both the leaders chose to use more personal pronoun "we" in order to relate with their audiences.

Alemi and Tajeddin (2018) carried out research in which they analysed two speeches of Iranian ex-prime minister Ahmadinejad and Rouhani to find out the relation

between discourse and power. At the first stage of the analysis, all two speeches were analysed according to the theoretical framework of Fairclough (1995) which comprises of three stages to analyse the text: descriptions of the text, discourse as discursive practice, and discourse as social-practice. The study shows that both the leaders use pronoun I to project a personal identity and through this technique leaders construct their image and change the mind of the audience.

Kareem (2024) conducted the study to highlight how King Abdullah II framed the core issue in his speeches. The study employed a stylistic-critical discourse analysis to explore the persuasive strategies in King Abdullah II's speeches. By integrating stylistic analysis and critical discourse analysis (CDA), the research examined how the Jordanian leader utilises rhetorical techniques such as ethos, pathos, and logos to influence both domestic and international audiences. The study highlights the strategic use of language to maintain internal cohesion, legitimise authority, and navigate complex geopolitical landscapes. It contributes to the broader field of political discourse analysis by revealing the interplay between language, power, and ideology in a region marked by conflict and instability.

Hudhayri (2022) analysed linguistic behavior of Prince Mohammed Bin Salman (MBS) in response to U.S. President Joe Biden's criticism of Saudi politics. The study employed Fairclough 3D model and, the research explores how MBS employed rhetorical strategies, such as assertive rebuttals and appeals to sovereignty, to navigate diplomatic tensions and defend Saudi interests. The study situates MBS's responses within the broader context of U.S.-Saudi relations, highlighting the role of language in managing international conflict and asserting political authority. It contributes to the understanding of how political leaders in the Middle East use discourse to maintain their legitimacy and negotiate power dynamics on the global stage.

Quyen (2022) examined Hillary Clinton's 1995 speech "Women's Rights are Human Rights," focusing on how language reflects and constructs power and ideology. Using Fairclough's three-stage CDA framework, the study analyses linguistic features like vocabulary, pronouns, and grammar to uncover Clinton's rhetorical strategies for promoting gender equality. Clinton's use of language aims to create solidarity, call for collective action, and challenge existing power dynamics that sustain gender inequality. This study highlights the importance of CDA in understanding how political discourse can shape social and ideological structures, particularly in advocating for women's rights.

Fatima (2024) employed Critical Discourse Analysis (CDA) to examine how Presidents Obama and Trump used rhetoric in their speeches on Afghan policy to shape public opinion and justify U.S. military involvement. Building on Fairclough's 3D model, Van Dijk's Ideological Square, and Charteris-Black's Metaphor Analysis, the study reveals that Obama and Trump utilised distinct rhetorical strategies, such as pronoun usage, metaphors, and voice. While Obama emphasised ethical responsibility and collective action, Trump employed a more assertive style, emphasising victory and personal authority. This comparative analysis highlights the role of language in constructing ideologies and sustaining power relations in political discourse.

Johnstone (2015) conducted a detailed and much comprehensive study which was conducted by to examine tools/ devices of manipulation used with discourse by political leaders in order to attain and maintain power. The research revolves around the fourteen speeches given by federal majority government during rise and fall of social welfare Canada. Results highlighted the combination of risk, security, and threat discourse (between 1935 and 2015) used in the speeches. It further highlighted the need of critical approach for understanding of dominant discourses of the society.

Ali and Khattak (2021) conducted the study to examine the rhetoric of Mahmoud Ahmadinejad and Hugo Chavez, highlighting their strategies of dominance and resistance against Western hegemony. Both leaders employed distinct rhetorical techniques, Ahmadinejad through religious and ideological frameworks and Chavez through socialist and nationalist discourses, to assert political authority and challenge global power structures. Their speeches utilised common strategies such as polarisation, populist language, and appeals to historical grievances to position themselves as symbols of resistance. The research contributes to the understanding of how political discourse functions as a tool for negotiating power relations, emphasising the role of cultural and ideological contexts in shaping rhetorical approaches.

Kaleem, Siraj and Asif (2022) critically analysed the manifestos of political parties of Pakistan. It analyses the discursive strategies employed by political leaders to spread their ideology. Unlike most of the researches quoted in this section, the researcher formulated his own framework for conducting the study by combining socio cognitive model of Dijk (2004) and Wodak's Discourse historic approach. This qualitative research analysed the political manifestos of Pakistan Muslim League (N) and Jamaat-e-Islami. He summed up that the rhetoric devices employed by Pakistan Muslim League (N) are more persuasive than that of Jamaat-e-Islami. Further the study highlighted ideology and discourse of both parties are interrelated.

Banerjee and Xavier (2023) conducted the research on speech of Indian Prime Minister, Shree Narendra Modi. The researcher used model of Fairclough's three-dimensional to analyse the data. The findings showed that different ideologies have been used by the speaker. In addition to that the Prime Minister of India has shared his specific agendas, principles and ideologies in order to make his listeners

understand the motif of his speech. The speaker talks about the subject of ‘Swachh Bharat’ which is translated as ‘clean India’. The agenda of making India clean is shared with the Indians so that everyone can play their roles and according to researcher the Minister of India has successfully played his role and fulfilled the agenda of spreading the message of clean India with his ideologies.

Shah and Alyas (2019) conducted the research on the speeches of Prime Minister of Pakistan Mr. Imran. The speeches were delivered at Global peace and unity forum. The research was done in order to analyse role of language in building ideology of politician. The researcher used model of Halliday’s Ideational Meta function in order to analyse the data. The researchers chose quantitative methodology. Results show that the Prime Minister of Pakistan has used 57 times word ‘Islam’ and 40 times the word ‘western’. Therefore, the researchers came to the conclusion that the Prime Minister Imran Khan wanted to compare the religion with western ideologies.

Rauf et al. (2019) conducted an analysis to analyse the persuasive strategies used by Mr. Imran’s discourse based on theoretical framework of Fairclough and Van Dijk (1997). They summed up the research by suggesting Mr. Imran Khan uses strategies to gain power and promote his ideology by engaging or targeting youth and less privileged people.

Nusrat (2019) analysed the speeches of Mr. Imran Khan delivered at Dharna (2014). The study was based on theoretically perspective of power of Fairclough (2003). The findings of study are beneficial for the masses as it helps to understand the concept of power and how language conveys power. The political discourse of Dharna (strike) in 2014 was analysed on three stages: textual, discursive and societal level. The findings suggested that pronoun ‘I’ is used to show the power by the speaker and ‘we’ is used

to show closeness with the common people to win their hearts. Further the results show linguistics devices are used to show unjust rule of past political leaders of Pakistan.

Jamil, Ullah and Nawab (2024), analysed the speech of Russian President, Vladimir Putin. The researchers employed Critical Discourse Analysis (CDA) to examine the linguistic strategies used by President Putin during the annexation of Ukrainian territories. Utilising Fairclough's 3D model, the analysis reveals how Putin's rhetoric fosters nationalism and constructs a collective identity among Russians. The study highlights the strategic use of pronouns to delineate in-group and out-group dynamics, depicting the West negatively. Additionally, the research underscores the role of emotive language and historical allusions in legitimising political actions. Overall, the findings contribute to understanding how language serves as a tool for political power and influence.

Gill-Bonilla (2020), examined the discourse used by Mr. Donald Trump, ex-President of United States under the two perspectives: Trump as a business man and Donald Trump as a President. The major focus of the study is to analyse that how President of USA have talked about immigrants before and after his president. The researcher selected four speeches and interviews of President of USA from the time when he was known for his business and four interviews and speeches when he was representing the America. The model given by Van Dijk has been used in order to analyse the data. The results show that Donald Trump as a business man have supported and used empathetic words for the immigrants however, Trump as a President back lashed the immigrants and have portrayed them as a problem for nation in his speeches and interviews.

Al-sa'ati and Isaac (2020) conducted the research on the speech of Aston Carter, Director of the Belfer Centre of Science and International affairs. The researchers selected the speech of Carter of 2016 on the subject of Iran and Syria Unrest. The researchers used Dijk's Model of Critical discourse analysis in terms of analysing the data. The results show that Carter used three persuasive strategies in order to manipulate the audience. In addition to that, the researchers claim that he added some logical statements to being politically correct.

Zhu and Wang (2020) analysed the speech of President of USA Donald Trump and Chinese Foreign Minister Wan Yi in the assembly of United Nations 72nd session. The model of Fairclough (2003) has been used to analyse the speeches of both leaders. The researchers aimed to analyse the interplay of discourse, ideology and society with the help of linguistic characteristics. The results show that both speakers shared their political interest in their speeches. Both political leaders use a number of intertextuality in their remarks even both leaders use intertextuality resources from laws, legal texts and government documents.

Alafnan and Dishari (2024) conducted a study on Nelson Mandela's "I am prepared to die" speech, delivered during the 1964 Rivonia Trial, exemplifies transformational leadership through the strategic use of language. Critical discourse analysis (CDA) reveals that Mandela's speech is structured to highlight his moral authority, personal accountability, and commitment to social justice. His use of first-person pronouns emphasizes personal responsibility and a collective struggle, while his rhetorical strategies such as ethos, pathos, and logos enhance his persuasive appeal

.Mandela's speech integrates various discursive styles, including narrative, argumentative, and descriptive elements, which reinforce his vision for a democratic

South Africa. The study underscores how Mandela utilised linguistic devices to embody idealised influence and intellectual stimulation, challenging both legal authorities and the global audience. By adopting CDA methodologies (Fairclough, 2003), the research highlights how Mandela's discourse not only articulated resistance against apartheid but also promoted a broader vision of equality and freedom.

Arcimaviciene (2023) explored the research on different seventeen world leaders. The research revealed how metaphors serve ideological functions, with male leaders using competitive frames to mobilise citizens and legitimise strict policies, while female leaders frame their discourse around shared responsibility and well-being. The cognitive-discursive perspective of metaphors, based on Lakoff and Johnson's (1980) conceptual metaphor theory, highlights how metaphors are not merely linguistic tools but shape public perceptions and policy acceptance. The study confirms that metaphors are central to constructing crisis narratives, reinforcing power dynamics, and communicating leadership styles in political discourse.

Political discourse serves as a powerful tool to shape public perceptions, establish authority, and frame ideological positions. Drawing on Ruth Wodak's Discourse-Historical Approach (DHA), scholars emphasize the connection between language and power, exploring how discourse legitimizes authority and influences voter attitudes (Wodak, 2009). Wodak's framework integrates linguistic analysis, historical context, and social critique, revealing how politicians use discourse to advance their agendas while responding to broader sociopolitical realities.

Jesudas and Mohammed (2025) conducted a research on U.S. presidential debate between Donald Trump and Kamala Harris, the study highlight how both candidates employed distinct rhetorical strategies to reinforce their political identities and engage

specific voter demographics. Trump relied on populist rhetoric, fear appeals, and blame-shifting, emphasising themes of national security and economic decline. Conversely, Harris adopted a more inclusive tone, emphasizing social justice, unity, and policy-oriented solutions to foster a collective vision for the future. The study underscores how intertextuality the use of historical, political, and cultural references shapes public discourse by enhancing credibility and strengthening ideological narratives. Trump's "us vs. them" framing reinforces anti-establishment sentiments, while Harris's policy-focused discourse positions her as a candidate for progress and inclusivity. This analysis reflects broader literature on how discourse strategies in political communication not only reflect ideological commitments but also actively shape public opinion and electoral outcomes.

Political discourse is a powerful tool used by leaders to shape public perceptions, legitimise authority, and contest dominant narratives. Bibi and Shaheen (2025) analysed Mahmoud Abbas's speeches on the Israel-Palestine conflict exemplify how language can serve as both a medium of resistance and a mechanism for power negotiation. Using Fairclough's Critical Discourse Analysis (CDA) model and Foucault's theory of power and resistance, researchers highlight how Abbas strategically employs rhetorical devices, lexical choices, and repetition to frame Palestinian suffering and international injustice. His discourse emphasises themes of legitimacy, historical grievance, and moral responsibility, positioning Palestine as a victimised yet resilient entity.

Abbas's language draws on intertextual references to international law (UN resolutions) to construct a persuasive narrative that calls for global accountability. This aligns with previous studies (Bani-Khaled & Azzam, 2021) on how political leaders use emotional appeals and historical references to foster collective identity.

The study suggests that Abbas's speeches not only challenge Israeli hegemony but also mobilize international audiences by blending political, humanitarian, and historical discourses. This research enriches existing literature by illustrating how CDA reveals the hidden ideologies and power dynamics embedded in political rhetoric.

Javeed and Fayyaz (2025) analysed Imran Khan's speeches at the United Nations General Assembly (UNGA) from 2019 to 2021, focusing on his discourse on Islamophobia and its implications for international peace. The researchers employed Fairclough's three-dimensional model and Paul Gee's seven building blocks of discourse, the research examines how Khan frames Islamophobia as a systemic global issue, advocating for cultural exchange and mutual understanding. The findings reveal that Khan integrates religious identity with political strategy, positioning Pakistan as a moral actor in the global arena while challenging anti-Islamic narratives. His rhetoric emphasises the need for recognition of Muslim rights, criticises Western misconceptions of Islam, and highlights Pakistan's role in addressing global injustices, particularly in Kashmir. The study underscores the intersection of religious and political themes in Khan's discourse, contributing to the understanding of how political leaders use language to combat prejudice and promote global peace. It also highlights the strategic use of discourse communities to shape power relations and global narratives, offering insights into the role of language in international diplomacy and policy-making. This research enriches academic discourse on political communication, Islamophobia, and the interplay between religion and politics in global advocacy.

Manik, Tarigan and Sihite (2024) examined the rhetorical devices employed by Indonesian presidential candidates Anies Baswedan, Ganjar Pranowo, and Prabowo

Subianto during the 2023 Muhammadiyah Open Dialogue, utilising Aristotle's framework of ethos, pathos, and logos. The findings reveal distinct rhetorical strategies: Anies predominantly uses logos (61%), emphasising logic and facts; Ganjar relies on pathos (42%), appealing to emotions; and Prabowo focuses on ethos (39%), leveraging credibility and character. The research highlights how each candidate tailors their rhetoric to align with their strengths and audience expectations, contributing to the understanding of political communication strategies in Indonesia. The study underscores the importance of rhetorical appeals in shaping public perception and mobilising support, while also noting limitations in its scope and the need for broader contextual analysis. This analysis enriches the discourse on political rhetoric, offering insights into the interplay between language, persuasion, and leadership in contemporary politics.

Anwar and Butt (2025) employed Norman Fairclough's Critical Discourse Analysis (CDA) framework to examine Israeli Prime Minister Benjamin Netanyahu's 2023 UNGA speech, focusing on the construction of a "new Middle East" narrative. It highlights how lexical choices, metaphors, and rhetorical strategies are used to position Israel as a central, peace-seeking actor in the region, while legitimising its geopolitical actions. The study reveals how Netanyahu's discourse emphasises Israel's historical victimhood and its role as a "bridge" for regional prosperity, while marginalising the Palestinian issue. By framing Israel's alliances and security concerns within a broader ideological narrative, the speech reinforces Israel's legitimacy and power on the global stage. The analysis underscores the interplay between language, ideology, and power in shaping political realities. This research contributes to understanding how political discourse constructs and sustains hegemonic narratives in international relations. It also highlights the need for further

exploration of linguistic strategies in legitimizing state actions and shaping global perceptions.

Metaphors play a significant role in shaping political discourse, influencing public perceptions, and reinforcing ideological positions. Amaireh and Rababah (2024) applied Conceptual Metaphor Theory (CMT) by Lakoff and Johnson (1980) and Fairclough's (1995) Critical Discourse Analysis (CDA) framework to examine the metaphorical language used by Joe Biden and Kamala Harris. The analysis of 40 speeches each from Biden and Harris reveals the frequent use of conceptual metaphors such as "life is a battlefield," "life is a journey," and "life is a game" to frame their political messages. Biden employs militaristic and competitive metaphors to highlight struggle and resilience, while Harris uses nurturance metaphors like "America is a person" to emphasise collective responsibility and compassion

The research also identifies gendered differences in their metaphorical framing. Biden's discourse focuses on power and defense, whereas Harris emphasises care and inclusivity, reflecting their respective leadership styles. This aligns with prior studies (Mio et al., 2005) that highlight how metaphors enhance emotional engagement and persuasion in political communication. The study contributes to existing literature by offering a comparative analysis of Biden and Harris, illustrating how their metaphorical choices reflect broader socio-political ideologies and shape public opinion and identities.

Srikandi and Lubis (2024) examined the speech of Kamala Harris's inaugural speech as Vice President of the United States which reflects the spirit of feminism by emphasising gender equality, women's rights, and social justice. This study, using qualitative analysis, identifies six categories of feminist ideals in her speech:

education equality, gender equality, equal liberty, consciousness against misogyny, women's rights as a social class, and prejudice and discrimination. The researchers employed Hannam's (2007) feminist theory and the research highlights how Harris's discourse promotes female empowerment, challenges systemic inequality, and advocates for inclusive leadership.

Harris employs rhetorical strategies like repetition and personal narratives to frame her success as a collective victory for women, reinforcing feminist principles of equity and representation. The study also reveals how Harris acknowledges the historical struggles of women while encouraging future generations to pursue leadership roles. Her speech aligns with liberal feminist ideologies, emphasizing individual autonomy, equal opportunities, and political participation. This research contributes to the broader discourse on gender and language, demonstrating how feminist rhetoric in political communication fosters inclusivity and social transformation.

Aliu (2025) analysed Nigerian political discourse surrounding the Argungu Fishing Festival incident involving former President Muhammadu Buhari by using van Dijk's socio-cognitive model of Critical Discourse Analysis (CDA). The analysis identifies three dominant themes: verbal attacks, crisis management, and exposé, revealing how different socio-political actors strategically frame the same event to advance their agendas. Critics, such as Nnamdi Kanu and Femi Fani-Kayode, use dysphemisms, exaggeration, and ideological polarization to portray the event as an attempted arrest or attack on Buhari. Conversely, government officials like Femi Adesina and Lai Mohammed employ euphemism, vagueness, and positive self-representation to frame the event as an innocent breach of protocol. This aligns with previous studies (Chilton, 2004; van Dijk, 2014), which argue that political discourse is inherently

biased and serves ideological purposes. The study concludes that (mis)representation in political discourse is a deliberate strategy to manipulate public perception, reflecting broader patterns of power struggles and ideological contestation.

Al-Manaseer (2025) examined Vladimir Putin's rhetorical strategies during his NBC News interview, using van Dijk's (2006) Socio-Cognitive Theory, Fairclough's (1995) Three-Dimensional Model, and Goffman's (1974) Frame Theory. The analysis identifies "Us versus Them" as a key framing device used by Putin to present Russia as a stabilizing force while portraying Western powers as interfering and untrustworthy. This aligns with previous research (Naji, 2023) showing how Putin uses positive self-presentation and negative other-representation to justify policies and strengthen national identity.

The study further demonstrates how framing theory reveals hidden ideologies, where Putin uses moral framing to present Russia as rational and lawful while criticizing U.S. intervention. Additionally, rhetorical devices like repetition, contrast, and metaphors enhance his persuasive strategies, emphasizing Russian sovereignty and global cooperation. This research extends prior work by illustrating how deconstructing ideological frames in political discourse reveals the cognitive and social processes shaping public perceptions and policy legitimisation.

Vasudeva (2025) examined political deification within the framework of religious populism, focusing on Narendra Modi's leadership in India. By applying discourse theory and critical media studies, the research explores how Modi's image is sacralised, portraying him as a deity-like figure rather than just a political leader. The study introduces the concept of populist darshan, where Modi's visual and rhetorical strategies, amplified through digital media, create a personalised and omnipresent

connection with the public. This fusion of religious symbolism and political rhetoric reinforces Modi's authority and consolidates his populist image. The study argues that Modi's political deification is a strategic tool to strengthen political legitimacy, combining Hindu cultural narratives with modern media technologies to shape public perception and identity.

Ismail and Husin (2024) conducted study on "Discourse Strategies in the Membangun Negara Madani: Visi dan Kerangka Reformasi by Anwar Ibrahim" which investigates the discourse strategies employed by Malaysia's 10th Prime Minister, Anwar Ibrahim, through a critical analysis of his book. Using Fairclough's (1992, 1995) Critical Discourse Analysis (CDA) and Aman's (2006) Interdiscursivity of Discourse Functions as the theoretical framework, the study identifies two major strategies: intertextuality and interdiscursivity. Intertextuality is reflected through metadiscourse, including translations, religious references (Quran and Hadith), and excerpts from other texts, which reinforce the legitimacy of his leadership vision. Interdiscursivity is evident through five discourse functions: informing, ensuring understanding, presenting/defending views, relaying intention, and criticizing, which collectively shape public perception and policy communication. This study emphasizes the role of discourse in constructing authority, fostering public trust, and guiding national narratives.

Persuasive communication is a critical tool for political leaders to influence public opinion and policy acceptance. Alvina (2024) conducted the study on Rishi Sunak and Joe Biden. The researchers employed Drawing on Beebe and Beebe's (2012, 2017) framework in the study. The study examined how Rishi Sunak and Joe Biden employed persuasive strategies during the COVID-19 pandemic. Both leaders utilised inductive reasoning, causal reasoning, specific evidence, narrative storytelling, and

emotion-arousing words to engage their audiences. While Sunak emphasised economic solutions and concrete examples, Biden focused on vaccination urgency, employing fear appeals and credible evidence to motivate public compliance.

This aligns with prior research (Krotofil and Motak, 2018) showing that age and communication style influence how persuasive strategies are crafted and received. The study reveals that while their persuasive techniques overlapped, Biden's rhetoric centered on public health urgency, whereas Sunak's discourse prioritized economic recovery. These findings contribute to the broader literature by demonstrating how context-specific persuasive strategies shape public narratives during crises.

Political discourse is a powerful tool for shaping public opinion and influencing voter behavior through linguistic manipulation. Styrnik (2024) examined the U.S. presidential campaign, focusing on the rhetorical strategies employed by Donald Trump and Kamala Harris. Using repetition, exaggeration, emotional appeals, and ambiguity, both candidates crafted messages to evoke emotional responses and frame their narratives. Trump's rhetoric relied on fear-based imagery and us-versus-them framing to present himself as a savior figure, while Harris emphasised hope, unity, and progress, contrasting herself as a rational alternative. The analysis applies Critical Discourse Analysis (CDA), revealing how both candidates strategically used language manipulation to position their ideologies and gain public trust. This aligns with previous studies (Jasim, 2022) that argue political discourse not only conveys information but also constructs social realities. The study contributes to existing literature by highlighting how rhetorical strategies shape voter perceptions and political legitimacy in modern election campaigns.

Hence, Critical Discourse Analysis offers a best tool for understanding and revealing the hidden agendas behind the discourse of the political leader at different instances. Above quoted studies are some of the examples which support the idea of CDA offering effective tools to uncover the truth. The analysis of political discourse helps common people to understand the hidden meaning behind the use of language and understand the political interest.

Despite extensive studies on political discourse and leadership language, there remains a significant gap in understanding the interplay between leadership rhetoric and national identity, particularly in the context of Pakistan. Existing research has explored Imran Khan's political communication strategies, populist appeal, and persuasive discourse; however, a focused analysis of how his language shapes and reinforces Pakistani identity remains underexplored.

Most studies on leadership language emphasise Western political figures or global populist leaders, often overlooking the unique sociopolitical and cultural dimensions of Pakistani leadership discourse. Furthermore, studies on Pakistani identity have primarily examined historical, religious, or socio-economic factors, with limited attention to how contemporary political discourse especially that of Mr. Imran constructs, negotiates, or transforms national identity.

Additionally, while previous research has examined Imran Khan's use of emotional appeal, religious symbolism, and nationalist rhetoric, there is a lack of in-depth linguistic and discursive analysis that systematically investigates the patterns, themes, and impact of his leadership language on public perception of Pakistani identity. The intersection of leadership language and national identity within the framework of critical discourse analysis remains a largely unexplored domain.

This study aims to bridge these gaps by conducting a comprehensive discourse analysis of Imran Khan's speeches, interviews, and public addresses to uncover how his leadership language contributes to the construction and evolution of Pakistani identity. By doing so, it will contribute to both leadership studies and discourse analysis, offering new insights into the role of political language in shaping national consciousness.

2.12 Summary

This chapter has shown the review of literature pertaining to discourse and analysis of leaders' political discourse. It also describes identity and types of identity, further it attempts to provide better understanding of discourse and discourse analysis. The review has shown how leaders use language to construct their identities and achieve specific goals by putting themselves in positive self-presentation, depicting themselves as savior. It also discusses the theoretical and conceptual frameworks of the study that can guide the researcher in examining the language of leadership and identity construction based on the spoken discourse of Mr. Imran.

CHAPTER THREE

METHODOLOGY

–Qualitative inquiry seeks to discover and to describe narratively what particular people do in their everyday lives and what their actions mean to them” (Denzin & Lincoln, 2018, p. 87).

3.1 Introduction

This chapter introduces the method employed to analyse the spoken discourse of Mr. Imran Khan. It also discusses the details of the research design, sample, research tool, and procedures adopted for the study. It also provides information on the pilot study of interviews and speeches conducted to check on the suitability of the texts and questions posed.

3.2 Research Design

This study adopts a qualitative research approach, as it aims to explore the discursive construction of leadership and Pakistani identity through the analysis of Mr. Imran Khan's discourse. A Critical Discourse Analysis (CDA) framework, particularly Fairclough's three-dimensional model, is used to examine how language reflects power relations, ideology, and identity formation.

3.3 Methodological Framework

The thesis discusses the study which was qualitative in nature. It analyses the international speeches and interviews of Mr. Imran Khan, former prime minister of Pakistan. The study is grounded in the interpretivist paradigm, which emphasises understanding social realities through the lens of human experience and language. This paradigm allows for an in-depth exploration of how language shapes leadership discourse and national identity in a socio-political context. This study attempted to

explore how Mr. Imran Khan constructs leadership and national identity through his language. By following this research paradigm, the study provides a broad analysis of Imran Khan's leadership language and its role in shaping Pakistani identity, contributing to the fields of political science, communication studies, linguistic studies and cultural studies.

The research is based on Norman Fairclough's (1995) three-dimensional model of Critical Discourse Analysis (CDA), which includes:

1. Textual Analysis: Examining linguistic features such as lexical choices, modality, metaphors, pronouns, and rhetorical strategies used by Mr. Imran Khan.
2. Discursive Practice: Analysing how Mr. Imran Khan's discourse is produced, distributed, and consumed in national and international contexts.
3. Social Practice: Investigating how his discourse reflects broader socio-political ideologies, power dynamics, and Pakistani identity construction.

3.4 Data Collection

The data for this dissertation is collected from the content of the ten international speeches (Appendix A) and ten international interviews of Mr. Imran Khan (Appendix C). Set of ten international interviews and speeches of Mr. Imran are the source of data collection.

Later, the collected data is further split into three stages of three dimensional models.

The researcher has taken ten international speeches and interviews delivered on international platform. The details of the speeches are given in the following table:

Table 3.1

List of international speeches

No	Date	Platform
Text 1	Nov 5, 2018	Prime Minister's Address as Guest of Honour at the China International Import Expo Shanghai
Text 2	Feb 19, 2019	Pakistan PM Imran Khan warns India of retaliatory action (Pulwama attack)
Text 3	Apr 11, 2019	PM Imran Khan Complete Speech at World Government Summit in Dubai
Text 4	Apr 26, 2019	Address by Prime Minister Imran Khan at Opening Ceremony of Second Belt and Road Forum
Text 5	June 14, 2019	Statement by Prime Minister Imran Khan at SCO Council of Heads of State
Text 6	Jan 22, 2020	Prime Minister Imran Khan's Key Note Speech At World Economic Forum Davos
Text 7	Sep 17, 2021	PM Imran Khan speech at 20th anniversary of SCO
Text 8	Sep 25, 2021	PM Imran Khan's speech at 76th session of United Nations General Assembly
Text 9	Dec 19, 2021	Prime Minister Imran Khan Addresses OIC Summit, 2021
Text 10	Mar 22, 2022	PM Imran Khan speech in OIC Summit, 2022

In addition to this, the data is also collected from the international interviews of Mr. Imran Khan. The details and titles of the interviews presented in the following table:

Table 3.2

List of international interviews

Text 11	Jun 21, 2021	PM Imran Khan Complete Interview to America, Big Announcement and Decision Interview Release
Text 12	Feb 15, 2022	Prime Minister of Pakistan Imran Khan's Exclusive Interview with French Journal Le Figaro
Text 13	Feb 14, 2022	Prime Minister of Pakistan Imran Khan's Exclusive Interview on CNN with Fareed Zakaria
Text 14	Feb 22, 2022	Prime Minister of Pakistan Imran Khan Exclusive Interview with RT Worlds Apart with Oksana Boyko
Text 15	Feb 17, 2019	Exclusive Al Arabiya interview with Pakistani PM Imran Khan
Text 16	Jan 23, 2020	Full interview: Pakistan Prime Minister Imran Khan CNBC International

Text17	Jun 25, 2021	Opinion Opinion Q. and A.: Imran Khan Urges a New U.S.-Pakistan Bond (June 25, 2021)
Text 18	Feb 10, 2022	Exclusive Interview of PM Imran Khan to the Director of Fudan University China
Text 19	Sep 16, 2021	Prime Minister Imran Khan's Full interview to CNN Anchor Becky Anderson.
Text 20	Jan, 19, 2020	In an exclusive interview with Deutsche Welle Editor-in-Chief Ines Pohl

The research is restricted to the above-mentioned international speeches and interviews delivered by Mr. Imran at international platforms after becoming prime minister of Pakistan.

There were several steps which were done to collect the data. First, the researcher searched the selected international speeches and interviews of Mr. Imran Khan through YouTube and downloaded them. Next, researcher carefully listen the downloaded speeches and interviews containing a lot of linguistic features in speeches and interviews. Then the transcripts of selected speeches and interviews were downloaded from internet.

3.5 In-Depth Interviews

The purpose of conducting in-depth interviews is to gain insight of the opinions of Pakistani people that what they think about the language of Mr. Imran as a leader. The interviews were conducted online in English language given that the respondents were able to speak in English. All people had inherent abilities to narrate, Lindlof and Taylor (2011) anticipated that encounters provide a chance for them to express their perspectives and practices that indicate how they perceive life. In-depth interviews are joint productions between the investigator and respondents to construct deeper understanding (Taylor et al., 2015). Five to thirty respondents are enough to be interviewed in a qualitative study (Adler & Adler, 2012). Further, Creswell (2007) explained that five to twenty-five respondents are adequate to reach saturation.

Hence, ten respondents were selected from different cities using purposive sampling and six questions were asked to obtain perspective of the Pakistani people. Participants were included linguists, political analysts, and media experts to provide interpretive insights. Interviews were conducted in comfortable setting for the participants. Participants were interviewed online. After getting permission they were introduced to the aims of the interview. The interviews were recorded and transcribed. Field notes were written immediately after interviewing the participants. The interviews questions attached in the Appendix G were adapted from Harun (2007) from which to inquest for detailed information from the participants (Rubin & Rubin, 2011). After conducting the interviews, transcription of the interview was generated. s. Kvale (1996) proposed seven stages in designing and implementing a qualitative interview which was adopted in this study, namely, thematising, designing, interviewing, transcribing, analysing, verifying and reporting.

3.6 Participants: Main Study

Given that the research works in the same university as the participants, he has no problem in finding respondents for interviews for the study. For conducting interviews of the participants, first they were selected based on the demographic profile and experience in the field of discourse analysis. The participants were contacted through email. A detailed email was sent to the participants including the objectives of the interviews, ensuring them of confidentiality and that the collected data would only be used for research purposes (Appendix E). The researcher obtained their consent before starting the main study (Appendix F). This enables research to identify willing participants to obtain their perspective on discourse of Mr. Imran. A total number of ten participants were selected for interview.

Table 3.3

A demographic profile of participants is given in the following table:

Participants	Gender	Educational Background	Program	Nationality	City	Age
P1	Male	Education	Ph. D	Pakistani	Gojra	49
P2	Female	Mass communication	Ph. D	Pakistani	Lahore	53
P3	Female	Chemistry	Ph. D	Pakistani	Islamabad	47
P4	Female	Islamic studies	Ph. D	Pakistani	Lahore	43
P5	Male	International Relations	Ph. D	Pakistani	Islamabad	40
P6	Male	Applied Linguistics	Ph. D	Pakistani	Islamabad	32
P7	Male	Applied Linguistics	M. Phil	Pakistani	Lahore	29
P8	Female	Applied Linguistics	M. Phil	Pakistani	Gujranwala	30
P9	Male	Applied Linguistics	M. Phil	Pakistani	Kasur	28
P10	Female	Applied Linguistics	M. Phil	Pakistani	Kasur	30

The table above represents the demographic details of the participants of the study. These details include gender information, educational background, nationality, city and age. For the in-depth interviews, researcher has taken ten participants who belong to Pakistan and have completed higher education. Therefore, in collecting the data the researcher utilised an important thing, namely, the internet without which the data would not be acquired.

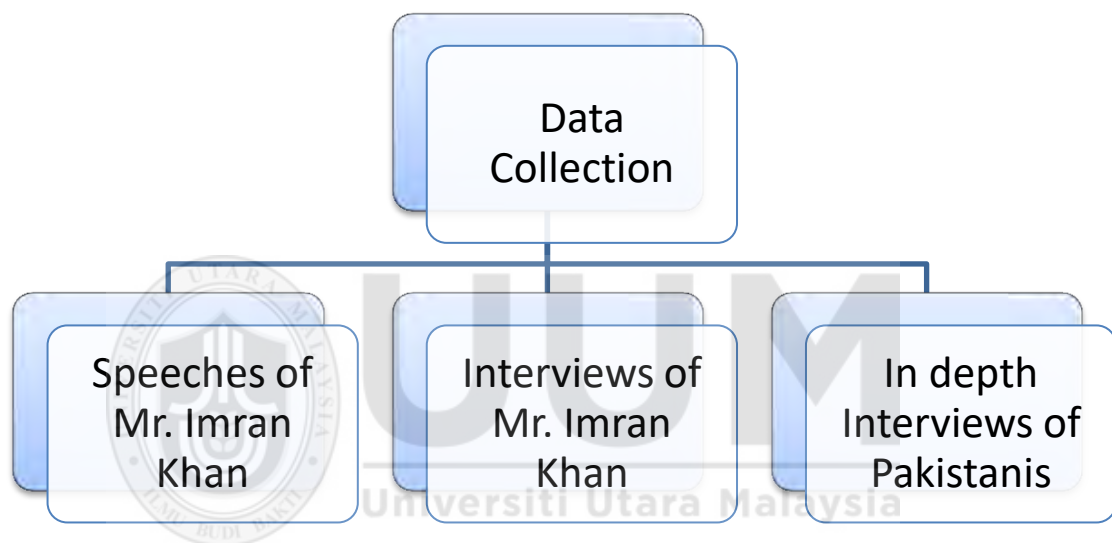


Figure 3.1. Flow chart of data collection procedure

3.7 Data Analysis

The study is conducted with three dimensional frameworks of Fairclough to analyse the speeches and interviews at descriptive, interpretative and explanatory stage. In addition to this, at first and second stage of the analysis, the text/ sample is analysed on the base of language of the text. Hence, this qualitative research is also focuses on linguistic features of Mr. Imran Khan including propaganda through exaggeration, rhetorical questions, vague utterances, and abusive utterances, rhetoric's, repetitions,

Islamic references, promises, colloquialism, word coinages, figurative expressions, metaphors and personal pronouns.

The main reason for adopting the three-dimensional method given by Fairclough is because it provides multiple entries for analysis. All three stages of the model are interwoven or interrelated which helps to analyse the spoken discourse of Mr. Imran and it mutually explain the research objectives of this dissertation.

According to Fairclough (1989, p.18), “Language is a part of society”. Further he explains that language and society is related internally. He defined language as a “social process” (1989, p.19) which defines social phenomena. Therefore, critical discourse analysis of the text is important to explain the relationship between social phenomena’s and language.

The study was conducted by collecting data for the spoken discourse of speeches and interviews. This study is based on the three dimensional model of Fairclough for analysis.

I have taken critical discourse analysis as theoretical framework of this study. This is because it explores and analyses the social practices such as power, identity, and dominance and so on. The parameter of the study is only language of the text taken for the study. The topic of the study represents the issue which critical discourse analysis deals on the primary basis.

Fairclough explained that in the first stage, text analysis of the discourse is conducted. He said, “the study of the different processes. Or types of verbs, involved in the interaction, study on the meanings of the social relation established between participants in the interaction; analysis of mood and modality” (Rogers, 2005, p.371).

In second stage of the model the text is analysed at descriptive level which involves the analysis of the ~~pr~~production, interpretation, distribution and consumption,” (Rogers, 2005, p.371).

Further in the last stage of the model the text is analysed on social and cultural grounds. At this stage the text is analysed on the basis of ~~con~~concerned with issues of power – power being a construct that is realised through inter discursively and hegemony (Rogers, 2005, p.371). In other words it involves the analysis of discursive practices of the text.

1. Description: This stage deals with the linguistic properties of the text.
2. Interpretation: In this stage text deals with discursive practices of production and interpretations.
3. Explanation: in this stage the text is analysed on social and cultural grounds.

In addition to this data analysis of in depth interviews is conducted by thematic analysis. The data was first observed on the grounds of themes in the content of the interviews. Thematic analysis is a way of ~~id~~identifying, analysing and reporting patterns (themes)” (Braun and Clarke, 2006, p. 79) in the data.

The process of analysing the data comprises of the following steps:

- The data of Mr. Imran Khan’s speeches and interviews in the form of videos were searched and downloaded from YouTube.
- Each downloaded video was listened carefully in order to select the relevant video to be analysed.
- The transcripts of those speeches were downloaded from the websites, and then the videos of the speeches were adjusted with their transcripts.

- The videos were carefully watched and listened and the transcripts were read several times in order to shape better understanding about the content of the speeches.
- Linguistic features and personal pronouns of each speech were investigated.

Therefore, generally, it can be inferred that the researcher employed Fairclough three dimensional model for data analysis namely: description, interpretation and explanation.

3.8 Trustworthiness

The trustworthiness of this research thesis is rigorously established through a multi-method validation strategy grounded in qualitative research traditions. In qualitative research triangulation is a method used to enhance the trustworthiness of a study by cross-verifying data and findings through multiple lenses (Roulston, 2010). It is the goal of “measuring what you claim to be measuring” (Gibson & Brown, 2009, p. 59). In methodological triangulation thematic analysis is employed to identify recurring themes in political leader’s speeches like nationalism, anti-corruption rhetoric of economic policies. In theoretical triangulation the use of political communication theory helps to understand how political leader’s speeches influence public opinion and political behavior. Ten international speeches and ten international interviews of Mr. Imran Khan were downloaded in oral and written forms and were introduced to the panel of university professors who were specialised in discourse analysis field to ensure the suitability of the spoken texts and to decide whether or not the spoken texts will be enough to meet the objectives of the study. To enhance the trustworthiness of this research, a multi-method approach was employed by integrating Critical Discourse Analysis (CDA) and thematic analysis. This methodological triangulation

strengthens the credibility and validity of the findings by allowing a comprehensive examination of the data from multiple analytical perspectives. Critical Discourse Analysis (CDA) provides a systematic framework to investigate the relationship between language, power, and ideology, while thematic analysis identifies recurring patterns and emerging themes across the data. The combination of these methods ensures a rigorous cross-verification of findings, reducing interpretive bias and increasing the reliability of the interpretations.

By employing both methods, the study achieves a deeper understanding of the linguistic features in Mr. Imran Khan's discourse and their role in constructing leadership identity and Pakistani national identity, while also ensuring that the findings are grounded in the data and validated through diverse analytical lenses. Thus, the researcher approached five English lecturers from different universities to acquire evaluative feedback from them (refer to Table 3.4 to see the demographic details of lecturers) and for reliability the researcher employed pilot study on the selected spoken texts.

3.8.1 Credibility

The credibility of the research thesis is established through multiple robust academic and methodological strategies. Firstly, the research adopts Norman Fairclough's three-dimensional model of Critical Discourse Analysis (CDA), a well-regarded theoretical framework in discourse studies, which provides a systematic approach for analysing the textual, discursive, and social dimensions of political communication. This enhances theoretical reliability. Secondly, the thesis utilizes a qualitative design with triangulated data sources twenty spoken texts comprising ten international speeches and ten interviews of Mr. Imran Khan, alongside in-depth interviews with

Pakistani citizens. This data triangulation strengthens the validity of findings by ensuring multiple perspectives are examined. Moreover, the thesis follows ethical research standards, including informed consent and pilot testing, and demonstrates methodological transparency in data collection, analysis, and thematic categorization. The researcher has also contextualised the study within Pakistani sociopolitical history, providing strong grounding for interpretation. Overall, the alignment of a rigorous methodology, recognized theoretical framework, and thorough analysis of authentic political discourse ensures the study's academic credibility and relevance.

3.8.2 Transferability

The transferability of the research is grounded in its comprehensive methodology, rich contextual data, and detailed analytical framework, which collectively enable its findings to be applicable in other socio-political contexts with similar conditions. By employing Fairclough's three-dimensional Critical Discourse Analysis (CDA) model and focusing on both textual and social dimensions of political speech, the research provides deep insights into how leadership discourse constructs identity. The inclusion of a diverse sample of Pakistani participants in in-depth interviews further enriches the sociocultural relevance of the findings. Although the study is context-specific to Pakistan and Mr. Imran Khan's discourse, its analytical approach and conceptual grounding in discourse, identity, and leadership can be replicated in other multilingual, post-colonial societies undergoing political transformation. As such, researchers examining the role of language in leadership and national identity construction in countries with complex ethnic and linguistic compositions may find this study a valuable model, making its results and approach transferable beyond the immediate Pakistani context.

3.8.3 Dependability

The dependability of this research is ensured through a meticulously structured research design and detailed documentation of the methodological processes. The study maintains a clear audit trail of coding schemes, thematic categorization, and interpretative processes, allowing other researchers to replicate the research steps and verify the consistency of the results over time. This systematic and reflective methodology reinforces the stability and reliability of the findings.

3.8.4 Confirmability

The confirmability of this thesis is ensured through rigorous methodological transparency and a systematic approach to data collection and analysis. The study adopts a qualitative research paradigm guided by Fairclough's three-dimensional critical discourse analysis model, which emphasises reflexivity and interpretive consistency. Confirmability is supported by the use of documented procedures for thematic analysis, detailed description of participant selection, and inclusion of transcribed speeches and interviews, allowing for auditability and traceability of findings. Additionally, the researcher has minimised personal bias by grounding interpretations in direct linguistic evidence and social practices observed in Mr. Imran Khan's discourse. The ethical considerations and validation steps, including a pilot study and use of multiple data sources, further enhance the objectivity and trustworthiness of the research outcomes

Table 3.4

Demographic Details of Lecturers

Reviewers	Designation	University Department
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Reviewer 1	Associate Professor	UOL (ELL)
Reviewer 2	Associate Professor	UCP (FOLL)
Reviewer 3	Assistant Professor	UMT (DELS)
Reviewer 4	Assistant Professor	RIPHAH (DELL)
Reviewer 5	Assistant Professor	NUML (ELT)

The table below summarises the key components of the research design, including the research paradigm, methods, data sources, and validation techniques:

Table 3.5

Overview of the Research Design

Component	Details
Research Approach	Qualitative, Interpretivist Paradigm
Theoretical Framework	Fairclough's (1995) CDA Model
Data Collection	20 Discourse Samples (10 Speeches + 10 Interviews) + 10 In-depth Interviews
Sampling Technique	Purposive Sampling
Data Analysis	Critical Discourse Analysis, Thematic Coding
Validity & Reliability	Triangulation, Member Validation
Ethical Considerations	Informed Consent, Confidentiality, Data Security

3.9 Pilot Study

The following literature includes pilot study in order to test research tools and research techniques. A pilot study is one of the important stages to analyse the feasibility prior to performing the main study on huge sample. The following pilot is

conducted on two samples. Sample one is based on the speech by Mr. Imran at 74th United General Assembly session on 25/September/2019. The second sample is based on the exclusive interview of Mr. Imran Khan to Al Jazeera on 23/September/2020.

Following are the titles of the speeches and interviews selected for conducting pilot study:

Table 3.6

List of speech and interview for pilot study

Title	Date
Speech at UNGA	27/Sep/2019
Interview to Talk to Al Jazeera	3/Sep/2020

The above table presents the detail of the speeches and interviews taken for the pilot study to check the validity of the study.

3.10 Participants: Pilot Study

Data for this dissertation were collected from the in-depth interviews of the selected participants who were able to present their perceptive of Pakistani people. The reason of such sampling was to capture the opinions those who had understanding of discourse. The in-depth interviews were conducted online through face-to-face virtual platforms, considering the restrictions and safety measures imposed during the COVID-19 pandemic. This approach ensured participant safety while maintaining the quality and depth of the data collection process. The total number of participants for the pilot study was five (five Ph. D students). The final selection of the participants was made after examining to potential criteria and their understanding of the purpose

of the study. The research selected participants were from different states of the country.

Table 3.7

Profile of the Participants for Pilot Study

Participants	Academic Qualification	Age	Gender	City
P1	Ph. D	34	Male	Khanewal
P2	Ph. D	30	Male	Lahore
P3	Ph. D	32	Male	Lahore
P4	Ph. D	38	Female	Islamabad
P5	Ph. D	35	Female	Karachi

3.11 Analysis of Speech

Here is the analysis of Mr. Imran's one international speech.

3.11.1 Lexical Choices

The discourse analysis at textual level focuses on the relationship between words and languages used for the descriptive analysis. The element of the spoken discourse synthesised together to meet the objectives of the study. The major focus of the speech delivered by Mr. Imran on 27/September/2019 delivered at UN.

At this stage of the analysis, the text is analysed at the textual level. Mr. Imran delivered an emphatic speech at UNCA in the year 2019. The major focus according to the textual analysis suggests that he focused the issue of Kashmir and also talked

about Islamophobia. According to the Dawn news (2019), this speech delivered by Mr. Imran Khan is rated as one of the best rated speech delivered at the UN.

The lexical/ vocabulary choice of Mr. Imran have experimental and relational value. Wodak and Meyer (2001) suggested that selection of vocabulary and meaning is projection of the choice of the speaker. Adopting Fairclough's approach to analyse the choice of vocabulary used employed by Mr. Imran during his international speeches, particularly in the speech delivered at UNGA.

The following literature highlights the linguistic devices and lexical choices present in the text, as according to Fairclough (1989) analysis of linguistic features re considered primary level in a discourse analysis of a text.

The choice of the words by Mr. Imran is noticeable through the speech. He used economy related vocabulary which shows his agendas behind the word selection. The speech begins with sentence revealing his concerns and world issues which according to him are important and need to solve immediately. The speech begins with the pronoun I and he mentioned that all of the people/ audience need to learn about the issues. Use of various terminologies and facts are also present in his speech.

There are number of word related to economics highlights the economic recovery of Pakistan and his agenda to show the identity of his nation. The text is rich with words like economic, business, loans, IMF, Belt, trade, and foreign reserves. Mr. Imran presented the image of Pakistan as a country ready to promote business. Further he ensures the business community that ease would be provided to them. He mentioned about Road Initiative with China which give hope for economic growth and prosperity.

The total number of words in Mr. Imran's address delivered at UNGA is 2642. The word 'Islam' alone was repeated about 57 times and 'western' was repeated 40 times. This reveals that Mr. Imran employed the use of facts and figures which further makes the speech authentic and convincing.

In order to present an effective image of his nation and Muslims he started his address in the name of Allah. Further in the address Mr. Imran presented numbers/ figures by employing semantic strategies to construct a positive image of the country and of him.

Later in the address he claims that 'money laundering' is one of the alarming issues. Adding information and talking about the global issues on an international platform reflects what kind of person Mr. Imran is and where he stands on ethical and moral grounds.

3.11.2 Repetitive Device

The use of repetitive is one of the most effective linguistic devices to gain attention of the audience. In Spoken discourse repetition is used as rhetorical devices to bring attention of the audience to the repeated idea. The word 'Islam' is repeated most of the times in the whole speech. Following list show the number of most repeated content words in the speech.

Table 3.8

Frequency of repeated words

Words	Frequency
Islam	57
Western	40
Religion	37

Human	36
Muslims	26
Muslim	22
Justice	18
Pakistan	12
Peace	15

A speech which delivered at an international platform is always calculated as an important and has a huge number of audiences. These speeches have objectives and aims behind to convey them to the people.

Peter (2004) asserted that repetition of words or phrases are useful to gain attention of the listeners. The analysis of the selected speeches provides evidence of the use of repetition. Similarly, many of these repeated words are also repeated in other speeches selected for this study. The word religion was repeated about 37 times in the speech and peace occurred 15 times.

More emphasis is given on Islam as compare to western ideas. For a long time Muslims and Islam were associated with terrorism. Thus, Mr. Imran revealed his identity in the speech and talked about the peaceful picture of the Muslims and Islam. He tries to present the true picture and identity of himself and of his Nation to the world.

Thus, the words selected by Mr. Imran reflects the sense of the identity he is reflecting the speech.

3.11.3 Use of Pronouns

Being a Prime Minister of Pakistan, Mr. Imran used the linguistic devices to construct the positive identity of the Nation and himself. The ethics, moral values and identity of the nation is apparent in the use of the words and grammatical choices made by Mr. Imran. Mr. Imran uses the pronoun we instead of I. The pronoun we refers to the whole nation. Mr. Imran frequently used pronouns I, we and our in the speech. This shows he is voicing his objectives and people of Islamic Republic of Pakistan.

3.11.4 Grammatical Aspects

Grammatical aspects play an important role in construction of a discourse. Analysing the text on grammatical grounds gives an insight to the sense of identity in the spoken discourse of Mr. Imran. The use of active voice helps to deliver the message in a clear way without avoiding ambiguity. In the speech, the use of active voice suggests that Mr. Imran has a clear vision and objectives in the mind. Further the use of we as a subject of the sentence emphasis the action.

3.11.5 Interpretation

In the following Literature the text is analysed first at utterance level, which includes analysis at the level of words, phrases and sentences. Further the text is analysed at the level of semantic propositions. In the next step the analysis of the local coherence of the text to find the cohesion or connectors present in the speech of Mr. Imran. Question like what is the topic of the text, which are involved in the action and what the role of language in the speech is, are answered in this stage of analysis.

In the processing stage the contextual and formal links are identifying to examine how cohesive is the text. The speech contains traditional cohesive signals. There is also use of interrogative pronouns by Mr. Imran excessively which acts as a discourse maker

to attract the audience. The whole text is beautifully linked. There is a sequence of issues mentioned by Mr. Imran in the speech. The issues he mentioned in the text are discussed one by one. After reciting *–Bismillah*” he began the speech with the few words and after discussing one problem and mentions the next issue and this goes on. This show how clear and how confident Mr. Imran is. He is having a complete picture and intelligent set objectives behind his words and mentioned content of the text.

Next he mentions that he is only here because of the need of the time. There are issues which need to manage. He also mentions a verse from Holy Quran, which attracts attention. This also shows was well prepared and confident, which is important as he is raising the issues at the Global level.

In addition to this, the use of the verses at the start also shows that there is something important and concerns of Mr. Imran are genuine. He was not only presenting a picture of himself at this platform, in fact he was representing the people of Pakistan.

He has used the words like *–Muslims*”, *–Islam*”, *–Holy Prophet*” and the name of *–Allah*”. He delivered these words in imposing way. He used *–we*” and *–us*” which includes the people of Pakistan. While he used *–them*” to positively warn or distinguish the westerns.

In addition to this, he makes the point to show the world that the Muslims are wrongly associated with terrorism. Further, he mentioned that India had been blaming Muslims for the political unrest in their country. Here, it is important to point out the tone of Mr. Imran which shows the alarming nature of the issue.

He further says that there is no connection between Muslims and Terrorism. He mentioned Muslims as “us” and others as “them”. Explaining about the peace of religion he mentioned no religion teaches bloodshed.

Mr. Imran also talks about the Kashmir issues. He tried to draw the attention of the world to the unresolved Kashmir issue. He politely tried to make a point to the members of UN that they need to play their role to resolve the issue.

3.11.6 Social Practices

This is the final phase of the three dimensional model of Norman Fairclough. In this stage the text of the speech is analysed in the socio-cultural context of communicative events. It comprise of three communicative events which are cultural, political and economic.

Mr. Imran starts the speech with “*Bismillah*” and he uses references from the holy book which reflects light on his identity and identity of the country. He presented a positive picture of the Muslim and attempts to remove the wrong accessions regarding the Muslims. Mr. Imran asserted that Islam teaches about rights, justice, and reformation in the world.

The main concerns displays in the speech involve the acknowledgment to mutual cooperation between Pakistan and China and reforms which will benefit the common people. His speech highlights the existing deep rooted political relationship between both countries and how it reminded unaffected under various international pressures. Mr. Imran presented his self-identity that how concerned he is about the climate change, tourism, anti- corruption, and poverty alleviation, fund and in providing liberation in trade, and investments. He stated his efforts to overcome these issues in order to bring reforms for the betterment of the Nation. The use of pronouns “we”

and –our” indicates that Mr. Imran’s leadership believes in mutual cooperation and collaboration.

The third issue he discussed is Islamophobia. He boldly stated that division between West and East is the primary cause of unsettlement. He refused to relate Islam and Muslims with terror attacks.

In the past few years there were some propaganda by –them” to disrespect our beliefs. His words and devotion on Islamophobia and Kashmir issue touched the hearts of Muslims. The issue of Kashmir was one of the most important concerns of Mr. Imran in the speech. The day Mr. Imran was giving the speech; Kashmir was under curfew for the 55th day.

He played an important part as a representative of people of Kashmir.

3.12 Analysis of the Interview

The following literature is based on the analysis of the interview of Mr. Imran to the host of the show –Talk to Al Jazeera” on September in the year 2020. The total duration of the interview is 24 minutes 41 seconds, with the brief introduction of Mr. Imran Khan.

3.12.1 Lexical Analysis

The interview begins with the introduction of Mr. Imran. It includes a brief summary of his journey, struggles and victories. The lexical choices in question one states all the promises which Mr. Imran Khan made in his election campaigns and after becoming Prime Minister of Pakistan. People of Pakistan saw Mr. Imran as a man with a vision but the promises and vision are still not fulfilled.

The vocabulary of the interview is according to the content of the asked question by the host. There are number of words which are requested again and again to put emphasis on their meaning. In other words, the lexical choice is vast as the questions are based on various topics from the “promises” Mr. Imran made to the current COVID-19 situation.

Mr. Imran repeated number of words for more than 5 times, which shows his understanding and it also focuses on the content or meaning delivered by the lexical choices. He is willing to answer the question and he has a vision and understanding of all the ongoing circumstances.

He used the word like “magic wand”, “fairy world”, “real world” and “Utopia” to make others understand that delivering the promises and making a corruption free state is a process. It cannot be done in a day like fairies do in fancy stories. In real partial world this demands time and countless efforts.

3.12.2 Discourse Practices

In the following Literature, the text is analysed first at the level of the sentence or responses to the question asked by the show's host. In the next step the analysis of the local coherence of the text to find the cohesion or connectors present in the interview of Mr. Imran. Question like what is the main subject of the interview and how identity of Mr. Imran is reflected in the text.

This research sample is based on the discourse of an interview. The structure of the sentences or responses of Mr. Imran is highly professional and selection of the linguistic devises is notable. Identifying response to the questions is not problematic. Most of the questions demand explanation and Mr. Imran delivered the answers by quoting references and examples. There are some instances where he was interrupted

by the host but he said “Let me answer this. Let me answer...” to again the dice to speak. In fact, once in the interview he asked the interviewer for evidence to support his claim.

3.12.3 Socio-cultural Analysis

This interview has great importance on political importance. The interview is conducted by a senior Journalist. He asked controversial questions and these answers were required to declare. All the questions were based on internal and external political affairs. All the questions were answered very well. The responses on many questions give a bold message to the whole world. This interview is published under the title this interview shows that Chain is important for Pakistan and Pakistan understands what is good for us. Further Mr. Imran mentioned and we are not making any political block with Chain. The bond with China and Pakistan is based purely on economic grounds. Mr. Imran said that our relation with Chain does not mean we were aligning away from other countries.

When he was asked about the relationship with Saudi Arabia, Mr. Imran politely presented his stand. Further, he mentioned that Pakistan and Saudi Arabia is of great importance. Later, when he was asked about India he confidently mentioned that they tried to make good relations with them but they are not interested. Here, Mr. Imran mentioned the mindset of Indians boldly. Their ideology is similar to the ideology of the *Nazis* which is full of deconstruction.

3.13 Thematic Analysis of In-Depth Interviews

In Thematic Analysis of In-depth Interviews, the responses were from five participants. .

3.13.1 Themes 1a: Bold and Confident

Mr. Imran had good command over language. In all of his interviews and speeches it is apparent that his language is confident and fluent. His intellectual competence is apparent in his spoken discourse. His language is not biased and is not against any party or individual but he stands against corrupt figures. His conversations are always started by quoting verses from Quran. According to participant 1 (P1) he uses simple language which is understandable for common people. Participant 1 asserted:

P: 1 *When Mr. Imran took his charge as a prime minister; it was a relief for me as an unbiased citizen who does not support any politician aggressively. The reason primarily being his intellectual competence and the conviction I felt about how he would portray Pakistan on international forums.*

Mr. Imran has good command over language. As a Prime Minister, the kind of language he uses in Pakistan is lay-man's language. In press conferences as well as parliamentary processions, he uses simple language keeping in consideration the level of majority of audience. Mr. Imran uses rhetorical questions in his speech to engage audience. His body language is confident and balanced. Even in critical situations, his expressions are poised. He always starts his conversation always with the name of Allah and recites a specific verse of Surah Fatiha. This communication style creates a distinctive effect.

One difference that has been created after the shift in his position from opposition leader to Prime Minister is that he has

refrained himself from calling names to his opponents but sometimes he uses names for his opponents. This is ethical and professional of him.

On International Platforms, it is such a relief to see him present Pakistan since he uses balanced and bold language. His vocabulary and sentence structure is up to the international standards of communication. Unlike some of the previous prime Ministers, he does it in an effortless way and words flow naturally through him instead of looking at notes.

The participant 1 (P1) statement's analyses Imran Khan's communication style as Prime Minister, highlighting his intellectual competence and effective representation of Pakistan on international platforms. Khan's use of simple, accessible language and rhetorical techniques, such as rhetorical questions and confident body language, is noted as engaging and relatable for the domestic audience. His communication is marked by a distinctive style that incorporates religious references, even in critical situations. A shift in Khan's approach from opposition leader to Prime Minister is observed, with reduced use of derogatory language against opponents, viewed as ethical and professional. The participant commends Khan's natural fluency and adherence to international communication standards, suggesting his superiority over previous leaders.

3.13.2 Theme 1b: Mocking Opponents

In addition to this, P2 also asserted that Mr. Imran is bold and confident but there is no change in use or words or overall language. He addresses his opponents in the same way as he use to mock them before becoming Prime Minister.

P2: *Mr. Imran language has not changed even after becoming the Prime Minister of the Islamic Republic of Pakistan. He still uses the same type of language, even same words while addressing his opponents. It seems like he is still in the opposition rather than the government. He has also mocked his opponents (making fun of Bilawal Bhutto Zardari's statements), which does not suit a Prime Minister.*

Nevertheless, his speeches in international forums are more in line with language expected from a leader of a country. The tone of his voice and the words he uses usually convey exactly what is required and expected from the citizens of his country.

Participant 2 (P2) added that his language on international Platforms is up to the mark. His language on international platforms is remarkable. His selection of the words and tone is exactly what is required from the people of Pakistan. His language on international platforms displays his identity and identity of the nation.

3.13.3 Theme 1c: Usage of Rhetoric Language

According to the participant 3, Mr. Imran has mastery on language than the other politicians of Pakistan. He knows very well about the formal language skill and how to use it during communication.

P3: *Mr. Imran's language as a prime minister of Pakistan is better than the previous ones but little amateur, however, it takes chutzpah to speak at UN level, Similarly it is difficult to read without any helpful material on the other hand repetition of a same word "naya Pakistan" is a slogan which he used to*

persuade the people. Mr. Imran knows very well how to subjugate the mind of people by using figurative language. Mr. Imran has a command on language skill than the other politicians of our country. He uses high language in debates, speeches, and interviews.

Participant 3, (P3) is also stated that Mr. Imran has a strong grip on language and he knows very well how to use persuasive language for attaining the goal. He also well educated than the other politicians of the country because according to the society he manipulates the mind of the people by using different slogans. He knows how to elaborate the things effectively on national level and international level by using language.

3.13.4 Theme of 1d: Motivation

According to the participant of 4 (P4) Mr. Imran uses very optimistic language for the future of Pakistan. His language as a leader is coated with hope, optimism for the people especially for the youngsters who are followers of Mr. Imran.

P4: *Mr. Imran, as a political leader, is professional in language use as a PM should be. I noticed that he often ridicules opposition so openly and harshly in specific and other pre-ruling parties in general. Despite his harsh attitude towards other parties he is ambitious and hopeful for the future of Pakistan. His speeches are full of motivation and this is the reason that a large number of youth is following him.*

Participant 4th expressing that Mr. Imran is full of professional language and he knows very well how to criticise the other political leaders, He gives harsh comments on the corruption of previous political leaders. So, this is the reason most of the youth

of the country likes him more than the other leaders. Mr. Imran is portraying the true picture of the challenges which he is facing after becoming the Prime minister. The young generation follows him because of his bold language.

3.13.5 Theme 1e: Language as a Power

The participant 5 expressed that Mr. Imran does very straightforward criticism on the opponents but he mostly uses very polite language for his nation. According to the situation he knows very well how he can change his language.

P5: *As I have assumed that Mr. Imran mostly uses polite language. But sometimes he uses critical language in his speeches to criticise his opponents. Whenever he addresses via phone call with his audiences he really shows calmness and gives answers every caller in detail. He also uses to speak politely with all the callers. He also motivates his audiences. He takes the language as a power to dominate over the people.*

Mr. Imran uses the language as a tool of power to overcome on his opponents because he knows his target to become a successful leader in political field. He often on international level criticises his opponents but on the other hand he always uses very polite language with his nation especially with the mediocre people. He uses very simple language which is a source of hope for the audiences.

3.13.6 Theme 2a: Dominant Language

The participants were asked what they think about the language of Mr. Imran and of leadership communication style. Both participants of the study asserted that his use of leadership language is dominant. They find him critical when talking about major

issues and affairs of the country and even of the world such as global warming. He does not mind blaming the corrupt in his speeches and interviews. As P1 asserted:

Like most of the politicians, Mr. Imran also uses dominant language. He is often critical when addressing to his opponents. In political processions, he does not even mind to call his opponents names. For example, in his speech of Islamabad's long march sitting few years back, he called Nawaz Sharif as „Miyaan Panama Sharif“ and Shehbaz Sharif as „Drama Shareef“ while referring to their corruption cases. His style was close to aggressive. He also passes statements filled with dark humor mocking his opponents as well as stating political jokes or doing personal attacks. He also uses instigating language in political processions against opposition. At one point, he addressed to the government (by then), by saying, „Aren't you ashamed of what you did?“

He also uses nationalist/patriotic and sentimental language for his people of Pakistan.

In interviews and rather formal settings, his language is balanced and he conveys his point of views in a well-mannered way keeping his tone polite and his register according to the setting. His body language is also strong and uses active gestures to co-ordinate with his verbal communication.

Mr. Imran prefers to convey his message in well-mannered and effective way on international platforms. His word selection describes his sentiments for his people.

3.13.7 Theme 2b: Motivational and Idealistic

The way he deliver message on international platforms is effective and well mannered. He uses motivational and effective style to engage audience. He asks people not to given. He gives example from Quran and also from his own life to motivate people. He shares his own struggles and hardship to connect with people and motivate them. P2 said:

P2: *The leadership communication style of Mr. Imran is mostly motivational and idealistic. He urges people to never give up even till the last minute. He often shares his own success story about how his team was almost out of the 1992 Cricket World Cup but he still remained confident of winning the Cup, from which the money generated would be used to fund his Cancer Memorial Hospital, something which many people said was impossible but he remained true to his ideas till it was completed.*

Recently however, we have also seen the critical side of Mr. Imran"s leadership communication style, in which he was criticizing the performance of the Pakistani ambassadors in foreign countries.

According to P2 there are also some other aspects of his leadership communication. Recently, he publicly did criticism on foreign ambassadors of Pakistan.

3.13.8 Theme 2c: Straightforwardness

According to the Participant 3 Mr. Imran mostly uses direct and straightforward opinion about any topic. He is bold and clear about his arguments on any topic.

P3: In his talk, he mostly uses personal pronoun, like I did this, I did that, by looking at this one can clearly make a guess that, person is using subjective approach moreover he always tries to be dominant but not polite, as far as aggression is concerned according to his speeches he was found less aggressive but more dominant.

According to P3 Mr. Imran Khan mostly uses personal pronoun like I. In most of the time he gives examples from his own life like I was the one who won the world cup in cricket for Pakistan, I made Shaukat Khanum memorial hospital in Pakistan which was the first cancer hospital in Pakistan. I am a founder of Namal University.

3.13.9 Theme 2d: Verities in Language

According to the Participant of 4 Mr. Imran mostly uses the varieties in language. There is no monotonous in his language, his language is full of linguistics flavor.

P4: Mr. Imran doesn't follow a single style of communication. He switches between styles. Collectively his style is dominant and aggressive in nature. It becomes polite when he refers to Islamic history and tradition.

P4 asserted that the language of Mr. Imran is full of linguistic features because he always selects the words according to the mentality of the people. He tries to persuade them by quoting and giving references from Holy Quran and Islamic history and the audiences easily convinces by his communication.

3.13.10 Theme 2e: Well Structured and Polite Language

The language of Mr. Imran is well polite in most of the time. According to P5 He uses very polite language in his speeches but it depends on the scenario. He used very

aggressive language with ministers and officials of the government for their negligence.

P5: *Mr. Imran uses different styles of languages according to the scenario. If he is communicating with his audiences he uses polite style to educate or to make them understand his point of view about anything. But when he communicates with his minister he uses dominant style if they are not giving their duty properly. It varies according to the situation. He uses planned and structured language in communication.*

According to the participant Mr. Imran uses polite language during language but it depends upon the circumstances and scenario of the situation. Sometimes, he uses very harsh language to his ministers when he feels they are not doing well. He changes his tone when he has an address with public because he wants that people should know more and more about the things which he wants to address.

3.13.11 Theme 3a: Prepared and Organised

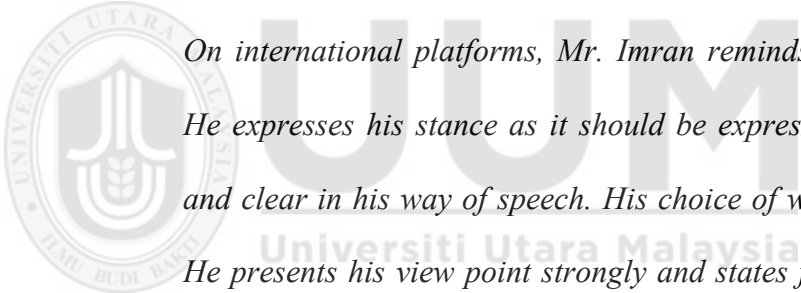
The speeches and interviews of Mr. Imran are well organized and easy going. From the first speech he gave after becoming Prime Minister till this day all of his national and international interviews are well organized. He speaks with full confidence. According to P1 Mr. Imran Khan states the truth as it should be displayed with any fear. After stating the truth he gives references and examples to support his views. This shows how well prepared and active Mr. Imran is as leader. P1 asserted:

P1: *In different situations, his way of speaking differs slightly. He uses simple casual language in political processions because much of the audience is lay-man who are not so educated.*

In parliamentary processions, his style is informal and easy-going. He does not come to such occasions with preparation. Moreover, his speeches are seldom organized. He is friendly and casual, speaking aloud whatever comes to his mind.

In one of the recent press conferences, he mispronounced „rohaniyat' spirituality as 'raaoinat'' means arrogance. After a few tries looking at the paper, he was able to pronounce it correctly.

Inherently, his language skills are better than a number of previous prime ministers.



On international platforms, Mr. Imran reminds me of Bhutto. He expresses his stance as it should be expressed. He is loud and clear in his way of speech. His choice of words is ethical. He presents his view point strongly and states facts to support it. He is dominant yet impartial.

His tone and accent when he speaks English on international platforms is also upto the mark. For instance, in his UN speech as Prime Minister was profound and proved his excellence as a leader and speaker. He stood up for national issues, Kashmir issue, Islamophobia in west confidently. His way of delivery was intense and intellectually appreciable.

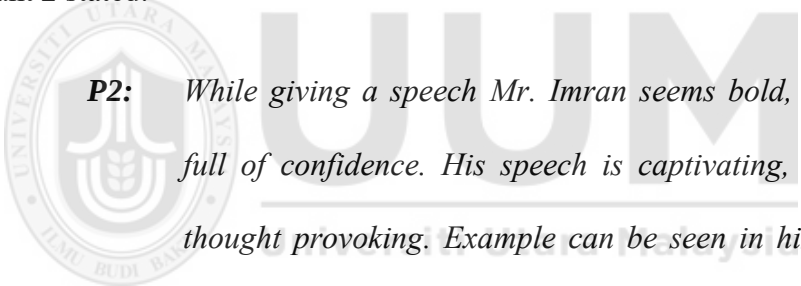
According to the participant, He uses very simple and friendly language which would be understandable for the audiences. He is well educated and literate that's why he

uses polite language in front of the people. Through language he is getting fame more and more on national level and international level its best example is the speech in UN. Language wise he is intellectual and knows very well how to use it. Mr. Imran is famous because of his selection of words and language which used on different platforms.

3.13.12 Theme 3b: Bold and Fearless

In addition to this other participant also asserted that language of Mr. Imran is bold and confident at international platforms. He talked about sensitive issues such as Islamophobia and Blasphemy on international platform with full confidence. He also showed the world the real image of India while standing at the international platforms.

Participant 2 stated:



P2: *While giving a speech Mr. Imran seems bold, aggressive and full of confidence. His speech is captivating, energizing and thought provoking. Example can be seen in his speech to the United Nations General Assembly where he was not afraid of talking about controversial topics like Islamophobia and Blasphemy. Also, having the confidence to relate the Prime Minister of India with Hitler, and confidently saying we will fight back, after Indian Aggression.*

While giving interviews Mr. Imran shares the same type of communication attributes as he does while giving speeches, albeit a little toned down in sentiments. Imran Khan seems to be more calm and composed while trying to convey his point of view towards the interviewer.

3.13.13 Theme 3c: Representing the Muslim Countries

Language of Mr. Imran is full of ethics and novelty as participant 3 asserted that his selection of words is full logics and he gives instances in his speeches and interviews to convince the people.

P3: *The way Mr. Imran khan speaks, it clearly manifests to the audience as well as the interviewer that the person is prepared, there is calmness in his answers, His speeches are full of logics, and furthermore the way of speaking is like abrupt talk in front of a mob. Best example of his language is international speeches in which he looks so confident especially about the Muslim countries like Palestine and Jammu Kashmir. He expresses the issues of Muslim countries successfully in front of the world.*

Mr. Imran mostly uses polite words during interview and address; this is an art that he has won the heart of the Muslim countries by highlighting their issues on world level. He expresses the issues of Jamu & Kashmir and Palestine confidently and asks the world to solve these issues. His address on dispute of Jamu & Kashmir was a hope of the people who are dreaming about freedom.

3.13.14 Theme 3d: Hopeful and Confident

According to the participant 4, Mr. Imran is full of confident in his speeches his language is a paragon of energy and strength. He uses very aggressive language for controlling his opponents that is his art. As the participant asserted:

P4: *His way of speaking is different in both discourses. He is more aggressive and dominant in his speeches and full of energy. His*

Tone and pitch of voice remains high. For example his most famous following line from his speech indicates it.

تب طوائف انہیں رتھ دی لی گئی ہے۔

When we analyse his interviews, they are full of rhetoric and they really are attention grabbing. He has the skill to face the questions in all genres humbly. His recent inclination towards Islamic Philosophy and history has shown a significant amount of allusions and references e.g. his Concept of Riyasat-e-Madina.

He uses rhetoric language to convince the people by using Islamic references. His slogans are full of meanings and by using the slogans he captures the mind of the people. He has an art when and where to achieve the target by using rhetoric language like in his most of the speeches he used the word *Riyasat-e-Madina* (Madina State). He answers confidently of different questions during interviews.

3.13.15 Theme 3e: Realistic Speaker

In addition to this participant who asserted that Mr. Imran briefly defines his point of view through speeches. During his speech or interview he remains calm and answers the questions accurately.

P5: *In his speeches he uses various styles of language. He starts with polite style and brief his audiences about his point of view in between he always uses critical language to criticize his opponents which he should not do because he is now a prime minister. He represents Pakistan all over the world. He also often motivates the audiences. In his interviews he uses polite*

style he uses to reply every answer with lots of calmness. I really admire his habit. Most of the interviewers asks very harsh questions he never denies to answer them he very politely respond all the questions.

According to P5 Mr. Imran uses simple didactic language but sometimes he uses very critical language for the rivals of political field. His speeches full of innovations and motivations for the people because he represents the issues of the country very successfully over the world. He never loses his temperament during questions and responds confidentially.

3.14 Key Findings of the Pilot Study

The individual's identity as a field of study is relatively a recent development (Edwards, 2009). According to Hall (1996) people were viewed as fixed individuals with permanent place in the society rather than complex individual entity in pre-modern times until the perception of "sovereign individual" (Hall, 1996, p.602). In the past few time identity has gathered a lot of attention in CDA. It helps to reach from individual level of the speaker to the social level (Freire and Macedo, 1987).

Mr. Imran constructs a strong identity in the discourse. There are elements in the both texts where one can find evidence of self and collective identity. When it comes to present the image of Muslims or to the issues of Kashmir he stood bold and transparent. To present an effective image of his nation and Muslims he started his address in the name of Allah. Further in the address Mr. Imran presented numbers/ figures by employing semantic strategies to construct a positive image of the country and of him.

In the past few years there were some propaganda by ~~them~~” to disrespect our beliefs. His words and devotion on Islamophobia and Kashmir issue touched the hearts of Muslims. The issue of Kashmir was one of the most important concerns of Mr. Imran in the speech. This showed that he represented the whole country and presented a positive and true image of Islam. In western countries people treat Muslims as low and associate them with terrorism, despite of this he managed to show the world what Islam is. The way he displayed the peace of Islam attracted number of people.

Mr. Imran’s identity is displayed when he delivers his opinions and thoughts about the issues and when he tried to explain the process of transformation. This indicates the objective and vision of Mr. Imran and how he managed to smoothly represent his country on such platforms.

Mr. Imran is associated with the concept of change but this vision also made him the subject of criticism. In the analysed interview, Mr. Imran answered the question regarding this by referencing the fairy tale where change is subjected to a single snap of figures. However, in the real world, this requires time and effort. Despite the criticism, he presented his calm and confinement image to the world.

The answers and language selected by Mr. Imran in the interview and speech suggests that both display a strong and bold image of Mr. Imran and the whole country. He discussed all the important matters in the speech without stopping for a minute. He used facts and figures to show how serious the issues are. Taking advantage of the moment he asked politely UN to work for solutions.

In addition to this, being a Prime Minister of Pakistan, Mr. Imran used the linguistic devices to construct the positive identity of the Nation and himself. The ethics, moral values and identity of the nation is apparent in the use of the words and grammatical

choices made by Mr. Imran. Mr. Imran uses the pronoun we instead of I. The pronoun we refers to the whole nation. Mr. Imran Khan frequently used pronouns I, we and our in the speech. This shows he is voicing his objectives and people of Islamic Republic of Pakistan.

There are number of instances which show the difference between Mr. Imran and former leaders of Pakistan. His conduct, body language, tone, and the way he answered all the important questions in the analysed interview show his identity.

The way he stood and faced the questions show how confident Mr. Imran is and he does not forget the people who he is representing. He displayed a positive and strong identity as a human being and as a leader of an Islamic state.

The above based findings are derived from a small sample; a similar study can be conducted on a larger sample to come up with accurate results.

According to the analysis of the in-depth interviews of the participants the use of language by Mr. Imran is effective and motivating. There are instances where he mocks opponents and criticize other political figures. This shows his leadership and dominance. His both international and national speeches are well organized and enrich with references and examples to prove his claims. The selection of his words depicts his sentiments for people of his country and for Muslims.

3.15 Ethical Consideration

It is an important ethical issue to get permission for conducting research (Upvall & Hashwani, 2001), especially when the study involves discussing a sensitive even vital topic. The researcher followed ethical consideration and protocols. The interviews were obtained after taking permission from the participants who volunteered.

Participants were informed that their involvement is entirely voluntary, and they may withdraw from the study at any stage without facing any penalty or consequence. All collected data (including transcripts and interview recordings) were stored securely and only accessible to the researcher and authorised personnel. They were first introduced about the nature and objectives of the study. Only the researcher and designated academic supervisors will have access to the research data to prevent unauthorized use or disclosure. Every effort was made to ensure that participants are not exposed to psychological distress or discomfort during interviews. Sensitive questions will be framed carefully to avoid personal intrusion. Even, Participants will have the right to refuse to answer specific questions or withdraw their participation at any point without consequence. The consent of the participant was taken by making them comfortable and by informing that their identities will not be revealed. All research data, including audio recordings, transcripts, and analysed texts, were securely stored in encrypted digital formats and password-protected devices. The respondents were rest assured that there are no external or physical risks as a result of participating in these interviews. In order to avoid any conflict in the course of the study the issues of consent of the participants and confidentiality were resolved.

3.16 Summary

This chapter has started with the explanation of research design. It describes research paradigm, data collection procedures and profile of the participants, data collection methods, data analysis methods, research procedures and ethical considerations. Fairclough's 3D model was employed to identify the main themes from the data. Pilot study and findings of pilot study were also stated.

CHAPTER FOUR

FINDINGS

–Leadership is a process whereby an individual influences a group of individuals to achieve a common goal” (Peter Northouse, 2010, p. 3).

4.1 Introduction

This chapter discusses the analysis of ten international speeches by the former prime minister of Pakistan Mr. Imran Khan and ten international interviews with him. It also presents the data comprising twenty in-depth interviews with the participants. The analysis is based on Norman Fairclough’s three dimensional model (1995) which assists in highlighting the sense of identity in the language used by Mr. Imran Khan. This model guides the researcher in the analysis of the data.

4.2 Making Sense of Political Discourse, Language of Leadership and Identity

Language plays many various roles in everyday life including politics. It determines how a leader delivers the message which tends to be taken by the audience either positively or negatively. In politics, language is an effective tool to show power, to convince people and it also shows one’s identity (Clifton, Schnurr & Van De Mierop, 2020). In political and social debates political leaders want to convince people of their capacity to represent, advance, create and embed a sense of social identity like a sense of “us-ness” that they share with the people they seek to lead (Maskor, Steffens, & Haslam, 2021). Furthermore, the social identity approach to leadership asserts that the influence of leaders is contingent on both leaders and followers seeing themselves as unite together by a sense of shared group membership their social identity as “we” “us” (Jurstakova, Ntontis & Reicher, 2023).

4.3 Analysis of International Speeches

The twenty spoken texts analysed, which comprised the international speeches and interviews, revealed several linguistic features and themes.

4.4 Analysis of Text 1

4.4.1 Background and Description of Text 1

In this text, the former prime minister of Pakistan, Mr. Imran Khan was invited as a chief guest at the opening ceremony of China International Import Expo (CIIE). He was the keynote speaker at the ceremony. The delegation which attended the ceremony with Mr. Imran Khan included former minister for foreign affairs Shah Mahmood Qureshi, former minister for finance Asad Umar, former minister for planning Makhdoom Khusró Bakhtiar, former adviser to PM on commerce Abdul Razzak Dawood and former chief minister Balochistan Jam Kamal Khan. The spokesperson mentioned in the press conference that China had invited Mr. Imran Khan to pay an official visit in the opening ceremony of the first China International Import Expo which would result in strengthening the bilateral relationship.

Following table displays major details of the address delivered by Mr. Imran Khan. This was a brief speech but it was composed skillfully. It highlights the important concerns of that time. Following table displays detail of text of the address:

Table 4.1

Details of Text 1

Total No. of words	399
Duration	4 minutes 40 seconds

Date	5, Nov 2018
Platform	China International Import Expo (CIIE)

4.4.2 Use of Vocabulary

The lexical choices made by the speaker in the address highlights objective of the speaker. Mr. Imran khan delivers a brief address as guest of honour at China International Import Expo Shanghai (CIIE). The major focus according the lexical analysis of the words used by Mr. Imran khan is related to economics and business. The use of words ‘economics’, ‘interests’, ‘costs’, ‘resources’, ‘producers’, ‘consumers’, ‘investment avenues’, ‘new market’, ‘new vistas’, ‘smart solutions for business’, ‘mineral riches’, ‘wealth of renewables’, ‘industry’, ‘goods’, ‘competitive’, ‘transacting business’, ‘trade system’ and ‘commercial benefits’ suggests that the objective of the address is skillfully composed by Mr. Imran Khan.

The choice of the words used by Mr. Imran Khan throughout the address is controlled and related to the nature of the event and platform.

4.4.3 Repeated Words

The use of repetition of words is one of the most effective linguistic devices to put emphasis or to highlight the importance of particular content. In addition to this, in Spoken discourse repetition is used as rhetorical devices to bring attention of the audience to the repeated idea. The duration and content of the address delivered by Mr. Imran Khan is brief yet composed skillfully.

Following table shows repeated words in the address:

Table 4.2

Frequency of repeated words

We	6
Pakistan	6
China	4
Our	3
CPEC	3
Trade	2
Resources	2

4.4.4 Use of Pronouns

He uses pronouns we and our in the address. The use of the word we shows that Mr. Imran Khan does separate himself from the people of the nation. This suggests that Mr. Imran Khan as a leader represents his Nation at international platform with the agenda of bringing economic prosperity in the nation. This connects him with people of Pakistan. The people of the state also feel represented, which reflects how involved Mr. Imran Khan is in bringing reforms in the country.

4.4.5 Grammatical Aspects

Analyzing grammatical aspects of the literature of the address gives insight on how Mr. Imran Khan articulates strong leadership and identity. The use of active voice suggests that Mr. Imran has a clear vision and objectives in his mind which boldly highlights his interests as a leader of a country with strategically important location.

–Pakistan is proud to have partnered and pioneered with China in this transformational endeavor”.

–We have been among BRI’s earliest and most enthusiastic proponents”.

–Pakistan’s energy supplies have increased massively. Our critical infrastructure gaps are being plugged”.

–Gwadar, once a small fishing village, is transforming rapidly into a commercial hub. The Gwadar Airport will be the largest in the country”.

–EPEC shall cut distances and costs, bringing much needed resources to producers and new products to consumers”.

–EPEC is a mechanism to forge even closer connectivity between the Middle East and China and between Central and South Asia”.

–EPEC is opening fresh investment avenues, new markets and new vistas”.

–We are changing Pakistan’s economic landscape and Insha-Allah the destiny of our people”.

The use of active voice used by Mr. Imran Khan reflects high level of confidence in his abilities and his future vision for his country and for the region, as well as his overall positive outlook of the current scenario.

Mr. Imran Khan uses modal verb will many times in the address, which shows the degree of affinity. Similar to his use of active voice during his speech, the verb will also shows the belief he has in future that things will take a much positive turn for his country and the region.

–Pakistan will continue to work on the basis of mutual respect and equal opportunity, with China and other BRI partners, for a better future of our people”.

–Pakistan will partner with all those who share the vision for a peaceful and prosperous world”.

–We will work together to realize a future of hope and happiness.”

4.4.6 Interpretation

Since Mr. Imran Khan is a guest of honour in the China International Import Expo, his address mainly revolves around praise for the belt and road initiative (BRI), praise for the role China has in developing it, and the important role CPEC is going to play in making BRI successful. Since CPEC impacts Pakistan as well, he also makes sure his country is represented at the stage by using words like *‘we’* and *‘our’* and linking it with the discussion on CPEC. His language is diplomatic, shows positive outlook on the current scenario of BRI and the role his country takes up in getting BRI to fruition. When he uses the word *‘my’*, it shows confidence and belief in him and in his political party to take all the right steps necessary for the challenge. The use of active voice in his speech also reflects the same.

Mr. Imran Khan as a leader represents his Nation at international platform with the agenda of bringing economic prosperity in the nation. This connects him with people of Pakistan. The people of the state also feel represented, which reflects how involved Mr. Imran Khan is in bringing reforms in the country.

Mr. Imran Khan discusses the benefits of the *‘free trade’* which will result in benefit for the countries of the region. This economic corridor will reduce costs and distance. In the second half of the address Mr. Imran added that he is implementing reforms in all sectors including business sector. Further, he enlists industries which are working well in Pakistan. He ends his speech with the message that *‘Naya Pakistan’* which he promised to bring in the country will be a competitive for new businesses. The chain of business related words in the literature of the text binds the whole text and fully depicts the attention of Mr. Imran Khan as a leader of the state.

4.4.7 Explanation

China- Pakistan economic corridor serves the purpose of a vital link between Central Asian and Middle East countries. This initiative shapes the global community of shared interests.

CPEC will result in easing the trade facilities to the countries of entire region. The corridor is considered as a game changer in terms of raising economy of the countries as it will provide job and business opportunities. The address delivered by Mr. Imran Khan at the opening ceremony of the Import Expo holds a significant importance. It reflects ideology and identity of Mr. Imran Khan. The linguistic evidences suggest that he holds a strong and determined identity as a leader. His ideology is to bring change and advancements in order to overcome the external issues. In the address Mr. Imran Khan ensures to take concrete measures to treat issues of imbalance in trade.

In addition to this CPEC will result in creating about 2.3 million job opportunities in the country. This will uplift economy of Pakistan. Mr. Imran Khan as a leader understands that this has potential to boost economy of the country. Thus, the address delivered by Mr. Imran Khan completely highlights his identity as an action oriented leader, he displays the picture of Pakistan full of resources, landscapes and promising human. The selection of the words used by Mr. Imran Khan depicts the true picture of Pakistan. Further, it also shows his identity as a leader. Leadership qualities are present in his work and ideology. His decisions and interests show his leadership skills. His identity reflects his mindset and values as a leader.

4.5 Analysis of Text 2

4.5.1 Background and Description of Text 2

This address was released online by Mr. Imran Khan as a response to the accusations imposed by Indian government. The address is brief but it is delivered with the right choice of words and tone. This address fully dictates loud and clear message to the Indian government.

Following table displays general details of the address:

Table 4.3

Details of Text 2

Total No. of words	687
Duration	6 minutes 24 seconds
Date	19, Feb 2019
Platform	Global News

4.5.2 Use of Vocabulary

The address delivered by Mr. Imran Khan has number of words which loudly delivers the response of Pakistan after being accused by India without stating any evidence. Mr. Imran Khan replied India with composed and confident address in order to show the world that he is not afraid and that his nation believes in peace and dialogue instead of terrorism or war.

The linguistic choices in the literature of the text completely depict identity of Mr. Imran Khan and Nation.

4.5.3 Repeated Words

The use of repetitive words is one of the most effective linguistic devices to put emphasis or to highlight the importance, thus in the address Mr. Imran Khan highlighted that these allegations are baseless and Pakistan is ready for dialogue for the sake of peace. In addition to this, in Spoken discourse repetition is used as rhetorical devices to bring attention of the audience to the repeated idea. In the address attention is given to the idea that Pakistan believes in dialogue instead of war.

Table 4.4

Frequency of repeated words

Pakistan	18
I	12
Terrorism	8
Pakistan	10
India	5
Act	5
Think	5
Dialouge	5

4.5.4 Rhetorical Devices

There are instances in the literature of the address where Mr. Imran Khan put emphasis in conveying the message by the use of interrogative statements. This type of statement effectively highlights content. Following are the interrogative statements used by Mr. Imran Khan in the Pulwama Attack response which defines his identity.

Following are the interrogative statements used by Mr. Imran Khan in the address:

—What benefit would Pakistan have from such acts at a stage when we are progressing towards prosperity?”

–What benefit would we gain from such an act, at this point when terrorism is subsiding and Pakistan is becoming prosperous?”

–Should not there be discussion on this in India too?”

Mr. Imran uses rhetorical questions to engage the audience and prompt them to think critically about the issues at hand. These questions are not meant to be answered directly but to emphasize the lack of rationale behind certain actions and the need for dialogue. —.at a stage when we are progressing towards prosperity?”...at this point when terrorism is subsiding and Pakistan is becoming prosperous?” Mr. Imran appeals to logos (logic) and pathos (emotion) by emphasising Pakistan's progress and prosperity. This rhetorical strategy fosters a sense of hope and optimism, while also underscoring the importance of maintaining stability and avoiding actions that could jeopardise this progress. He even, juxtaposes the idea of harmful acts with Pakistan's progress towards prosperity. This contrast highlights the irrationality and potential destructiveness of such actions, thereby strengthening his argument against them. –Should not there be discussion on this in India too?” By calling for discussion in India, he positions himself as a proponent of dialogue and rational discourse, emphasising the need for open and constructive conversations to address issues. This rhetorical strategy positions him as a leader who values dialogue and collective responsibility, thereby enhancing his credibility and moral authority. He appeals to logos (logic) by questioning the rationale behind certain actions. This rhetorical strategy encourages the audience to consider the lack of benefits and the potential negative consequences, thereby strengthening his argument against such actions.

4.5.5 Use of Pronoun

The pronoun I is used 12 times in the address. This shows that Mr. Imran Khan boldly replied the allegations as a leader and head of the nation. There are number of instances in the literature of the text which highlights his identity.

Following are phrases and sentences quoted by Mr. Imran Khan in the address:

“I had taken notice of the Indian allegations against Pakistan in the Pulwama Attacks.”

“I decided to hold off my response...”

“I did not wish to divert attention from the visit of the Crown Prince of Saudi Arabia...”

“I am responding to the Indian allegations, now that the visit has ended.”

“I guarantee we will take action...”

“I am clearly telling you...”

“I am telling you we will speak about terrorism too.”

“I would like to ask the Indian government...”

“I want to say...”

“I cannot predict where it will go from there.”

Mr. Imran Khan denies the allegations and offered to help India to help in investigations. This was further rejected by Indian government. The response in the address of Mr. Imran Khan as a leader gives a direct and clear reply and it suggests that he believes in dialogue and solution instead of war.

4.5.6 Discursive Analysis of Text 2

Mr. Imran Khan is known for his bold moves and statements as a leader. Similarly, when it comes to the defense and image of Pakistan in the eyes of the world he delivers a loud and clear message to India. The response in the address of Mr. Imran Khan as a leader delivers a direct and clear message to Indian government and it suggests that he believes in dialogue and solution instead of war. Mr. Imran Khan uses the appropriate language to answer the baseless accusations. In other words, he is known for suggesting peaceful solutions; here he offers help in investigation to India in order to keep peace and harmony between both countries. In addition to this, he clearly adds if India will attack Pakistan then they have no choice but to attack back for the sake of the country.

One of the convincing strategy used by Mr. Imran Khan is the address is extensive use of I. This shows he boldly replied the allegations as a leader and head of the nation. He gives a confident and bold reply as a leader and head of Pakistan.

Another obvious strategy apparent in the address is how he repeatedly highlights that Pakistan believes in harmony and peace to clearly state stance of his Nation and of himself as government head of the State.

4.5.7 Explanation of Text 2

At this stage the task is analyzed on social, cultural and economic grounds. The importance of economic grounds of Pakistan and of Mr. Imran Khan is very apparent and clear in the text. Mr. Imran Khan says at the starting of the speech that he delayed this response because the state/ government were busy in other political events which collided with Pulwama Attack. The Visit of Crown Prince of Saudi Arabia and the Investment Conference were having important economical values. The allegations of

India are baseless and Mr. Imran Khan did not want to divert the attention of the world to it instead he focused on the events which carries significant importance for the economic grounds of the country.

Following statement of fully depicts the vision and mindset of Mr. Imran Khan:

—...I did not wish to divert attention from the visit of the Crown Prince of Saudi Arabia and the Investment Conference we had been planning for a long time.”

Further in the address Mr. Imran Khan mentions that Pakistan prefers harmony and peace. It rejects the idea of terror and war. The mind of the government is changed and reformed.

—I am clearly telling you, this is the new Pakistan, a new mindset, a new thinking.”

Further Mr. Imran Khan added that the solution of such situation is in dialogue. He said it is easy to set war but this will not end the issue. Following statement is quoted from the literature of the text to highlight the leadership skills of Mr. Imran Khan.

—I hope that better sense will prevail. We will exercise restraint and maturity.”

4.6 Analysis of Text 3

4.6.1 Background and Description of Text 3

The text 3 for analysis is the speech delivered by Mr. Imran Khan in the year 2019 at the platform of World Government Summit. It is a non- governmental organisation which held annually in Dubai. The main purpose of this summit is to bring government officials together to dialogue about the policies and governmental processes. This speech was delivered by Mr. Imran Khan after becoming Prime Minister of Islamic Republic of Pakistan.

Table 4.5

Details of text 3

Number of Words	3178
Duration	23 minutes 29 seconds
Date	11, April 2019
Platform	World Government Summit (2019)

The literature of the text shows that Mr. Imran delivered a composed and detailed address at the international platform. The address is flooded with instances which depicts the identity and leadership of Mr. Imran Khan.

4.6.2 Use of Vocabulary

Vocabulary used by Mr. Imran Khan in the text is presents his positive image and of Nation.

He uses number of words which shows his struggle as a sports man and how he learned to take risks in life. sports‘, cricket history‘, talent‘, cricketing nation‘, world champions‘, world cricket‘, confidence‘, onebig lesson‘ and small party‘.

In addition to this there are number of words which shows image of his Nation in the use of Language. Following are the words which represents a promising picture of Pakistan in the literature of the text:

prophet of Islam‘, justice rule of law‘, justice‘, humanity‘, stae of Medina‘, weak‘, planting‘, trees‘, religious tourism‘, poverty‘, reforms‘, Indus valley

civilization‘, _Holiest sites‘, _Sufi shrines‘, _Neo liberal economics‘, _risks‘, _investors‘ and _invest.

4.6.3 Repeated Words

The use of repetitive words is one of the most effective linguistic devices to gain attention of the audience. In Spoken discourse repetition is used as rhetorical devices to highlight the content of the address.

Following table displays the most frequent words in the text by Mr. Imran Khan:

Table 4.6

Frequency of repeated words

We	81
People	27
Pakistan	24
Country	18
Government	13
Countries	11
Hospitals	10
Cricket	10
World	9
Tourism	9
Human	8
Civilization	7
System	6

Poverty	6
History	6

The frequency of the above mentioned words states that Mr. Imran Khan as a leader composed his address which fully represent his identity and his vision as a leader who aims to bring change in the country.

4.6.4 References

There are number of references in the text which makes the speech substantial. He adds references from Islam. Mr. Imran Khan adds history of Pakistan and about his political career, which tends to attract attention of the audience. He also adds number of examples of the countries which tend to make his point more clear.

Mr. Imran Khan used variety of other references to gain attention of others. This makes the speech more powerful.

4.6.5 Use of Pronoun ‘I’ and ‘we’

The use of pronoun I and we shows that Mr. Imran Khan does not consider him separate from the common people of the Nation. The approach adopted by Mr. Imran Khan is collective which explains a lot about his identity and his leadership. There are number of instances in the address where we encompasses the whole Nation. In addition to this, there are instances where we represents members of his party.

4.6.6 Rhetorical Devices

Rhetorical devices are used to convince and persuade the audience by appealing their emotions. Mr. Imran Khan uses facts and figures in the address to prove and provide evidence of the message. The use of this device supports his arguments and attracts

the attention of the audience. With the use of following facts and figures audience get convinced and persuaded because statistics suggests reason and logic.

“700000000 people out of poverty”.

— the mission of planting 1000000000 trees in 5 years”.

— we got 17000000 votes which is the highest ever won by a party and so not all”.

— I am really against this. Neo liberal economics where you have 62 people owning as much wealth as 3000000000 people on this earth”.

Mr. Imran utilises specific numbers and statistics to lend credibility to his arguments. This appeal to logical reasoning provides concrete evidence to support his claims, whether it's about poverty reduction, environmental initiatives, electoral success, or economic inequality. These figures make his arguments more persuasive and grounded in reality. This rhetorical strategy positions him as a leader committed to addressing climate change and sustainability. The repetition of large numerical figures emphasises the scale of the issues he is addressing, whether it's poverty, environmental goals, electoral success, or economic inequality. This rhetorical device ensures that the audience remembers the magnitude of these challenges and achievements.

— That that were not fond of the foundation of the state of Medina is what. For the next 700 years was the greatest civilization on earth and what put those principles”.

— for the next 700 years all top scientists were Muslims”.

He draws on historical analogies, referencing the state of Medina and the golden age of Islamic civilisation, to establish his credibility and inspire pride in Islamic heritage. This rhetorical strategy connects past achievements to present aspirations, appealing to both emotion and logic by highlighting the principles that led to historical success.

–The first election contest we were wiped out second election 5 years later contested we had with one seat”.

–From 96 to 2013 there was a very small party”.

He contrasts the early struggles of his political party with its later successes to emphasise progress and perseverance. This contrast highlights the journey from obscurity to prominence, appealing to emotion by evoking a sense of struggle and triumph. Imran Khan's discourse employ a range of rhetorical devices, including use of statistics, historical analogies, contrast and juxtaposition, appeals to environmental responsibility, critiques of economic inequality, and calls for reflection and action. These strategies are designed to engage the audience, emphasise the scale of challenges and achievements, and advocate for moral and ethical principles.

4.6.7 Descriptive Analysis

The main objective of address is to bring government officials together to a dialogue about the policies and governmental processes in order to come up with solutions. There are number of specific words used by Mr. Imran Khan in the address which put emphasis on the content of the address by focusing on the positive and struggling image. The use of the words ‘very generous and strong’ shows the image presented by Mr. Imran Khan in the address. There are several words and phrases which suggest Mr. Imran Khan believes in bring prosperity in the country. He uses the phrase ‘foundation of the state of Medina’ which highlights his vision. The word ‘reforms’ is repeated 5 times in the address which shows Mr. Imran Khan as a leader acknowledges the need of bringing reforms in the country for economic and political reasons. Mr. Imran Khan first talks about the struggles of his life as a sportsman and later as a political leader. Further he invites the investors to invest in business in the country.

There is extensive use of ‘we’ in the literature of the address which shows that Mr. Imran Khan does not consider him separate from the people of the Nation. The approach adopted by Mr. Imran Khan is collective which explains a lot about his identity and his leadership approach. There are number of instances in the address where Mr. Imran khan uses ‘I’ but it lack arrogance.

Mr. Imran Khan’s farsighted and introspective approach as a leader is present in the content of the address as he understands the challenges Pakistan is facing and he acknowledges that solution is in bring reforms in the country.

4.6.8 Socio-cultural Analysis

The image of Pakistan presented in the address by Mr. Imran Khan is new and positive. The concerns and solutions given in the address by Mr. Imran Khan is acknowledgment of internal and external challenges. He plans to resolve the economic issues by allowing business, limiting imports, change in tax reforms and supporting tourism. Mr. Imran Khan as a leader understands the challenges Pakistan is facing and the need for solution by bring reforms in the country. The literature of the speech displays an honest, farsighted and introspective leader. The content and formation of the address depicts image of Mr. Imran Khan as a leader with a vision. The ideology and reforms discussed by Mr. Imran Khan shows that he is a receptive and action oriented as a leader.

While delivering the address Mr. Imran Khan quoted the discussion he had earlier with Sheikh Muhammad that Pakistan International airlines helped globally acclaimed Emirates Airline.

Mr. Imran Khan acknowledges the need of new business and investment, thus at the end of the speech he urges the investors to invest and take risks.

He mentions that political reforms are not easy, they come with pain. As a leader who aims to bring prosperity in the country he aims to bring reforms for the political, social and economic benefits of the country. Here his vision as a leader is evident in the literature of the address.

Further, Mr. Imran Khan states in the speech that Muslim leadership did not act during the rise of Islamophobia, which encouraged the spread. This shows that Mr. Imran Khan as a head of Islamic state and as a leader looks deep into the matter to come up with the solutions.

During the address Mr. Imran Khan summarizes the life of Pakistan, which displays the image of Nation as a model of development in the past. Further in the address Mr. Imran Khan states that he wants to bring reforms in the country on the basis of the model Prophet Muhammad (PBUH). According to him this is a complete and sufficient model for prosperity of the nation.

Mr. Imran Khan also mentions that he kept learning throughout his life. There are several instances in the address which shows his vision as a leader. His visions of making Pakistan prosper with implementation of Islamic Model states identity of Mr. Imran Khan.

4.7 Analysis of Text 4

4.7.1 Background and Description of Text 4

Text four is the speech delivered by Former Prime Minister, Mr. Imran Khan at the Great Hall of People on April 28, 2019. This event helps to develop cooperative partners. Former Prime Minister Mr. Imran Khan delivered a speech at the start of the ceremony of Second Belt and Road Forum in Beijing. The duration of the address delivered by Mr. Imran Khan is brief and to the point.

This belt and road Initiative was first proposed by China in the year 2013. It aims to build a network by connecting Asia with Africa and Europe for purpose of trade. There are about 126 developing and developed countries have signed the documents of cooperation with China. In addition to this 29 International Organisations have agreed to cooperate with China on this initiative for the economic and political interests.

Table 4.7

Details of Text 4

Total No. of words	744
Duration	9 minutes
Date	26, April 2019
Platform	Second Belt and Road Forum 2019

4.7.2 Use of Vocabulary

Mr. Imran khan delivered a brief address at the start of the Second Belt and Road Forum (2019). The major focus according the lexical analysis of the words used by Mr. Imran khan is on strengthening with China and brining economic prosperity in the country.

The choice of the words by Mr. Imran Khan throughout the address is controlled and related to the nature of the event. The address opens with sentence in which he congratulated the President Xi Jinping for successfully organizing this event. The address by Mr. Imran Khan revolves around highlighting the importance of cooperating and collaborating for the shared prosperity. He also adds the benefits which Pakistan has achieved through the cooperation with China.

The selection of the words and phrases like, collaboration‘, partnership‘, connectivity‘ and shared prosperity‘, partnered and pioneered‘, socioeconomic uplift‘, poverty alleviation‘, agricultural cooperation‘ and industrial development‘, opportunities for investments‘, deep-rooted friendship‘, partnership and brotherhood with China‘, resilient and unbreakable‘, ‘standing tall in the face of every challenge‘, China’s marvelous civilisation‘, harmony and prosperity‘, mutual respect and equal opportunity‘ and a future of hope and happiness‘ highlights the relationship that exists between the two neighbor countries, Pakistan and China. The use of the above quoted words suggests that the bond between Pakistan and China is mutual and the agendas and vision of both governments are aligned.

4.7.3 Repeated Words

The use of repetition of words is one of the most effective linguistic devices to put emphasis or to highlight the importance. In addition to this, in spoken discourse repetition is used as rhetorical devices to bring attention of the audience to the repeated idea. The duration and content of the address delivered by Mr. Imran Khan is brief. Thus, there are few words which are repeated by him. The repeated words and the frequency alone suggest a lot about identity of Mr. Imran Khan.

Following list show the number of most repeated content words in the speech:

Table 4.8

Frequency of repeated words

We	12
Our	11
I	6
Pakistan	10

China	10
World	7
Cooperation	5
Poverty	5

‘Pakistan’ and ‘China’ is repeated at same frequency in the total 9 minutes speech.

4.7.4 Use of Pronouns

More emphasis is given on ‘we’ and ‘our’ as compare to ‘I’. Thus, Mr. Imran revealed his identity in the speech and talked about the beneficial political bond between Pakistan and China. Mr. Imran Khan tries to present the true picture and identity of himself and of his Nation to the world, in accordance of the cooperation between Pakistan and China.

4.7.5 Grammatical Aspects

Grammatical aspects of the address are as powerful as the lexical choices and repetition of the words. Analyzing grammatical aspects of the literature of the address gives insight on how Mr. Imran Khan articulates leadership. In the speech, the use of active voice suggests that Mr. Imran has a clear vision and objectives in his mind.

4.7.6 Interpretation

There are number of word related to strong political bond between Pakistan and China which are repeated number of times throughout the keynote address delivered by Mr. Imran Khan. The lexical choices suggest he values and respects the mutual cooperation and collaboration that exists between Pakistan and China. Mr. Imran presents the image of Pakistan as a country which is getting benefits from the belt road. Further he ensures the business community that ease will be provided to them.

He mentions about Belt Initiative with China which give hope for economic growth and prosperity.

There is also use of pronouns *'we'* and *'our'* by Mr. Imran excessively which acts as a trigger to highlight the bond between two countries and it further highlights the leadership skills of Mr. Imran Khan. The whole text is linked and flooded with the linguistic devices which highlight Identity of Mr. Imran Khan and nation.

The keynote speech opens with congratulating President Xi Jinping for successfully organizing the Second Belt and Road Forum. Mr. Imran Khan mentions that in the current age there is *'inequality'*, *'geopolitical uncertainty'*, and trade barriers but this forum attempts to reject this and offers opportunity to join hands together, connect and collaborate for the betterment and prosperity of the nations. The strong and deep rooted political relationship between Pakistan and China enabled Pakistan to plug the critical infrastructural gaps and in addition to this it has increased the energy supplies in the country.

Pakistan and China always stood by each other in times of challenges. The leadership of both countries acknowledges and values this deep rooted relationship which is based on mutual cooperation, economic and commercial advantages. Throughout the address the mutual cooperative partnership is announced by Mr. Imran Khan. He also declares that this cooperative partnership will not get affected under regional or international pressure or challenges. It also states the uniqueness of Pakistan-China bond. Despite of constant changes in the international situation, relationship between Pakistan and China remained strong. As per the need the hour Former Prime Minister, Mr. Imran Khan shows leadership skills and uses this platform to express his identity and his interests as a leader.

4.7.7 Social Practices

In this stage the text of the speech is analysed in the socio-cultural context of communicative events. It comprise of three communicative events which are cultural, political and economic. The literature of the text 4 is extremely highlighting the political and economic interests of Mr. Imran Khan. This belt and road Initiative was first proposed by China. It aims to build a network for trade by connecting Asia with Africa and Europe. 126 developing and developed countries have signed the documents of cooperation with China. In addition to this 29 international Organizations have agreed to cooperate with China on this initiative.

Both countries congratulate each other on the success of the Belt and Road Initiative. This initiative results in finishing 24 energy projects in the country. It has increased power supply up to 11%. This Belt and Road initiative is a significant step for global economic development. The vision of Mr. Imran Khan is to eliminate poverty by providing welfare facilities to the under privileged. Approximately about 26.5 million people of Pakistan are living below poverty line. Pakistan is facing challenges in enabling and implementing welfare and anti- poverty measures.

The main concerns present in the speech involve the acknowledgment of mutual cooperation between Pakistan and China and reforms which will benefit the people. His speech highlights the existing deep rooted political relationship between both countries and how it reminded unaffected under various international pressures. Mr. Imran presented his identity that how concerned he is about the climate change, tourism, anti- corruption, 'poverty alleviation' fund and in providing liberation in trade and investments. He states his efforts to overcome these issues in order to bring reforms for the betterment of the Nation. The use of pronouns 'we' and 'our'

indicates that Mr. Imran Khan's leadership believes in mutual cooperation and collaboration.

The vision and aim of Mr. Imran Khan is apparent or visible in the address. He aims to bring reforms in the country for the betterment of the state. The leadership of Mr. Imran Khan acknowledges the bilateral relations between Pakistan and China. He appreciates the finalization of Belt and road initiative as this promises to benefit trade, infrastructure and to bring advantages and development in the industrial and agricultural sector.

In the end of the keynote speech Mr. Imran Khan says working together will bring 'hope and happiness' to both of the countries. He even quotes a Chinese proverb which suggests that Mr. Imran Khan invests a lot in this relationship in order to meet the reforms, he has promised his Nation.

4.8 Analysis of Text 5

4.8.1 Background and Description of Text 5

SCO stands for Shanghai Cooperation organization. It was formed by heads of China, Kyrgyz Republic, Tajikistan, Russia, Kazakhstan and Uzbekistan in 2001. This organization aims to maintain stability and security across the region. The address under study is delivered by Mr. Imran Khan at SCO Council of Heads of States in 2019.

Table 4.9

Details of Text 5

Total No. of words	1035
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Duration	15 minutes
Date	14, June 2019
Platform	SCO Council of Heads of State Meeting

4.8.2 Vocabulary

The vocabulary in the address shows the content and objectives behind the language in the address of Mr. Imran Khan. There are number of words in the literature of the text which are highlighting the economic importance of the economic corridor. The use of words such as historic ties‘, deep and abiding‘, historic roots‘, economic linkages‘, equally compelling‘, resilient and enterprising‘, cross-roads‘, immense energy‘, attractive investment destination‘, partnerships‘, equality‘, prosperity‘, contributions‘, climate change‘, peaceful resolution‘, promoting stability‘, trade‘, infrastructure‘, prioritize‘, jobs mobility‘, poverty Alleviation‘ resource‘, strength of will‘, and transformation‘ also suggests that Mr. Imran Khan as a leader believes in promoting peace and stability not only in the country but in the whole region. Mr. Imran Khan acknowledges the need of cooperation and mutual partnership in order to bring peace and prosperity.

4.8.3 References

There are number of references in the text which makes the speech substantial. He adds references of Second Belt and Road Forum‘ which was an economically an important event. This was also based on trade corridor and mutual ties between Pakistan and China.

Further he adds reference of conflict in Afghanistan‘ and The evolving situation in the Gulf and Middle East is a matter of great concern‘.

The platform where Mr. Imran Khan delivered his address was international; he uses these references to divert the attention of the audience to stabilize peace and reconciliation. This makes the speech more powerful.

4.8.4 Recurrence of the Words

There are number of words which are repeated by Mr. Imran Khan. The repeated words and the frequency alone suggest a lot about concerns of Mr. Imran Khan as a leader.

Following table shows repeat words with frequency:

Table 4.10

Frequency of repeated words

SCO	20
We	12
Our	12
Pakistan	10
Terrorism	6
China	6
Regional	5
Connectivity	5
World	4
Peace	4
World	4
Economic	4

Development	4
Asia	4
Trade	3
Road	3
Conflict	3
Afghanistan	3

4.8.5 Rhetorical Devices

Rhetorical devices are used to convince and persuade the audience by appealing their emotions.

Mr. Imran Khan uses facts and figures to prove and provide evidence of the messages he tries to convince. With the use of figures audience get convinced and persuaded because statistics suggests reason and logic.

Following statements are stating facts and figures:

–Pakistan today is a country of over 200 million resilient and enterprising people.”

Mr. Imran uses logical based language by highlighting the resilience and enterprising nature of Pakistan's population. This rhetorical strategy fosters a sense of national pride and positions Pakistan as a dynamic and forward-looking nation. He uses specific numbers to lend credibility to his argument. This technique provides concrete evidence to support his claim about the size and potential of Pakistan's population. He utilises positive and optimistic language to create a sense of hope and possibility. This rhetorical strategy aims to instill confidence in the audience about Pakistan's future and its potential for growth and development. These strategies are designed to engage

the audience, emphasise Pakistan's strengths and potential, and foster a sense of national pride and unity.

4.8.6 Use of Pronouns

The use of pronoun we and our shows that Mr. Imran Khan does not consider him separate from the people of the Nation and from the SCO Council Heads. The approach adopted by Mr. Imran Khan is collective which explains a lot about the identity of Mr. Imran Khan and his leadership.

He uses the pronoun I only to describe his experience or personal event in the address.

“I was in China in April, for the 2nd Belt and Road Forum, where we also launched the next phase of CPEC...”

“As a Sportsman, I have always considered the playground to be a remarkable teacher. Sports teach us that...”

There are number of instances in the literature of the text where Mr. Imran Khan uses we and our which represents the Nation.

“Our predominantly young population is imbued with immense energy and creativity.

“Our other endowments include a vast pool of skilled human resource, a large agrarian base...”

“Pakistan remains ready to share its experience and expertise in counter terrorism.

We will also remain actively engaged in SCO’s counter-terrorism initiatives.”

4.8.7 Grammatical Aspects

The analysis of the grammatical aspects in the address provides insight into the strong stances regarding the concerns of economy and prosperity. The use of active voice to convey the message clearly and without any ambiguity states concerns of Mr. Imran Khan.

Following are the statement from the literature of the address:

–Pakistan today is a country of over 200 million resilient and enterprising people. Pakistan is an attractive investment destination and a large market endowed with a rich array of resources.”

The repetition of phrases like "Pakistan today is a country of over 200 million resilient and enterprising people" and "Pakistan is an attractive investment destination" emphasizes key points about Pakistan's population and economic potential. This rhetorical device ensures that the audience remembers these central ideas and reinforces their importance.

–Our predominantly young population is imbued with immense energy and creativity. Our other endowments include a vast pool of skilled human resource, a large agrarian base...”

He presents Pakistan as an attractive destination for investment, emphasising its large market, rich resources, skilled workforce, and agrarian base. This rhetorical strategy is designed to attract investors and highlight the country's economic potential.

–Pakistan condemns terrorism”

–Pakistan is fully supporting efforts for peace and reconciliation, through an Afghan- and Afghan-owned peace process.”

Mr. Imran Khan, appeals to credibility and emotion by positioning Pakistan as a country committed to peace and stability. This rhetorical strategy reinforces Pakistan's role in regional peace efforts and counters negative perceptions about the country. He also simplifies complex geopolitical issues into clear and accessible statements. While this makes his message more understandable, it also risks oversimplifying the nuanced nature of terrorism and peace processes. Mr. Imran's discourse employ a range of rhetorical devices, including repetition, appeals to national pride and identity, economic potential, positive language, youth and demographic dividend, peace and stability, simplification of complex issues, and calls for international support and collaboration. These strategies are designed to engage the audience, emphasize Pakistan's strengths and potential, and advocate for peace and economic growth.

In the address, the use of active voice was to suggest viewpoint and firm determination of Mr. Imran Khan and the Nation he represents that they are skilled, advanced, creative and against terrorism.

Furthermore Mr. Imran Khan also uses active voice in stances where he emphasises that the world is changing and is becoming cross-road.

–The world stands at cross-roads.”

By stating, –The world stands,” Mr. Imran personifies the global community, implying it is a unified entity with agency capable of making decisions. This linguistic device suggests that the international community holds collective responsibility for navigating global crises. By highlighting ~~cross-roads~~,” He positions himself and Pakistan as moral arbiters, capable of guiding the world toward a better future. This reflects moral authority discourse, where a leader claims the ethical high ground in international relations. The phrase reinforces Pakistan’s identity as a responsible and

peace-oriented nation, advocating for justice and global cooperation. In the following sentence the stance of Mr. Imran Khan is apparent; he aims to take advantage of the opportunities to bring peace and prosperity in the region.

4.8.8 Descriptive

Mr. Imran Khan is known for his interests in bringing change and reforms in the country to bring prosperity in the country. In the address he continuously talks about the economic interests and benefits of economic interests and benefits of economic corridor. He also stresses the importance of maintaining peace in the region. He believes that peace and prosperity is in cooperation rather than confrontation. He persuades the audience by offering help and support against terrorism. He states that Pakistan rejects terrorism and offers peace. Further, Mr. Imran Khan mentions that extremism and terrorism is global threat which needs to be solved. He also adds his deep concerns on issues of Islamophobia.

Mr. Imran Khan stresses the idea of peace and prosperity. He repeatedly put emphasis on the key issues of the time. This shows how concerned and worried Mr. Imran Khan is in the address on the issues of terrorism, poverty and rise of Islamophobia. First he mentions that he is worried about spread of Islamophobia and Terrorism. Later, in the address he offers help to other SCO's initiatives to fight these issues. He highlights that peace is in cooperation.

There is extensive use of pronoun 'we' which encompasses the people of the nation. This shows he does not consider himself separate from the nation. There are several instances where use of 'I' is apparent but it lack arrogance.

Mr. Imran Khan presents a promising picture of his Nation in the content of the address. This provides insights to the audience and aims to attract the investors.

4.8.9 Explanation

As a strategic thinker and action-oriented leader, Mr. Imran Khan acknowledges the relation between Pakistan and China. He acknowledges the need of maintaining peace in the region in order to fight issue of property and illiteracy. He also acknowledges the rise of ‘multipolar global order’ and adds that momentum of economic growth and power is in East.

One of the top concerns of Mr. Imran Khan in the address is Islam and Terrorism. He states examples of his own country that they successfully eliminated terrorism. Further, he offers his expertise to SCO’s initiatives against terrorism. He also mentions that Pakistan does not support terrorism.

In short, Mr. Imran Khan’s vision and identity is apparent in the address. As a leader he believes in collective efforts and cooperation. His vision of prosperity and economic growth impacts the nation, as it provides investment opportunities to investors. He believes that all countries of the region must align for enduring prosperity and peace. He is of the opinion that peace is significant in economic growth. Thus, peace is the key to address issues of poverty rather than confrontation.

4.9 Analysis of Text 6

4.9.1 Background and Description of Text 6

World Economic Forum is a non- governmental organization formed in 1971. The objective of the organization is to make decisions to work on projects which make great difference in the world. The address under study in the next section is address delivered by Mr. Imran Khan at the platform of World Economic Forum (2020).

Table 4.11

Details of Text 6

Total No. of words	1592
Duration	14 minutes 47 seconds
Date	2020
Platform	World Economic Forum Annual Meeting

4.9.2 Vocabulary

The lexical choices made by the speaker in the address highlight objectives of the speaker. The address by Mr. Imran Khan at World Economic Forum (2020) is composed and intellectual. There are number of climate related words in the literature of the address which highlights how concerned he is on the issue. The choice of the words by Mr. Imran Khan throughout the address is controlled and related to the nature of the objectives of event and platform.

Following are the climate related words in the address which depicts concerns and efforts of Mr. Imran Khan:

‘Himalayas’, ‘reforestation campaign’, ‘trees’, ‘local communities’, ‘vulnerable to climate change’, ‘mountainous areas’, ‘grow nurseries’, ‘forestation’, ‘global warming’, ‘global warming’, ‘nurseries’, ‘pollution’, ‘polluted’, ‘pollution levels’, and ‘environment’.

Mr. Imran uses the following words to state economy which shows his vision and objective as a leader. He believes that economic growth depends on stability and peace in the country.

‘Economy’, ‘peace’, ‘stability’, ‘freedom’, ‘consequences’, ‘image of Pakistan’, ‘economic growth line’, ‘worst economic crisis’, ‘fiscal deficit’, ‘stabilization’, ‘Stock market’, ‘Investment’, ‘business’, ‘improvement’, and ‘state institutions’.

While describing resources of Pakistan he uses following words in the address:

‘skill development’, ‘startups’, ‘gold and copper reserves’, ‘apprenticeship’, ‘rich minerals’, ‘gas reserves’, ‘fertile agriculture’, ‘potential’, ‘agriculture sector’, ‘productivity’, and ‘Economic Corridor’.

4.9.3 Repeated words

There are number of words which are repeated in the address by Mr. Imran Khan. The recurrence of these words state what is emphasized in the address by Mr. Imran Khan. The frequency of the following highlights Mr. Imran Khan as a critical thinker and action oriented leader.

Table 4.12

Frequency of repeated words

We	69
Pakistan	33
I	22
Our	15
People	9
Country	7
Economic	7
Unfortunately	6
China	6
Afghanistan	6
Young	6
Trees	5

World	4
Peace	4
Government	4
Economy	4
Productivity	3
Potential	3

4.9.4 Use of Pronouns

The use of pronouns helps to understand the leadership and identity of Mr. Imran Khan. In the case of literature of the address delivered by Mr. Imran Khan there are number of instances where he uses pronouns I‘, we‘ and our‘.

The literature of the address depicts that more emphasis is given on we‘ and our‘ as compare to I‘. Mr. Imran Khan used the pronoun we‘ to represent members of his party and people of the Nation. Following are the statements in which we‘ is used to represent his party:

–We would not become part of any other conflict we will not join any country in its conflict and since then we have played a part we have tried to ease tensions between Saudi Arabia and Iran”.

–we started reforestation campaign so in 2013 my party won an election in one of the provinces which was the former northwestern western province called Pakhtunkhwa and that’s when we started one of the most ambitious campaigns 1000000000 trees in 4 years. Against all odds we did it. It was no one expected it to happen but. We involved in local communities. We first made them understand how important trees were for the future. We made the people understand that Pakistan was very vulnerable to climate change. And we appeal to the people involved women in the in the

mountainous areas do grow nurseries and it became one of the most successful campaigns in our country's history of forestation so we planted 1000000000 trees.”

—We started one of the most ambitious campaigns to plant 1000000000 trees in 4 years”.

—We would not become part of any other conflict we will not join in any country in its since then we have played a part we have tried to ease tensions between Saudi Arabia and Iran”.

—We inherited the worst economic crisis in our history the biggest current account deficit”.

—Naturally when you do stabilization you squeeze the economy people hurt but we have also this very tough period and mercifully we finally our economy stabilized the rupee that was falling it's now in fact in the last few months has gained a bit”.

—have to say we still we still have a lot of hard work to do. This year now we're economic growth the idea is now so that we provide employment bring investment in Pakistan create the conditions and I'm happy to say that in one year according to the World Bank that index of ease of doing business Pakistan on went up 28 points in the ease of doing business we were in the top 10 countries which would make the biggest improvement”.

—We had 210000000 people. 60 percent of Pakistanis are below the age of 30 this is the real strength of Pakistan”.

—Unfortunately we have neglected this young population because we did not concentrate on skill development equipping them do employ themselves become

entrepreneurs provide the people to the young people to the industry but now we have started a program of skill development”.

—We have a partner World Economic Forum in this the program also a skill gap and a huge amount of money for startups”.

—We could pay off on a foreign debt we also have one of the largest coal reserves we have a rich minerals we have unexplored gas reserves so the whole government attention now is to develop these resources. We also have very fertile agriculture land. Unfortunately the practices which we have done we have not really explored this potential up productive it is one of the lowest so for that we have”.

Mr. Imran Khan uses inclusive ‘we’ to highlight the struggles and efforts of his party. The strategic thinking and vision of Mr. Imran Khan is apparent in the literature of the address. Above mentioned words suggest that the concerns and fear he shares in his address is not only limited to the words, as he also enlists the steps and reforms he brought in the country.

4.9.5 Rhetorical Devices

There are number of rhetorical devices used in the address by Mr. Imran. He uses figures and number in the address which attracts attention of the audience. It also helps them to understand the arguments presented by Mr. Imran in the address.

Following statements shows numbers and figures present in the address:

—...that's when we started one of the most ambitious campaigns to plant 1000000000 trees in 4 years”.

He simplifies complex issues like environmental conservation and demographic trends into clear and accessible statements. While this makes his message more understandable, it also risks oversimplifying the nuanced nature of these challenges.

–Lahore which had the pollution levels like Delhi in India rose high because for some laners removed 70 percent of the tree cover of Lahore in the last 10 years”.

He utilises logical reasoning by highlighting Pakistan's commitment to environmental sustainability and the impact of deforestation. This rhetorical strategy positions him as a leader focused on addressing climate change and promoting green initiatives. He juxtaposes Lahore's pollution levels with Delhi's and highlights the impact of deforestation. This contrast emphasises the importance of environmental conservation and appeals to both logos (logic) and pathos (emotion).

–Pakistan on went up 28 points in the ease of doing business we were in the top 10 countries which would make the biggest improvement”.

–We had 210000000 people. 60 percent of Pakistanis are below the age of 30 this is the real strength of Pakistan”.

By emphasising the youth demographic, he appeals to emotion and logic. This rhetorical strategy highlights the potential for innovation and progress driven by the youth, fostering a sense of hope and optimism.

–You cannot make your economy grow unless and until there is peace and stability I repeat for economy you need stability and peace”

The repetition of "I repeat" emphasizes Khan's focus on the importance of stability and peace for economic growth. This rhetorical device ensures that the audience remembers the central message and reinforces its importance. He calls for reflection

on the importance of stability and peace for economic growth, urging the audience to consider the broader implications of security and development. This rhetorical strategy encourages advocacy for change and support for policies that promote stability.

4.9.6 References

There are number of references in the text which makes the speech substantial. He adds references of ‘Afghan Jihad’, 9/11 and China-Pakistan Economic Corridor (CPEC). Mr. Imran Khan mentions above references to gain attention of members of the organization. This makes the speech more powerful.

4.9.7 Descriptive

Mr. Imran Khan uses number of environment related words in the address. He clearly mentions efforts of his party to restore natural beauty and greenery of Pakistan by initiating plantation on large scales. Further he talks about implementing number of reforms in order to overcome the issues of economy. Mr. Imran Khan says that they took necessary steps to over the fiscal deficit as a result of which people are hurting. Now, Pakistan is in the right direction as their stock market is going up and investments are also increasing. Mr. Imran Khan states number of efforts which he and his party deliver for the economic growth of the country.

The use of inclusive ‘we’ is very convincing in the address as it denotes people of his party. He clearly states that Pakistan will not be a part of any conflict but only in peace. The use of ‘I’ is also apparent in the text but it does not show arrogance. It shows concerns and experiences of Mr. Imran Khan.

Mr. Imran Khan stresses the need of ‘peace and stability’ in the country for its economic growth. He uses international platform to loudly give world a strong message that his Nation will not align with any country on conflict.

4.9.8 Explanation

Mr. Imran Khan is known for his deep concerns on climate change, economic growth, peace and stability. In addition to this, he always acknowledges that his country is full of nature resources and man-power. He wants to restore and preserve the natural beauty of Pakistan.

Mr. Imran Khan states that economy cannot grow without maintaining ‘peace and stability’ in the country. He says that he and his party have decided not to align with any country on conflicts because the alignment during Afghan Jihad and 9/11 badly hit the economy of the country.

He also mentions in the address that he implemented number of reforms in order to overcome the economy. Further in the address, Mr. Imran Khan says that they took necessary steps to overcome the fiscal deficit as a result of which people are hurting. Now, Pakistan is in the right direction as their stock market is going up and investments are also increasing in Pakistan. He is concerned about the ‘image of Pakistan’ in the world and negative impact of alignment after 9/11 and Afghan Jihad.

Mr. Imran Khan is an action oriented leader; he displays the picture of Pakistan as full mineral wealth, landscapes and promising man youth. Further, he confesses that attention to these resources of Pakistan was neglected for long but they are working for the improvement and progress. In short, Mr. Imran Khan’s identity and leadership is apparent in the language of the address. His concerns on climate change, economic growth and development of intuitions of the country show how promising and

strategic Mr. Imran Khan is as a leader. He is of the opinion that stabilizing peace in the country is of significant importance. He states that his country will only align for matters of peace.

4.10 Analysis of Text 7

4.10.1 Background and Description of Text 7

The Shanghai Cooperation Organisation (SCO) held a heads-of-state summit in a hybrid virtual and in-person setting in Dushanbe, Tajikistan, on 17 September. This organisation aims to maintain stability and security across the region. The meeting discussed the alarming situation in Afghanistan and its impact on the region. The address under study was delivered by Mr Imran Khan at the SCO Council of Heads of States in 2019. The following table displays details of the address:

Table 4.13

Details of Text 7



Duration	18 minutes
Date	17, Sep 2021
Platform	SCO

4.10.2 Vocabulary

Vocabulary which Mr. Imran Khan's selects and uses in his address delivered at SCO is composed, simple and decent. His vocabulary is relate and relevant to the content and objectives of the platform. There are several words which stresses the importance of his delivered idea or message. Throughout the address Mr. Imran Khan stays stick to his concerns on regional peace and progress.

4.10.3 Repeated Words

There are number of words which are repeated in the literature of the address delivered at platform of SCO by Mr. Imran Khan. The repetition of words shows what is stressed by him at international platform. Following tables shows the list of significant repeated words in the address:

Table 4.14

Frequency of repeated words

SCO	25
We	24
Our	22
Pakistan	15
Afghanistan	14
International	10
Afghanistan	14
International	10
I	9
Global	8
Economic	8
World	7
Support	6
Security	6
People	6
Peace	6
Terrorism	5
Regional	5

Connectivity	5
Community	5
Asia	5
Tajikistan	4
State	4
Humanitarian	4
Youth	4
Prosperity	3
Progress	3
Peaceful	3
Politics	3
Opportunity	3
Development	3

The use of repetition by Mr. Imran Khan helps to divert the attention of the audience to the repeated idea in attempt to deliver his stance effectively. For instance the use of words peace, opportunity, progress, prosperity, supports and economic shows interests and objective of Mr. Imran Khan. Mr. Imran Khan as a leader of strategically important state highlights his stance boldly on the international platform for the upbringing of the economy of the country.

4.10.4 Use of Pronoun

The use of pronouns throughout the address helps to understand the leadership approach, ideology and interests of Mr. Imran Khan. There are number of instances where he uses pronouns I’, and we‘ in his address delivered at SCO which stands as an important platform for regional growth of the continent. The literature of the

address depicts that more emphasis is given on I‘ and we‘ as compare to you‘. Mr. Imran Khan used the pronoun we‘ to represent the people of Pakistan and whole region. Following are the statements which indicate use of pronouns in the address:

“I also take this opportunity to felicitate President Emomali Rahmon for his wise stewardship of SCO during Tajikistan’s Chairmanship”.

–I also launched a Global Initiative for Debt Relief‘ to help create fiscal space for the developing countries to mitigate the negative effects of the pandemic and achieve sustainable development.”

–I commend the initiative by the President of Uzbekistan to host the International Conference on Central Asia-South Asia Connectivity in Tashkent last July”.

–I also thank Secretary General Norov on successful completion of his term and welcome Ambassador Zhang Ming as the new Secretary General”.

–We, in Pakistan, adopted a calibrated strategy of smart lockdowns‘ – with simultaneous focus on saving lives, securing livelihoods, and stimulating the economy. A very difficult road to navigate”.

–We believe science should continue to guide the world’s efforts as it combats the pandemic. Attempts to politicize the question of virus origin should be avoided as it is divisive at a time when the world needs to unite”.

–Pakistan’s contribution to global emissions is negligible, yet we are among the 10 most vulnerable countries”.

–We have taken a number of flagship initiatives to mitigate its adverse impacts, including the 10 Billion Tree Tsunami project”.

–We are also committed to shifting our energy mix towards a clean and low carbon trajectory and are targeting 60 percent of our energy to be clean by 2030”.

–We continue to work with the international community towards comprehensive implementation of Paris Agreement and mobilization of enhanced international climate finance to achieve our shared objectives”.

–We have suffered over 80,000 casualties and economic losses in excess of U.S. \$150 billion, apart for millions who internal displacement”.

–We believe faithfully implementing UN Security Council resolutions for peaceful settlement of outstanding disputes is a necessary condition for peace, and indispensable for creating an environment of cooperation”.

–We commend the UN Secretary General and UN agencies for leading from the front in mobilizing international support for the immediately needed humanitarian assistance”.

–We will continue to support a stable, sovereign and prosperous Afghanistan”.

–We must advance the agenda of regional connectivity. In this regard, taking the process forward, Pakistan would like to host a conference on the theme –Transport Connectivity for Regional Prosperity” in virtual mode in 2022”.

–Our initiatives for ‘Clean and Green Pakistan’ not only aim to protect nature and restore eco-systems but also expand eco-tourism and create thousands of new jobs for our youth”.

4.10.5 Grammatical Aspects

Analyzing grammatical aspects of the literature of the address delivered at SCO meeting in 2021 gives insight on how Mr. Imran Khan articulates strong leadership and identity. The interests and concerns of Mr. Imran are apparent throughout the

address. Thus the use of active voice depicts that Mr. Imran has a clear vision and objectives in his mind which boldly highlights his interests a leader of a country with strategically important location and damaged economy.

4.10.6 Use of Specific Terminology

Following are few specific terms used by Mr. Imran Khan in his speech:

‘SCO’, ‘Covid-19 pandemic’, ‘Tree Tsunami project’, ‘eco-tourism’, ‘9/11 attacks’, ‘geopolitics’, ‘China-Pakistan Economic Corridor’, ‘UN Charter’.

By referencing the SCO, Khan positions Pakistan as an active participant in regional and global multilateral forums. This demonstrates his commitment to fostering regional cooperation, security, and economic integration. It reinforces Pakistan's identity as a responsible and engaged member of the international community, particularly in Asia, and highlights its strategic importance in regional geopolitics. Mr. Imran's frequent mention of the Covid-19 pandemic underscores his focus on global challenges and Pakistan's response to them. It reflects his leadership in crisis management and his advocacy for global solidarity. It constructs Pakistan as a resilient nation that navigated the pandemic with limited resources, while also advocating for equitable vaccine distribution and debt relief for developing countries.

The "Tree Tsunami" project reflects Mr. Imran's commitment to environmental sustainability and climate action. It showcases his proactive approach to addressing global challenges like climate change. It constructs Pakistan as an environmentally conscious nation taking bold steps to combat deforestation and promote green initiatives, aligning with global sustainability goals. By promoting eco-tourism, Khan emphasizes sustainable development and the economic potential of Pakistan's natural beauty. It reflects his focus on leveraging Pakistan's resources for growth while preserving the environment. It constructs Pakistan as a country rich in natural beauty

and cultural heritage, inviting the world to explore its landscapes while fostering environmental stewardship. His references to the 9/11 attacks often highlight the consequences Pakistan faced due to its alliance with the U.S. This reflects his critique of foreign policy decisions and their impact on Pakistan. It constructs Pakistan as a nation that suffered greatly due to global conflicts, emphasizing its sacrifices and resilience in the face of external pressures.

CPEC is central to Khan's economic vision, symbolising Pakistan's partnership with China and its potential for infrastructure development and economic growth. It positions Pakistan as a key partner in China's Belt and Road Initiative (BRI) and a gateway for regional trade and connectivity. Khan's references to the UN Charter reflect his commitment to international law, multilateralism, and peaceful conflict resolution. It demonstrates his advocacy for a rules-based global order. It positions Pakistan as a responsible member of the international community, committed to upholding global norms and principles.

Hence, Mr. Imran's strategic use of these terminologies constructs a language of leadership that is visionary, pragmatic, and globally engaged. At the same time, it shapes Pakistani identity as resilient, progressive, and strategically significant.

4.10.7 Rhetorical Devices

There is use of facts and figures in the literature of the address. He gives numbers and exact figures to listeners in order to provide the sensitive nature of significant matters.

Following are the statements which displays use of facts and figures in the address:

—A staggering 4.6 million have lost their lives; 223 million have been infected”.

—We have suffered over 80,000 casualties and economic losses in excess of U.S.

\$150 billion, apart for millions who internal displacement”.

By using precise figures, Mr. Imran quantifies human and economic loss to emphasise the scale and severity of the global pandemic and Pakistan's sacrifices. This appeal to logos (logic) adds credibility and emotional weight to his arguments. The adjective "staggering" is an intensifier that amplifies the enormity of the loss, evoking shock and moral urgency. Repetition of the "we have" structure emphasizes Pakistan's burden. This technique reinforces the cumulative impact of human, economic, and social costs.

"For the first time in 20 years, the world saw rise in absolute poverty".

Although factually grounded, the phrase uses hyperbolic framing to highlight the unprecedented nature of the crisis, suggesting a historic regression.

"We have taken a number of flagship initiatives to mitigate its adverse impacts, including the 10 Billion Tree Tsunami project".

By mentioning flagship initiatives, he constructs Pakistan as a responsible, proactive nation. This appeal to ethos enhances moral credibility and leadership on global issues like climate change.

He frames Pakistan as both a victim (due to casualties and economic loss) and a global leader (through environmental initiatives). By highlighting casualties and economic losses, Mr. Khan emphasises the disproportionate suffering Pakistan has endured. The inclusion of the 10 Billion Tree Tsunami shifts the narrative toward policy solutions, reinforcing Pakistan's proactive stance. The mention of global poverty and climate initiatives connects Mr. Khan's discourse to international agendas (Sustainable Development Goals, climate action). Through rhetorical devices like statistics, amplification, parallelism, and moral framing, he constructs a dual narrative emphasising Pakistan's sacrifices while showcasing its leadership in global challenges. This discourse is strategic, aiming to reshape international perceptions of Pakistan, highlight injustice, and demand fairer treatment on the global stage.

4.10.8 Discursive Practice

Mr. Imran Khan is famous for his concerns on significant global issues. Similarly, this composed address of Mr. Imran Khan revolves around important issues and concerns of the time. One of the stressed topics in the address is regional peace and security. He asks the members of SCO to make collective efforts for the sake of the growth and economic benefits of the region. In addition to this, emphasis is also laid on stability in Afghanistan, as it is interconnected with prosperity and economic development of the whole region.

The global crisis of COVID-19 is also discussed by him on international platforms. He asserts that pandemic affects the economy around the world. Further, he highlights that it is important to develop peace and stability in the region to uplift economy. In addition to this, he mentions his efforts to deal with COVID-19 and global warming in the address.

To be specific, Mr. Imran Khan takes advantage of the platform and highlights the significant issues and tries to encourage the other members of SCO to collectively put efforts to bring peace and economic growth of the region.

He stresses these concerns which highlight his approach as a leader. It is evident in the content of the address that his concerns are not limited to the benefits of his own country but it also encompasses regional and global interests.

There is extensive use of we and I in the address. We is used to refer to the members of SCO and in several instances it is used to refer government and people of Pakistan. In addition to this, the use of I lacks arrogance. He uses I in welcoming notes of the address.

4.10.9 Explanation

The address is delivered by Mr. Imran Khan on 20th Anniversary of SCO. He is hopeful that SCO will result in new and enhanced era which will bring prosperity and progress in the region.

In addition to this, Mr. Imran Khan presents the audience and members of SCO with five ways to work out the global and regional significant matters. He stresses that global environment and geo political tensions needs to be resolved collectively. Later, he also talks about COVID-19 and how it affected the poor people. He also adds his efforts that he took to overcome the impact of COVID-19 on economy of his country.

According to Mr. Imran Khan connectivity and mutual cooperation will result in raising economy of the countries of the region as it will provide job and business opportunities to the people. The address delivered by Mr. Imran Khan at the 20th anniversary of SCO holds a significant importance as it revolves around stability of the region and economic uplift. It reflects ideology and identity of Mr. Imran Khan. The linguistic evidences suggest that he holds a strong and determined identity as a leader at international platform. His ideology is to bring change and advancements in order to overcome the external issue of economy.

In addition to this, Mr. Imran Khan as a leader understands that stability in the region has potential to boost economy of the entire region not only Pakistan. Thus, the address delivered by Mr. Imran Khan highlights his identity as an action oriented leader. His decisions and interests show his leadership approach.

4.11 Analysis of Text 8

4.11.1 Background and Description of Text 8

The address is delivered at United Nation General Assemble which is a policy making organization. It allows its members a multilateral stage to talk on significant global issues. All members annually meet and talks about the issues which may lead to conclusions. The address under study in the following session is delivered by Mr. Imran Khan at 76th United Nations General Assembly.

Table 4.15

Details of Text 8

Total No. of words	2563
Duration	29 minutes
Date	25, Sep 2021
Platform	76th United Nations General Assembly

4.11.2 Vocabulary

The lexical choices made by the speaker in the address highlights where the emphasis is laid. Similarly, vocabulary used by Mr. Imran khan in the address briefs about his insights and approach as a leader. Vast range of words is used by him, as the address encompasses number of significant topics and global concerns. The major focus according the lexical analysis of the words used by Mr. Imran khan is effects of pandemic, Islamophobia and Afghan crisis. Following are the list of variety of words used to depict the concerned matters:

‘triple challenge’, ‘Covid-19’, ‘economic crisis’, ‘climate change’, ‘catastrophes’, ‘humanity’, ‘calibrated strategy’, ‘existential threats’, ‘tree

tsunami', 'alleviate poverty', 'corrupt', 'elites', 'assets', 'western capitals', 'incentives', 'Islamophobia', 'nationalists', 'extremists', 'Muslim heritage', 'Human Rights', 'even-handedness', 'corporate interests', 'barbarity', 'unilateral', 'demographic', 'Al-Qaeda', 'Mujahedeen', 'holy war', 'Jihad', 'intelligence agencies', 'humanitarian', 'crisis'.

4.11.3 Repeated Words

In this address Mr. Imran Khan diverts the attention of the international audience to the sensitive yet important global and international issues which includes situation in Afghanistan and spread of Islamophobia.

The vocabulary and content is simple and composed which may is understandable by common people. Thus the use of vocabulary asserts that Mr. Imran Khan as a leader and head of Muslim state highlights urgency for action on important matters. Following table shows frequency of the repeated words in the address:

Table 4.16

Frequency of repeated words

Pakistan	54
We	48
Afghanistan	42
I	34
Us	34
World	32
India	24
People	22
Developing	18

Kashmir	16
Afghan	16
Taliban	14
Nations	14
Human	14
Climate	14
Rights	12
Muslims	10
Mujahedeen	10
Economic	10
COVID	10
Army	10
War	8
Poverty	8
Military	8
Islamophobia	8
Government	8
Community	8
Terrorist	6
Terrorism	6
Pandemic	6
Kashmiri	6
Humanitarian	6



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4.11.4 Use of Pronouns

There is extensive use of we‘, I‘ and us‘ in the literature of the study. This composed address of Mr. Imran Khan addresses the vast international and national audience. Thus, the use of these above mentioned pronouns is in accordance with his stance and concerns. There are several instances in the address where we‘ includes all members and people of the community to collectively put efforts. Following are few statements used by him:

–Now the whole international community should think what the way ahead is. There are two paths that we can take. If we neglect Afghanistan right now, according to the UN half the people of Afghanistan are already vulnerable, and by next year almost 90% of the people in Afghanistan will go below the poverty line”.

–And we all know that the drone attacks are not that precise”.

4.11.5 Grammatical Aspects

The analysis of the grammatical aspects of the address provides insight into the strong stances of Mr. Imran Khan delivered at international platform. He stresses the important and sensitive topics of the time. The use of active voice to convey his stance clearly and without any ambiguity displays his identity as a leader. These topics include his views on Afghan situation, relationship with India, Islamophobia and Kashmir issue. Most of the sentences are in active voice, there are no instances where Mr. Imran Khan hides agent. Extensive use of active voice conveys his insights without ambiguity.

4.11.6 Use of Specific Terminology

There are number of references in the literature of the address which makes the speech substantial. Following terms are used by Mr. Imran Khan:

‘ODA’, ‘SDGs’, ‘SDRs’, ‘Financial Accountability Transparency and Integrity’, ‘4th Geneva Convention’.

By referencing ODA, Khan highlights the importance of international aid and cooperation for developing countries. It reflects his advocacy for fair and increased development assistance to address global inequalities. It positions Pakistan as a nation that relies on and advocates for international support to achieve sustainable development, while also emphasizing self-reliance and accountability. Khan's use of SDGs reflects his commitment to global development targets, such as poverty alleviation, education, and climate action. It demonstrates his focus on aligning Pakistan's policies with international development agendas. It constructs Pakistan as a nation striving to meet global standards of development, emphasizing progress in areas like education, health, and environmental sustainability. ‘Financial Accountability Transparency and Integrity’ reflects Khan's emphasis on good governance, anti-corruption, and transparency in financial systems. It underscores his commitment to reforming Pakistan's institutions and ensuring accountability. It constructs Pakistan as a nation striving for good governance and ethical leadership, fostering trust in public institutions and promoting a culture of accountability. Khan's references to the 4th Geneva Convention highlight his focus on international humanitarian law, particularly in the context of conflicts like Kashmir. It reflects his advocacy for the protection of human rights and adherence to global legal frameworks. It positions Pakistan as a nation committed to upholding international

law and advocating for the rights of oppressed communities, particularly in disputed regions.

4.11.7 Rhetorical Devices

There is use of rhetorical devices to convince and persuade the audience by appealing their emotions and providing logic and reason. The use of facts and figures is excessively present in the address which suggests evidence of his stances on significant matters.

Following are few statements which show use of facts and statistics in the address:

“80,000 Pakistanis died. \$150 billion dollars were lost to our economy. There were 3.5 million internally displaced Pakistanis”.

—Then there are three million Afghan refugees still in Pakistan all Pashtoons, camps. 500,000 in the biggest camp, 100,000 camps”.

—The world must know that in Pakistan there were 480 drone attacks conducted by the US”.

Mr. Imran uses specific numbers and statistics to confer credibility to his arguments. This appeal to logos (logic) provides concrete evidence to support his claims about the human and economic cost of conflict, the refugee crisis, and the impact of drone attacks. These figures make his arguments more persuasive and grounded in reality. He also utilises emotive language to highlight the human suffering and economic losses caused by conflict and displacement. He evokes empathy and concern by emphasising the scale of the crisis, encouraging the audience to reflect on the gravity of these issues. The repetition of large numerical figures emphasizes the scale of the issues he is addressing, whether it's the loss of life, economic damage, or the refugee crisis. This rhetorical device ensures that the audience remembers the magnitude of

these challenges. He appeals to global awareness and responsibility by highlighting the impact of US drone attacks on Pakistan. This rhetorical strategy positions him as a leader who advocates for international accountability and justice. He appeals to the shared identity and solidarity of Pashtuns in Pakistan and Afghanistan. This rhetorical strategy fosters a sense of unity and collective responsibility among the audience, reinforcing their identity as part of the broader Pashtun community.

4.11.8 Discursive Practice

This is the second stage of the analysis in which text is analyzed in terms of text production, distribution and consumptions. Mr. Imran Khan has been known for his deep concerns about spread of Islamophobia, economic uplift and climate change.

Mr. Imran Khan planted Billion Trees in Khyber Pakhtunkhwa. This initiative is globally appreciated. There are number of speeches and interviews in which Mr. Imran Khan talked about climate change and tree plantation. Mr. Imran Khan started a ‘Green Pakistan’ movement in the country to fight climate change. He is an environmental- friendly person. While convincing the audience he mentions that Pakistan is one of the largest countries which are environmentally vulnerable. Therefore, Mr. Imran Khan produces the text as a leader and head of State and presents his efforts and concerns of his party.

In addition, Mr. Imran Khan highlights the issue of ‘inequality’. He adds that people of the developing and poor countries are suffering. He criticises that how the world treated poor countries during the COVID-19 pandemic. He is calling all the world leaders to unite for a common cause; otherwise the whole world will suffer the consequences.

Mr. Imran Khan uses ‘we’ to highlight the relation with the audience, people of the world and with the people of his Nation. There are many instances in the literature of the address where he uses ‘we’ which includes people of the world. The use of ‘I’ is also apparent in the text but it does not show arrogance.

The topics of the address are bold and sensitive. These topics are rarely touched by any Muslim leader on an International platform. This shows courage and vision of Mr. Imran Khan as a leader.

4.11.9 Explanation

As a leader with vision and action oriented approach, Mr. Imran Khan raises the current and significant issues on International platforms. In the address he discusses and analyzes the situation and suggests solutions to resolve the problem of the climate change and Islamophobia. He clearly asserts that his Nation believes in peace, harmony and dialogue.

Mr. Imran Khan is especially concerned about events taking place in Afghanistan. He calls it ‘critical time’, warning that ‘a huge humanitarian crisis’ is just around the corner, if not dealt with together. For that to happen he stresses the world community to help stabilize the government.

While mentioning the issues of money laundering one can clearly see the integrity Mr. Imran Khan possesses, when he mentions ‘corrupt ruling elites’ of the developing nations. Due to which 7 trillion dollars have been laundered out to the developed nations of the world he compared these elites with the East Indian Company and their exploitation of India. This is another brave statement since it shows that Mr. Imran Khan is not afraid of offending the United Kingdom on pursuit of the goals he wishes to achieve.

His vision is once again brought into light, as he can predict that ‘poverty’ will force the developed countries to take drastic actions to keep migrants away from their borders.

The vocabulary he uses to describe this worsening situation shows his expressing his anger in a more composed manner. Regarding Islamophobia, Mr. Imran Khan puts forward the idea of a global debate to decelerate this rising issue. As Islamophobia is a global issue, the idea of a global debate must be put forward.

Mr. Imran Khan’s knowledge about global pressing issues can also be seen when he puts forward a ‘global’ issue. As to how serious issue of Islamophobia is, he gives example of India, where it is at its peak, resulting in extreme human rights abuse, to the extent that the demography of Muslim majority ‘Kashmir’ area could be changed. Here Mr. Imran Khan successfully tells the audience the end result of Islamophobia could be decades of extreme violence.

Linking Islamophobia to Indian atrocities in Kashmir is a clever maneuver by Mr. Imran Khan, as he wants the world to see the atrocities neither in Kashmir nor just from the lens of ‘rising Islamophobia’.

Towards the end of his speech he formulates a way to end Humanitarian crisis in Afghanistan, which is just around the corner. He stresses the world community to stabilize the current Afghan government, while letting them keep their end of the bargain. He also warns of terrorists using Afghan land again if assistance not provided, telling the international community that all their efforts would go in vain if that happens.

4.12 Analysis of Text 9

4.12.1 Background and Description of Text 9

Organization of Islamic Cooperation (OIC) is the second largest organization with total 57 nations as members of the organisation. This organization serves the purpose of rising collective voice of Muslim world. The address under study was delivered by Mr. Imran Khan at OIC Summit 2021.

Table 4.17

Details of Text 9

Total No. of words	1850
Duration	16 minutes 10 seconds
Date	19, Dec 2021
Platform	OIC Summit 2021

4.12.2 Vocabulary:

The words and lexical choices Mr. Imran Khan selects at the address echoes loud in the world. The use of the words such as *irony*, *troubles*, *prolonged drought*, *corrupt governance*, *man made crisis*, *religious duty*, *conflict*, *Taliban*, *Afghans*, *terrorism*, *humanitarian aid*, *human rights*, *women rights*, *heading for chaos*, *international community*, *refugee crisis*, *radicalization*, *moderate Muslim*, *radical Muslim*, *Muslim scholars*, *ethical standards* and *teachings of Prophet* shows the nature of the address. The address delivered by Mr. Imran Khan is of significant importance as it touched the sensitive issues. Mr. Imran Khan as a leader of Islamic Republic of Pakistan takes advantage of the platform and stated the issues and cause which spread these issues in front of International audience. Mr.

Imran Khan presents a picture of a brave and fearless leader in the address. This analysis is supported by the evidence present in the text where he discusses the situation of Afghanistan and spread of Islamophobia. The vocabulary of the address fully highlights the urgency of the situation. Mr. Imran Khan bravely asked for a swift action in order to end the crisis and reach to a coherent solution.

4.12.3 Repeated Words

There are number of words which are repeated in the address delivered by Mr. Imran Khan. Following table represents the recurred words in the address by Mr. Imran Khan:

Table 4.18

Frequency of repeated words

We	31
I	25
People	14
Understand	12
Rights	10
Afghanistan	9
United	8
Foreign	8
Terrorism	7
Islam	7
Human	7
Refugees	6
Muslims	6

Pakistan	6
Government	6
Western	4
Taliban	4
Islamophobia	3

The use of reoccurrence of the words is one of the most effective linguistic devices to put emphasis or to highlight the importance of the content or ideas in the address. In addition to this, in Spoken discourse repetition is used as rhetorical devices to divert the attention of the audience to the repeated idea. In this address Mr. Imran Khan diverts the attention of the international audience to the sensitive yet important issues which includes situation in Afghanistan and spread of Islamophobia.

The repeated words and the frequency alone suggest a lot about identity of Mr. Imran Khan as the vocabulary and content of the speech addresses sensitive and untouched issues at an international platform. Mr. Imran Khan as a leader and head of Muslim state highlights urgency for the solution.

4.12.4 Use of Pronouns

The use of pronouns helps to understand the ideology and interests of the speaker. In the case of literature of the address by Mr. Imran Khan there are number of instances where he uses pronouns I’, we’ and our’.

The literature of the address depicts that more emphasis is given on we’ and our’ as compare to I’. Mr. Imran Khan used the pronoun we’ to represent the members of OIC. Following are the statements in which we’ is used to represent all members of OIC:

—We the OIC It's a big responsibility on us. Because not only is it the situation of Afghanistan on as it on forms but. It's a religious duty to help them. I must say that we have to.”

—I am afraid when we are talking about human rights and women's rights we have to be sensitive about this.”

—Over 19 we're all suffering from the impact it has had on one to going to means. We are not positioned to deal with this another influx of refugees and terrorism.”

—How do we cope with hundreds and thousands of refugees so it is in no one's interest that this skill set off on a stop?”

—... we poor countries you know who are struggling whose economy is just about getting on their feet.”

—We should be on every forum raise our voices and a unified stance.”

—Unfortunately we do not have a coherent and an intellectual and scholarly response to this...”

—hope you have to be you have a very productive session this afternoon and then we come up with a very coherent strategy which I said a Medium term and long term how to get a lot of stuff on out of this crisis.”

This shows how bravely Mr. Imran Khan raised the issue of Afghanistan and Islamophobia. The use of ‘we’ shows that he wants other members to stand and unite for the sake of people of Afghanistan. He wants to lead all members to raise their voices for solving the crisis. Mr. Imran Khan as a leader of an Islamic state and OIC takes advantage and highlights that together all members can reach a coherent solution for the emerging crisis.

4.12.5 References

There are number of references in the text which makes the speech substantial. He adds references from Islam. Mr. Imran Khan adds the reference of ‘Michael Griffin undersecretary’, ‘9/11’ and New Zealand Mosque incident to support his argument and urgency of action.

At the platform of OIC summit Mr. Imran Khan discusses the crisis with the help of above mentioned references in order to give insight to the issue of Islamophobia and norms and culture of Taliban. This made the speech more powerful and loud.

4.12.6 Grammatical Aspects

Analysing grammatical aspects of the literature of the address gives insight that how Mr. Imran Khan articulates strong leadership and identity. The use of active voice suggests that Mr. Imran has a clear vision and objectives in the mind which he boldly highlights by raising voice for Afghans and against the spread of Islamophobia.

4.12.7 Descriptive

The address by Mr. Imran Khan revolves around two issues. There are chains of related words which ensure the continuity of lexical meaning delivered in the address. There are number of words which are repeated in the text which further proves that the literature of the address is coherent and repeatedly delivers the same message.

The use of inclusive ‘we’ shows that he wants other members to stand and unite for the sake of people of Afghanistan. Here, he asks all members of the organization to acknowledge the need of the hour and stand. He wants to lead all members to raise their voices for solving the crisis. Mr. Imran Khan as a leader of an Islamic state and OIC take advantage of the international platform highlight the light of solution for the

emerging crisis. This presents Mr. Imran Khan as an action oriented and critical thinker.

The complete address revolves around issues of Afghanistan and Islamophobia. Linguistics devices apparent in the address show that Mr. Imran Khan composes his speech around single issue in order to highlight the importance and need of action and urgency.

4.12.8 Explanation

In this extraordinary address delivered by Mr. Imran Khan he asks the representative of Muslim countries to stand and help Afghanistan. He further states that these emerging issues will result in big ‘_man-made’ crisis in the future. Mr. Imran Khan as a determined leader understands the need of the hour. In this age of nuclear power and weapons it is not wise to allow war and crisis. Mr. Imran Khan emphasizes the need to stand united and speak up for the people of Afghanistan. Mr. Imran Khan mentions in the address that Afghanistan government at the moment is not stable and capable of providing facilities and basic needs to the servants of people. Mr. Imran Khan urges to seek coherent solution to deal with the issue which is important for the peace and security of the region.

Mr. Imran Khan took advantage of the platform and raised his voice against the crisis in Afghanistan where people lack basic needs of life. As a leader of Islamic State and member of OIC he asked the members of the organization to stand united in order to provide help on urgent basis. This shows that Mr. Imran Khan fearlessly highlighted the unjust and radical attitude of the world towards Afghanistan. Further this also highlights that Mr. Imran Khan believes in regional peace and prosperity.

4.13 Analysis of Text 10

4.13.1 Background and Description of Text 10

Table 4.19

Details of Text 10

Total No. of words	14244
Duration	35 minutes
Date	22, March 2022
Platform	OIC Summit

4.13.2 Vocabulary

There are large number of words used by Mr. Imran Khan in the speech which depict the vision of making Pakistan prosper by implementing law and order of State of Medina. These Islam related words depict the concerns of Mr. Imran Khan. He as a leader believes in bringing peace and prosperity with the teachings of Islam. He also talked about the negative branding of Islam in the western world. Following are the words and phrases from the literature of the text which depict moderate vision of Mr. Imran Khan as a leader.

__Islamophobia‘, __unchecked‘, __stand‘, __moderate‘, __intellectual narrative‘, __treat religion‘, __freedom of expression‘, __intolerant‘, __cartoons insulting‘, __western societies‘, __kept suffering‘, __objective resolution‘, __state of Medina‘, __foundation‘, __greatest civilizations‘, __Mercy for mankind‘, __Muslims‘, __holy book, the Quran‘, __charter of Medina‘, __civilized societies‘, __white collar criminals‘, __justice system‘, __no discrimination‘, __equal citizens‘, __great knowledge‘ __revolution‘, __women‘, __inheritance rights‘ and __Islamic values‘.

In addition, there are number of words in the address of Mr. Imran Khan which describes the current concerns and issues. As a leader Mr. Imran Khan wants to resolve the crisis in the country in order to bring prosperity and economic uplift. Following words show insight of Mr. Imran Khan on his concerns as a leader:

‘compassion humanity’, ‘democratic’, ‘prosper’, ‘weak’, ‘sex crime’, ‘child abuse’, ‘rape’, ‘mobile phone’, ‘havoc’, ‘family system’, ‘unpredictable social media revolution’, ‘ethically’, ‘morally’, ‘political issues’, ‘Majority’, ‘minority’, ‘humanitarian crisis’, ‘poverty’, ‘international terrorism’, ‘stable’, ‘international community’, ‘conflict’, ‘oil prices’, ‘gas prices’ and ‘influence’.

4.13.3 Use of Specific Terminology and Examples

Following are few specific terms used by Mr. Imran Khan in his speech:

‘New Zealand Mosque attack’, ‘9/11 attacks’, ‘Cartoon insulting the Holy Prophet (PBUH)’, ‘Scandinavia’ and ‘Switzerland’

Khan's reference to the New Zealand Mosque attack (March 2019) highlights his condemnation of Islamophobia and his call for global unity against hate crimes. He uses this incident to emphasize the need for mutual respect and coexistence among religions. It constructs Pakistan as a nation that stands against Islamophobia and advocates for the protection of Muslims worldwide. This reflects Pakistan's role as a voice for the global Muslim community. Khan's references to the 9/11 attacks often highlight the consequences Pakistan faced due to its alliance with the U.S. He uses this term to critique foreign policy decisions and their impact on Pakistan's security and economy. It constructs Pakistan as a nation that suffered greatly due to global conflicts, emphasizing its sacrifices and resilience in the face of external pressures. Khan's references to the insulting cartoons of the Holy Prophet (PBUH) reflect his strong condemnation of blasphemy and his call for global respect for Islamic values.

He uses this issue to advocate for the protection of religious sentiments. It positions Pakistan as a nation that defends Islamic values and the honor of the Prophet (PBUH), reflecting its commitment to protecting religious beliefs and sentiments. Khan's references to Scandinavia and Switzerland often serve as instances of prosperous, inclusive, and well-governed societies. He uses these examples to highlight the importance of good governance, social welfare, and economic development. It constructs Pakistan as a nation aspiring to achieve similar levels of prosperity and inclusivity, reflecting Khan's vision of a modern, progressive Pakistan.

4.13.4 Use of Pronouns

More emphasis is given on we and our as compare to I. Thus, Mr. Imran reveals his identity in the speech and talks about the resources in Pakistan and about the crisis in the country. Mr. Imran Khan tries to present the true picture and identity of himself and of his Nation to the world.

The more use of pronoun we shows that Mr. Imran Khan does not consider him separate from the common people of the Nation. The approach of Mr. Imran Khan is collective which explains a lot about the identity of Mr. Imran Khan and his leadership. Following

–“Unfortunately our children don't know what we know about”.

–“We even we Muslim countries don't know that. The northern state of profit created”.

–“We have values like we respect parents, we have respect for our teachers but that is coming through social media we really need to think carefully how we are going to protect our generations”.

—We need to take start thinking about alternative media how we can company you gone stop social media but we can give our children fortified them strengthen them ethically and morally.

4.13.5 Grammatical aspects

Grammatical aspects of the literature this speech gives insight that how Mr. Imran Khan reflects his strong leadership on international platforms. Extensive use of active voice suggests that Mr. Imran has clear vision for his nation and for the Muslims of the world.

—Look at the situation in Muslim world today. How much do we have a quest for knowledge and then we get so much. Wherever you go Muslims are. That all women are we present all women all women have no rights”.

4.13.6 Rhetorical Devices

There are number of rhetorical devices used by Mr. Imran Khan in the address. The text contains number of words which are repeated in the address which persuade the audience and put emphasis on particular repeated content of the address.

Further, Mr. Imran Khan also uses rhetorical questions in the address which attempts to gain attention of the audience. These types of questions are used to make a point rather than to get a response. Following are some of the rhetorical questions which Mr. Imran Khan uses in the address:

—Where did Islamophobia grow?”

—What happened after 911?”

Mr. Imran appeals to logic by encouraging the audience to analyse the root causes of Islamophobia, the consequences of 9/11, and disconnect between religion and

terrorism. This rhetorical strategy strengthens his arguments by grounding them in rational analysis and historical context.

–Why did you shoot them?”

–How did we get united and on certain core issues take a stand ...”

Khan appeals to the importance of unity and collective action in addressing core issues. This rhetorical strategy fosters a sense of shared responsibility and encourages the audience to work together for common goals.

–How much do we have a quest for knowledge and then we get so much?”

These questions call for reflection on the importance of knowledge, unity, and taking a stand on core issues. This rhetorical strategy encourages the audience to think deeply about their values, priorities, and actions, fostering a sense of responsibility and purpose

–Why are we so hurt when the Holy Prophet is ridiculed why it does hurt us so much?”

Mr. Imran appeals to emotion by highlighting the emotional impact of issues like the ridicule of the Holy Prophet (PBUH) and acts of violence. This rhetorical strategy is designed to provoke empathy and solidarity from the audience, particularly Muslims who feel deeply about their faith and identity. Khan appeals to the shared values and identity of Muslims by highlighting their deep emotional connection to the Holy Prophet (PBUH). This rhetorical strategy fosters a sense of unity and solidarity among the audience, reinforcing their collective identity as Muslims.

–How can any religion have anything to do with terrorism?”

Khan compares the concept of religion, which is inherently about peace and morality, with terrorism, which is about violence and destruction. This contrast emphasises the irrationality and injustice of associating Islam with terrorism.

4.13.7 Repeated Words

There are number of words which are repeated in the address delivered by Mr. Imran Khan at OIC Summit 2022. The recurrence of these words state what is emphasized in the address by Mr. Imran Khan.

The use of repetition of words is one of the most effective rhetorical devices to put emphasis or to highlight the importance of the repeated content. In addition to this, Mr. Imran Khan use repetition to bring attention of the audience to the major concerns and issues. The repeated words and the frequency alone suggest a lot about identity of Mr. Imran Khan. He confidently talks about sensitive talks and ongoing crisis in his address. His critical thinking and strategic mind as a leader is apparent in the language of the address. As a head of a Muslim state Mr. Imran Khan acknowledges his responsibility to speak for the Muslims of the world.

Following list show the number of most repeated content words in the address:

Table 4.20

Frequency of repeated words

We	78
I	78
People	26
State	19
Foreign	19
Years	18

World	18
Muslim	17
Them	17
Human	15
Countries	15
Muslims	12
Prophet	11
Women	10
Understand	10
Pakistan	8
Knowledge	8
Community	8
Law	9
Terrorism	7
Right	7
Conflict	7
Religion	6
Medina	6
Mankind	6
Islamic	6
Islam	6
Revolution	5
Media	5
Honest	5
Holy	5
Family	5
Children	5



UUM
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War	4
Protect	4
Narrative	4
Islamophobia	3
India	3
Ukraine	3
Resolution	3
Politics	3
China	3
Branded	3

4.13.8 Descriptive

Mr. Imran Khan has been known for discussing bold and significant topics in his international addresses. Similarly, he as a concerned leader talks about the spread of Islamophobia, need of unity of Muslim leaders and focus on unresolved issues of Kashmir and Palestine. He sheds light on the State of Medina to give audience a clear picture of Islam. He boldly states that Muslim countries need to stay together to resolve the issue of Islamophobia. Thus, as a leader of an Islamic state and member of OIC, he states the significance of unity of Muslim countries and his fears a deeply concerned leader.

Mr. Imran Khan gives number of references from Islam to state his points. He repeatedly stresses that world is going in the wrong direction and Muslim countries must align to fight against Islamophobia. On one hand he states the outcomes of unchecked spread of Islamophobia and on the other hand he asked the Muslim member of OIC to stand for the sake of future of their nations.

Mr. Imran Khan uses inclusive ‘we’ to highlight the relation with the members of OIC and with the people of his Nation. There are many instances in the literature of the address where he uses ‘we’ which represents Muslims of the world. The use of ‘I’ is also apparent in the text but it does not show arrogance instead it is used to show fears and concerns of Mr. Imran Khan.

4.13.9 Explanation

Mr. Imran Khan is known for raising his voice on bold and sensitive topics at the platform of OIC Summit (2022). He talks about Islamophobia and sheds light on its spread and consequences. He is concerned about the spread of Islamophobia. He uses number of references to state his point that narrative of Islamic terrorism went on checked. Further, Mr. Imran Khan criticizes the Muslim nations that when Islamophobia started to grow its roots, all the Muslim countries did not play any part in countering it. This ultimately led to negative branding of Islam. Mr. Imran Khan as a leader of an Islamic country asserts that “Western world does not treat Jesus Christ as we treat our beloved Prophet (PBUH).”

Further, he mentions that members of the organization have failed to solve the deadly crisis of Kashmir and Palestine. Mr. Imran Khan highlights the need of standing united against this unresolved crisis. He asks the members to join hands in order to support the Muslims of Kashmir and Palestine. Mr. Imran Khan states that world is moving in the ‘wrong direction’ and united front is the need of the hour.

Mr. Imran Khan also expresses his fears and concerns as a leader of an Islamic state. He believes that Islamic values are under great threat. The rise of crimes and divorces rate is affecting the family values. He asserts that this havoc is caused by social media and it must be regulated.

4.14 Analysis of Interviews Text 11

4.14.1 Background and Description of Text 11

The interview under study in the following section is given to an American Interviewer. Significant topics are discussed in the interview. It includes his views on withdraw of US from Afghanistan, relationship with India, Islamophobia, Kashmir issue and relationship with China. Following table shows details of the interview:

Table 4.21

Details of Text 11

Duration	24 minutes 21 seconds
Date	21, June 2021
Platform	American TV Channel HBO
Interviewer	Jonathan Swan

4.14.2 Use of Vocabulary

The responses of the questions asked by the interviewer are well composed. The vocabulary of Mr. Imran Khan's response is simple and decent. The vocabulary used by Mr. Imran Khan is according to the content of the questions. There are number of words which are repeated in the text which states the approach of Mr. Imran Khan as a Leader. The choice of the words by Mr. Imran Khan throughout the interview is controlled and related to the nature of the platform.

4.14.3 Repeated Words

There are number of words which are repeated in the literature of the interview which shows the concerns of Mr. Imran Khan. Following tables shows the list of significant repeated words in the interview:

Table 4.22

Frequency of repeated words

We	50
You	29
I	27
People	18
Pakistan	15
Society	13
Afghanistan	8
Economy	6
Poverty	5
Nuclear	5
Terrorism	3
Kashmir	3
India	3
China	3
Kashmiris	3
Climate	3

The above table suggests the stance of Mr. Imran Khan as a representative of state. Extensive use of the above words suggests what is more emphasised by him. Intensive use of ‘we’ indicates how Mr. Imran Khan includes his nation in his language on international platform.

4.14.4 Use of Pronouns

Mr. Imran Khan uses ‘I’, ‘we’ and ‘our’ number of times in the interview. The use of the pronoun ‘we’ shows that Mr. Imran Khan does separate himself from the people

of the nation. This suggests that Mr. Imran Khan as a leader represents his Nation at international platform with the agenda of bringing economic prosperity in the nation and present the world a promising picture of his Nation. This connects him with people of Pakistan. The people of the state also feel represented in his talks, which reflect how involved Mr. Imran Khan is in the affairs of the country as a leader.

Following are some of the statements which show the use of pronouns by Mr. Imran Khan:

“whatever issues we have with the Chinese we speak to them behind closed doors china has been a great one of the greatest friends to us in our most difficult times when we were really struggling our economy was struggling china came to our rescue so we respect the way they are and whatever issues we have we speak behind closed doors how come this is such a big issue in the western world why are the people of Kashmir ignored...”

The use of ‘we’ is apparent throughout the interview. This shows Mr. Imran Khan’s administration and Nation is well represented in his use of language on international platform.

In addition to this, ‘I’ is also apparent in the literature of the interview. The use of ‘I’ throughout the text lacks arrogance. Following are some of the instances where he uses ‘I’ to share his views and concerns.

“I’m not sure whether we are growing it or not because uh as far as I know our nuclear the only one purpose it's not an offensive thing any country which has a neighbour seven times the size as Pakistan has would be worried...”

“I’m completely against nuclear arms I always have been we've had three wars against India and ever since we've had nuclear deterrent we have had no war between

the two countries we have border skirmishes but we've never faced what the moment there's a settlement on Kashmir”.

—I believe the two neighbours will live as civilized people we will not need to have uh uh these nuclear deterrents”.

4.14.5 Rhetorical Devices

Rhetorical devices are used to convince and persuade the audience by appealing their emotions. Mr. Imran Khan uses facts and figures to prove and provide evidence of the messages he tries to convince the audience. With the use of figures and facts audience get convinced and persuaded because statistics suggests reason and logic. Following are statement of Mr. Imran Khan which shows use of facts and figures:

“...Islam causes radicalism after 9/11 any time some terrorist act went on where a Muslim was involved the entire 1.3 billion Muslims started becoming targets.”

—9 million Kashmiris are put there why is that not an issue so i think it's hypocrisy”

Mr. Imran uses emotive language to highlight the collective suffering of Muslims and Kashmiris. He evokes empathy and outrage by emphasising the unfair targeting of 1.3 billion Muslims and the plight of 9 million Kashmiris. This rhetorical strategy is designed to provoke strong emotional responses from the audience. He criticises the double standards in global politics, particularly the lack of attention given to the Kashmir issue compared to other conflicts. This rhetorical strategy positions him as a leader who challenges injustice and advocates for fairness. Khan appeals to the shared identity and solidarity of Muslims worldwide. This rhetorical strategy fosters a sense of unity and collective responsibility among the audience, reinforcing their identity as part of the global Muslim ummah.

—I don't know we'll discuss this you know why would the Americans be using

bombing Afghanistan to after it hasn't worked for 20 years why will it work again”

Mr. Imran hits the logical reasoning by questioning the effectiveness of U.S. military strategies in Afghanistan. He uses rational argumentation to critique the futility of prolonged bombing campaigns, encouraging the audience to think critically about the issue.

—The U.S has a big responsibility most powerful nation in the world this is an almost 1.4 billion people...”

Khan appeals to the sense of responsibility and accountability of powerful nations like the U.S. He emphasises the need for ethical leadership and fair treatment of global issues, particularly those affecting large populations like Muslims. This rhetorical strategy positions him as a leader who advocates for ethical governance and global justice.

4.14.6 Turn Taking

There are few instances in the literature of the interview. There are instances where the interviewer overlaps but Mr. Imran Khan hold and press the floor.

Imran Khan

—Absolutely not”

—There's no way we're going to...”

Interviewer

—Seriously...”

He starts with a categorical rejection and immediately extends the turn to elaborate on his stance. The use of repeated negation ("Absolutely not," and "There's no way...") emphasizes firmness and certainty. The interviewer's brief interjection ("Seriously...")

is an attempt to regain control or prompt clarification. He uses declarative language to maintain control over the discourse and assert his position decisively. Interviewer's tone suggests doubt or surprise, subtly challenging the speaker's certainty. The turn-taking in this exchange reveals a power struggle as Imran Khan uses strong assertions and rapid continuation to dominate the discourse and preempt interruptions. The Interviewer is employing brief, skeptical interjections to regain the floor and challenge the speaker's absolute stance. This interaction reflects a discursive battle where political authority meets journalistic interrogation, each side attempting to control the narrative and the direction of the conversation.

4.14.7 Grammatical Aspects

The analysis of the grammatical aspects in the interview provides insight into the strong stances of Mr. Imran Khan on important and significant topics of the time. The use of active voice to convey the message clearly and without any ambiguity states concerns of Mr. Imran Khan. These topics include his views on withdraw of US from Afghanistan, relationship with India, Islamophobia, Kashmir issue, crimes rate and relationship with China. All sentences are in active voice, there are no instances where Mr. Imran Khan hides agent.

4.14.8 Interpretation

Mr. Imran Khan is known for his bold statements on significant topics. In the interview he shares his views on various topics of great importance to deliver his stance to the audience without any ambiguity. He has been continuously talking about the need of settlement between Taliban and Afghan government, consequences of 9/11, mindset of Modi and relations with CIA. The loud and clear responses of Mr. Imran Khan on the issue of relations with India and alignment with CIA present picture a strong leader. The vision of Mr. Imran Khan is also apparent in his language.

Mr. Imran Khan as leader acknowledges of past suffering of Pakistan and aims to align other countries only on matter of peace and prosperity. He persuades the audience by providing them facts and figures to understand his stances. The background of Mr. Imran Khan and his approach as a leader on various political matters makes this interview crucial. Mr. Imran Khan does not want his country to step into any conflict as this will damage their economy. Mr. Imran Khan is very important producer of the text as representation of the nation.

Mr. Imran Khan uses discursive strategies to stress on the relationship of Pakistan with India and China. He gives example of Pakistan alignment on the issue of Afghanistan which badly affected the economic and cultural aspects of the country after 9/11. Further, he states that he and his nation do not want to become part any conflict. He stresses the consequences of war and military solutions are not effective and sensible.

The strategy of referential nomination is effective in the literature of the interview. The use of we and I is apparent throughout the interview. This show Mr. Imran Khan Administration and Nation is well represented in his use of language. There are several instances where he uses I but it lack arrogance.

He criticizes the idea of military solution in Afghanistan. He says that unresolved issues in Afghanistan would result in civil war which would result in bloodshed. Such circumstances will badly affect Pakistan. Mr. Imran Khan says that Pakistan and his administration will not assist any other country in matters of conflict. In addition to this, Mr. Imran Khan shares his views no Indian government and their mindset.

4.14.9 Explanation

As a head of a state, Mr. Imran Khan acknowledges the damages caused in past alignments with US. Thus, he boldly states in the interview that he will not allow US to set military bases in Pakistan in order to conduct future operations in neighboring country, Afghanistan. He understands the need of the hour and as a leader of a state he boldly announces that Pakistan will not join hands with any other country in conflict. For economic growth in Pakistan his concerns are well represented in the interview. Mr. Imran Khan's stance on relationship with India and Kashmir issue is very loud and clear. He points out the role of the US in issue of dispute in Kashmir.

The literature of the interview presents picture of Mr. Imran Khan as a leader who believes in peace and dialogue rather than conflict and war. He clearly states that military forces and nuclear war is no solution to any problem. He is asked about his statement on sexual crimes and temptation, which he clarifies in the interview. According to him Pakistan is a different from other countries as there are no night clubs or such places for youth. The rise of temptation will lead to consequences. Thus, concept of parda is important in such societies.

The vision of Mr. Imran Khan is apparent in the discourse of the interview. He wants to eliminate poverty from his country. To raise economy of the country China plays a significant role. In addition to this, he stresses the need of law and order, as it can prevent flow of capital from developing countries to Western countries. He boldly stresses that lack of reforms also lead to devaluation of country's own currency which results in increase of poverty.

4.15 Analysis of Interviews Text 12

4.15.1 Background and Description of Text 12

The interview under study in the following section is conducted by a French journalist, Le Figaro. The topics discussed in the interview includes recognise of Taliban government, Pakistan's relation with US, Kashmir dispute and trade partnership with France.

Table 4.23

Details of Text 12

Duration	24 minutes 46 seconds
Date	15, Feb 2022
Platform	French Journal Le Figaro

4.15.2 Vocabulary

The use of words by Mr. Imran Khan throughout the interview is controlled and meaningful. In the beginning of the interview he uses strong words to depict the relation between Pakistan and India. *'Scared'* and *'frightening'* the use of these words suggests his views on the issue.

Mr. Imran Khan answers the question on accepting new government of Afghanistan with very controlled and simple words to clearly deliver his stance on the matter. Following words are used by Mr. Imran Khan which shows his concerns on recognizing new Afghan government.

regional countries', *'surrounding'*, *'collectively'*, *'pressure'*, *'isolation'*, *'alone'*, *'outside interference'*, *'pressure'*, *'fiercely independent'*, *'strongest reason'*, *'stability'* and *'neighbourly'*.

He acknowledges the need of accepting the new government but for economic growth in the country it is important to stand with the world.

There is use few specific words by Mr. Imran Khan in the literature of the text.

Following words state his clear stance on Pakistan's relations with India:

‘_RSS’, ‘_BJP’, ‘_ideology’ and ‘_hate’.

4.15.3 Repeated Words

Repetition of words is one of the most effective linguistic devices apparent in the language used by Mr. Imran Khan. There are number of words repeated in the text which depict the focal point of Mr. Imran Khan's interview. Following table shows words which are emphasised by Mr. Iran Khan.

Table 4.24

Frequency of repeated words

We	49
They	43
I	41
Pakistan	41
Afghanistan	29
Taliban	15
People	15
Our	16
Kashmir	14
Us	12
India	11

Terrorism	8
Refugees	7
Indian	7
Conflict	6
Stability	5
Security	5
World	4
Economy	4

4.15.4 Use of Pronouns

More emphasis is given on we’, our’, they’ and I’. Intensive use of we’ shows approach of Mr. Imran Khan reflects him as a leader who does not speak for himself, rather his admiration and people of his nation. I’ is only used to share experience and struggles on various issues that he himself faced to gather attention of the audience.

Following statements shows use of I’ by Mr. Imran Khan in the interview:

—...that I believe that the only way forward if we are looking for the well-being of almost 40 million of our citizens is to sooner or later recognize the government...”

“so I think yes you know as I said uh not only our government all the neighbours believe that stability in Afghanistan is extremely important for central Asian republics Afghanistan...”

—I was quite surprised at the response I got from the Indian prime minister and then Palwama happened where a young Kashmiri boy blows himself up an Indian convoy and they blame us for it...”

There are several instances where ‘we’ includes people of Mr. Imran Khan’s administration. In the following statement ‘we’ mean Mr. Imran Khan Government:

“We are really trying to get ourselves on our feet economically my government came and the country was bankrupt we didn't have money to pay our liabilities.”

This shows that as a leader he does not consider himself separate from his admiration. In addition to this there are number of instances in the interview where he uses ‘we’ to represent his nation, this also states that he does not consider himself disconnected from the people of his nation.

4.15.5 Use of Specific Terminology

There are number of specific terms in the interview used by Mr. Imran Khan. He refers to different incidents to relate his point and clearly deliver his stance on relations with India. The use of words and phrases such as ‘Palwama’, ‘5th august 2019 decision of India’, ‘RSS’ and ‘BJP’ stand significantly important as this addresses the accusations of Modi government and violation of article 370 of the Indian constitution.

Khan's references to the Pulwama attack (February 2019) often highlight the escalation of tensions between India and Pakistan. He uses this event to emphasize the need for dialogue and de-escalation, positioning himself as a leader advocating for peace and stability in the region. It constructs Pakistan as a responsible nation that seeks to avoid conflict, while also defending itself against accusations and aggression. The term reinforces Pakistan's stance of being unfairly blamed for the attack and its commitment to regional peace. He frequently references India's decision to revoke Article 370 on 5th August 2019, which stripped Jammu and Kashmir of its special status. He uses this to critique India's actions as a violation of international law and

human rights, positioning himself as a global advocate for the Kashmiri people. It constructs Pakistan as a defender of Kashmiri rights and a nation committed to upholding international norms. The term reinforces Pakistan's historical and moral stance on the Kashmir issue, emphasizing solidarity with the Kashmiri struggle.

Khan's references to the RSS, a right-wing Hindu nationalist organization in India, are often critical. He uses this term to highlight what he perceives as the ideological roots of India's policies under the BJP government, particularly its treatment of minorities and its stance on Kashmir. It constructs Pakistan as a nation standing against extremist ideologies and advocating for the rights of minorities, particularly Muslims in India. The term reinforces Pakistan's identity as a counter to Hindu nationalism and a protector of Islamic values in the region. Khan's critique of the BJP, India's ruling party, is central to his narrative on India-Pakistan relations. He often links the BJP's policies to the marginalisation of minorities, the revocation of Kashmir's special status, and the rise of Hindu nationalism. It positions Pakistan as a nation opposing the BJP's agenda, particularly its policies in Kashmir and its treatment of Muslims. The term reinforces Pakistan's role as a vocal critic of India's domestic and regional policies, aligning itself with the broader Muslim world.

4.15.6 Grammatical Aspects

Grammatical aspects of the address are as powerful as the lexical choices and repetition of the words. Analysing grammatical aspects of the interview of Mr. Imran Khan gives insight on his direct approach, stating the facts as it is and not hiding the subject. In addition to this, use of active voice suggests that Mr. Imran has clarity in vision and objectives.

4.15.7 Turn Taking

There is a cooperative overlap in the session of the interview, Interviewer started the interview and states it not easy to come to Pakistan from neighbouring country, India. Mr. Imran Khan takes the floor and elaborates the situation between Pakistan and India which is causing conflicts. There is only one overlap present during the interview. During rest of the interview turn taking is highly followed.

Following statements shows the overlap:

Le Figaro: –Thank you for your time and thank you for accepting me as a guest in your country it's not always easy to travel to Pakistan from India okay by the grace of God we could do it?”

Imran Khan: –For a relationship of what India is becoming I'm scared of for all my Indian friends. You know where it's heading right now foreign educated Indian it must be frightening growing up in India”.

He uses emotive language ("I'm scared," "frightening") to express concern for Indian friends and foreign-educated Indians. Imran Khan broadens the conversation from personal gratitude to wider political discourse about India's future. He moves away from travel logistics to political critique, asserting agenda-setting power. Imran Khan uses his turn to reframe the conversation toward political critique, asserting discursive authority and moral positioning.

4.15.8 Rhetorical Devices

There are number of rhetorical devices used in the interview by Mr. Imran Khan. He uses figures and number which attracts attention of the audience and helps them to process his stance. It also helps them to understand the arguments presented by Mr.

Imran Khan in the interview. Number of these statements show figures of damages caused in the past which without any ambiguity clarify his stance.

Following statements shows numbers and figures present in the interview:

—Since since the fall of Kabul we have almost 240 000 afghans who've come into Pakistan...”

The repetition of "Since since" emphasises the urgency and ongoing nature of the refugee crisis. The use of specific figures quantifies Pakistan's burden, making the argument appear more factual and persuasive.

—I'm talking even of in 2000 one thing you can say is that they used to stick to their word.”

Referring to the year 2000 creates a historical frame, suggesting that the Taliban's past reliability has implications for current diplomacy.

—France is one of the most important countries and a trading partner so my Pakistan's main interest is to fix our economy make our country stand on its feet care about the 220 million Pakistanis...”

This phrase prioritises domestic concerns, portraying Khan as a leader focused on national welfare over external pressures. He contrasts Pakistan's contributions with global indifference, intensifying the moral legitimacy of his position.

—400 000 Kashmiris have died...”

His emphasise on Kashmiri deaths appeals to the audience's sense of compassion and moral responsibility.

—...using force uh 800 000 troops which have basically uh kept the people of Kashmir in an open prison there's no way we can move forward until they restore that status”.

Mr Imran reporting Kashmir as an "open prison" exaggerates the lack of freedom and depicts oppression. This assertion frames India's restoration of Kashmir's status as a precondition for peace, reinforcing Pakistan's firm diplomatic stance.

—so Pakistan lost 80 000 people I mean which ally of the U.S lost so many people and yet Pakistan got blamed for the failure in Afghanistan”.

Repeating "80,000 people" amplifies the magnitude of Pakistan's loss, reinforcing the narrative of sacrifice and injustice. The rhetorical question implies that no other U.S. ally has sacrificed as much, intensifying a sense of injustice. This rhetorical question implies unfair treatment of Pakistan despite its sacrifices, encouraging the audience to question the equity of U.S. Pakistan relations.

—After having lost 80 000 people now Pakistan cannot afford another conflict so we will be partners in peace with the U.S but not in conflict”.

This binary framing emphasises Pakistan's commitment to peace while rejecting military entanglements, crafting a clear policy distinction.

Mr. Imran Khan's discourse depends on a combination of rhetorical devices to form public and international perceptions. Through repetition, emotional appeals, and statistical evidence, he creates a persuasive narrative that emphasises Pakistan's sacrifices, national interests, and moral authority. His use of rhetorical questions, contrast, and nationalist framing positions Pakistan as a justified, victimised, yet peace-oriented nation on the global stage.

4.15.9 Descriptive

Mr. Imran Khan is known for his bold stance on critical and significant issues. Similarly, in the interview Mr. Imran Khan answers the questions on issue of Kashmir, rights of minorities in Kashmir and most importantly on recognition of

Afghanistan. As a head and leader of strategically important state, Mr. Imran Khan acknowledges the need of recognition of Afghanistan but not just by Pakistan rather it must be a collective action of the world. He repeatedly stresses the consequences of not accepting new regime in Afghanistan. He prioritizes the economic aspects and image of Pakistan in the world.

Background and stances of Mr. Imran Khan shows him as a clear strategic leader. His responses throughout the interview show what he wants as a leader and he is not going to back out. In order to persuade audience he repeatedly stresses the consequences Pakistan had faced in the past. He refers to the loss Pakistan faced during and after the alignment with US on war of terror in 2000. He repeats his stance that he will not join hands with any country in conflict, but only in peace and economic prosperity.

Another strategy used by Mr. Imran Khan is use of 'we' which indicates his collective approach as a leader. His nation is well represented in his use of language throughout the language.

The use of references, facts and figures makes his interview effective. He stresses the events of significant importance from the history. It includes relationship with India, US alignment on war of terror and Kashmir issue. This shows that his bold stance on significant concerns and issues are not pointless.

4.15.10 Explanation

As a strategically leader, Mr. Imran Khan prioritizes his country's economic growth and states why Pakistan has not recognized new government of Afghanistan. His stance on recognition of new Afghan regime shows him as a critical thinker. He analyses the situation on global level and reduces to the conclusion that Pakistan

cannot afford negative image in the world. He stresses the need of good relations with other countries including neighbouring countries for the sake of economic growth of the country.

Dialogue is a sensible solution to any conflict, according to Mr. Imran Khan. On the issue of Kashmir, he clearly states that dialogue and negotiation, are possible if they restore state of Kashmir. He states that Indian authority is influenced by RSS and BJP mindset which are not rational. They spread hate for minorities and spread hate for Pakistan.

Mr. Imran Khan is known for his deep concerns and interests in pacifism. He clearly states in the interview that he extended his hand to India to initiate neighbourly relation. The response of Indian administration surprises him. Further, baseless accusations after Pulwama attack shows mindset of Modi and his RSS influenced government.

In his interview he stresses that he has good terms with US but there are certain affairs which he criticizes. He boldly states that military force is no solution in Afghanistan. Further, he adds that they have shared interest with US. Both countries want to eliminate terrorism and stability in Afghanistan. The stances of Mr. Imran Khan on various conflicts clearly show him as a strategic leader with a vision.

4.16 Analysis of Interviews Text 13

4.16.1 Background and Description of Text 13

The interview under study in the following section is conducted by Fareed Zakaria in 2022. This interview revolves around number of significant concerns of the time.

Following table shows details of the interview:

Table 4.25

Details of Text 13

Duration	6 minutes 25 seconds
Date	14, Feb 2022
Platform	CNN
Interviewer	Fareed Zakaria

4.16.2 Vocabulary

Mr. Imran Khan uses number of effective words to describe the current state of Afghanistan and future chaos in the interview. Following words depict the concerns of Mr. Imran Khan:

‘malnutrition’, ‘food shortages’, ‘worst humanitarian crisis’, ‘flood of refugees’, ‘chaos’, ‘descend’, ‘alien’ and ‘freezing accounts’.

These words are used by Mr. Imran Khan while describing the situation in Afghanistan. This also represents fears and concerns of Mr. Imran Khan on the consequence of not accepting new Afghan government.

While describing the role of western media, Mr. Imran Khan uses following words:

Propaganda, ‘western media’, ‘another cold war’

This describes that Mr. Imran Khan is afraid of the consequences which may lead to another cold war. He strategically analyses the situation as a leader and express his understanding on the matter.

Mr. Imran Khan uses number of words to describe Indian ideology. He boldly asserts that Indian government is influenced by Nazi ideology and they spread hatred for

minorities and Pakistan. According to him it is difficult to deal with such an ideology. Following words are used by Mr. Imran Khan in the interview through which he describes mindset of Indian government:

‘dialogue’, ‘Kashmir’, ‘RSS’, ‘Nazi’, ‘ideology’, ‘racist ideology’, ‘hate’.

4.16.3 Repeated Words

There are number of words which are repeated in the interview of Imran Khan. The recurrence of these words state what is emphasized in the address by him. The use of repetition of the words is one of the most effective linguistic devices to put emphasis or to highlight the importance of the content or ideas. The use of repetition by Mr. Imran Khan helps to divert the attention of the audience to the repeated idea, which in result clearly present his stance on various topics. Following table shows the words which are repeated by Mr. Imran Khan:

Table 4.26

Frequency of repeated words

You	29
We	26
I	25
Pakistan	18
India	15
Taliban	10
Afghanistan	8
Kashmir	8
Ideology	7
Terrorists	5

Chaos	4
Rights	4
Issue	4
RSS	3

4.16.4 Use of Pronouns

The use of pronouns helps to understand the ideology and interests of the speaker. In the case of literature of the interview, there are number of instances where he uses pronouns I‘, we‘ and you‘. The literature of the address depicts that more emphasis is given on we‘ and you‘ as compare to I‘.

The use of pronoun we‘ shows that Mr. Imran Khan does not consider him separate from the people of the Nation and from his administration. The approach adopted by Mr. Imran Khan is collective which explains a lot about the identity of Mr. Imran Khan and his leadership.

He uses the pronoun I‘ only to describe his experience or personal events in the address and power.

Following are some of the statements which show use of pronoun by Mr. Imran Khan in the interview:

“I can tell you from the Pakistan’s example because Pakistan by joining the U.S we had eighty thousand people dying in this joining the U.S war on terror”.

–So that's where I disagree with this we as Pakistanis feel very strongly that this should be even-handed”.

–Yes in fact I went to my first speech in the united nations i raised this concern because what happened was there was a attack in it in India a Kashmiri youth blew himself...”

4.16.5 Use of Specific Terms

There are number of specific terms in the interview used by Mr. Imran Khan. He refers to different terms to describe Indian ideology. Following words are used to describe mindset of India.

‘RSS’, ‘Nazi’, ‘ideology’, ‘racist ideology’, ‘cold war’, ‘

Further, Mr. Imran Khan uses the following words to describe the consequences of conflict and military solutions:

‘Humanitarian crisis’ and ‘collateral damage’,

4.16.6 Rhetorical Devices

There are instances in the interview where Mr. Imran Khan uses rhetorical devices to convince and persuade the audience by appealing their emotions and suggesting reason and logic. Mr. Imran Khan uses facts and figures in the address to prove and provide evidence of the message. The use of this device supports his arguments and attracts the attention of the audience by providing them logic. With the use of following facts and figures audience get convinced and persuaded because statistics suggests reason and logic.

–40 million of Afghan half of them are in a very precarious situation so there's hunger there's one of the of run winters is extremely wicked ruthless...”

By presenting concrete numbers, Mr. Khan legitimises his argument and underscores the severity of the crises. These figures frame Pakistan as a nation facing disproportionate burdens, strengthening his plea for international attention. Describing

the winter as ~~w~~icked” and ~~r~~uthless” personifies the season, heightening the sense of impending humanitarian disaster. He also used hyperbolic language about winter exaggerates the severity of the humanitarian crisis.

~~I~~ can tell you from the Pakistan’s example because Pakistan by joining the U.S we had eighty thousand people dying in this joining the U.S war on terror”.

~~P~~akistan Kashmir is a disputed territory between Pakistan and India over the last 35 years approximately the figure varies about a hundred thousand Kashmiris have died since fifth august uh 2019 the Indians have revoked the status of Kashmir”.

In this this framing he emphasises Pakistan’s sacrifices and moral superiority, portraying it as a responsible and burdened nation. It highlights Pakistan’s consistent narrative regarding Kashmir as a disputed region and he tries to urge the people to solve the issue of Kshmir which shows him as a representation of Kashmir.

~~T~~here are eight hundred thousand Indian troops in the Kashmir valley now I find it very difficult that there is hardly any indignation about what is happening in Kashmir compared to what is happening or what they say is happening in Xinjiang”.

Here He does the comparison to draw attention to perceived global hypocrisy, framing Pakistan and Kashmir as overlooked victims. It denotes that the international community applies double standards, intensifying the moral weight of his argument. The claim that there is ~~h~~ardly any indignation” paints the international community as indifferent, heightening the emotional stakes.

~~W~~e lost eighty thousand people”.

His repetition of "eighty thousand people" emphasises Pakistan’s sacrifices, aiming to elicit sympathy and highlight the human cost.

—We already have three million Afghan refugees there were three theorists groups of operating from Afghanistan into Pakistan”

The recurring mention of refugee crises reinforces Pakistan's burden and creates a sense of urgency regarding humanitarian intervention.

—What will happen is that the half of the population of Afghanistan which is about twenty million people in very risk”.

This rhetorical question serves to anticipate concern, pushing the audience to consider consequences if no action are taken. This future-oriented framing anticipates disaster, prompting moral urgency and international responsibility. It frames the situation as a moral dilemma, urging immediate intervention to sort out this issue on humanity basis. Mr. Imran Khan's discourse is characterised by rhetorical sophistication, using repetition, emotional appeals, statistical evidence, and nationalist framing to legitimise Pakistan's position and challenge global double standards. These rhetorical devices not only persuade but also reframe Pakistan's narrative in the global geopolitical arena.

4.16.7 Grammatical Aspects

Analysing grammatical aspects of the literature of the interview gives insight that how Mr. Imran Khan articulates strong leadership and identity. The use of active voice suggests that Mr. Imran Khan has a clear vision and objectives in his mind for people of his country; he boldly highlights concerns on Afghanistan new government, treatment of countries towards Taliban regime, terrorism, treatment of Muslims in Xinjiang and Ideology of Indian government.

4.16.8 Interpretation

Mr. Imran Khan is known for deep concerns on peace and growth of economy. He is a critical thinker who analyses the situations and criticizes the international approach to various conflicts. Mr. Imran Khan stresses the need of recognition and engaging with new Afghan government. According to his analysis there is no alternative option for the world but to engage with new Taliban government in Afghanistan. His stance on critical issues makes him a unique leader to the rest of the world. He clearly states Pakistan had suffered in the past as it faced terrorism and refugees due to the instability in neighbouring country, Afghanistan.

In addition to this, Mr. Imran Khan states that Pakistan and India can live as good neighbour. The only conflict between both countries is Kashmir and dialogue is the only viable solution. He further boldly adds that Indian ideology is racist and influenced by RSS. He boldly asks how can one deal with ideology based on racism and hate for Muslims.

Mr. Imran Khan uses the devices of repetition to state his stance on controversial yet significant topics. Mr. Imran Khan uses number of words to describe the situation in Afghanistan which may lead to chaos. Further, he uses terms ‘_RSS’, ‘_Nazi’, ‘_racist ideology’ and ‘_hate’ to describe the frozen relation with India. Mr. Imran Khan is concerned about the unresolved matter of Kashmir. He stresses that world has to understand the need of acknowledgment of new Afghan government. Similarly, peaceful dialogue on issues of Kashmir may resolve the tensions between both countries.

4.16.9 Explanation

Mr. Imran Khan always priorities the significant issues and concerns on international platforms. He discusses and analyses the issues and exchange his views to achieve

solution of crisis and conflicts. Mr. Imran Khan is pacifist, he believes in dialogue and peace. He boldly stresses his stance on international treatment towards new Afghan government. Stability in the country is important for development and economic growth. The US war on terror resulted in loss of about 80,000 Pakistanis and it also initiated terrorism. Mr. Imran Khan boldly criticized the US invasions in Afghanistan on international platform. He says there was collateral damage. This does not make the news headline in the western media.

Mr. Imran Khan is a recognised global leader. In his interview once again he stresses the need of accepting new government of Afghanistan. He says that the culture and ideology of Taliban is different and alien to western world.

This interview of Mr. Imran Khan has an impact on global community because of his strong stances. He focuses on the solutions which lead to peace and prosperity rather than conflicts.

In the interview, he asks the world leaders to accept Afghan government, as this will bring peace to the region and it will be beneficial for everyone. In addition to this, on the question of treatment of Muslims in Xinjiang, Mr. Imran Khan gives a diplomatic response and claims that his sources define the situation completely different as compare to the western media. He stresses that the world should not head towards another cold war.

4.17 Analysis of Interviews Text 14

4.17.1 Background and Description of Text 14

The interview under study in the following section was conducted Russian journalist, Oksana Boyko. The topics discussed in the interview includes plunder to developing

world, Pakistan stream a gas pipeline, Ukrainian crisis, relations with India and relations with China.

Following table shows details of the interview:

Table 4.27

Details of Text 14

Duration	34 minutes 8 seconds
Date	22, Feb 2022
Platform	RT Worlds Apart
Interviewer	Oksana Boyko

4.17.2 Vocabulary

In the beginning of the interview there are number of spiritual words as initiated by the interviewer. Following words are used by Mr. Imran Khan in the interview which shows his understanding of spirituality:

‘human’, _god‘, _constant journey‘, _purpose‘, _existence‘, _religion‘, _spiritual‘, _material‘, _responsibility‘, _blessings of God _and _almighty‘.

There are number of words used by Mr. Imran Khan in the interview which indicate his concerns and fears as a leader. He has a vast understanding of the challenges and issues the world is facing. Following words are used by Mr. Imran Khan which shows his concerns:

_climate change‘, _biggest challenge‘, _ruling elites‘, _poor‘, _capital‘, _imbalance‘, _poverty‘, _immigrant problem‘, _cold war‘, _blocks‘, _neutral‘, _western capitals‘, _severe consequences‘, _plunder‘, _building barriers‘ and _terror financing”.

4.17.3 Repeated Words

There are number of words which are repeated by Mr. Imran Khan in the interview.

The recurrence of these words state what is emphasized by him. Following table shows frequency of repeated words throughout the literature of interview:

Table 4.28

Frequency of repeated words

I	75
You	72
We	55
They	13
Pakistan	13
Law	13
Poverty	13
Human	13
Country	11
Developing	10
History	9
Iran	8
China	8
Society	7
Consequences	7
Problem	6
Russia	4
Kashmir	4

The use of reoccurrence of the words is one of the most effective linguistic devices to put emphasis or to highlight the importance of the content or ideas in the discourse.

The repeated words and the frequency alone suggest a lot about leadership of Mr. Imran Khan, as the vocabulary and content of the interview addresses sensitive and significant issues at an international platform. Mr. Imran Khan as a leader and head of strategically important state highlights his stance boldly on the international platform.

4.17.4 Use of Pronouns

The use of pronouns throughout the interview helps to understand the ideology and interests of Mr. Imran Khan. There are number of instances where he uses pronouns I‘, we‘ and you‘. The literature of the address depicts that more emphasis is given on I‘ and you‘ as compare to we‘. Mr. Imran Khan uses the pronoun we‘ to represent the people of Pakistan and his administration. Following are the statements in which indicates use of pronouns:

—Now when I look back I think initially Pakistan needed help because when we became independent we were impoverished there were millions of refugees in Pakistan we needed help but you know beyond uh 10 years or so we should have then been non-aligned independent country stood in our own feet not relied on it we became part of a block because we got foreign aid”.

—I mean you know we have a bilateral relationship with Russia we really want to strengthen it you know as I said regions develop it's not countries don't develop in isolation it's because of whole region uh goes up like we saw the European union I mean I was in university in England when the European union came into being and then the whole area standard of living went up so we want to sort of really we hope that you know sanctions are lifted on Iran”.

–Well firstly let me just say one thing as a student of history I do not believe that military conflicts solve problems I believe they give rise to so many other problems”

–I think throughout history you know human beings have done this

–I discovered to my horror that this is not the India I used to know because it's been taken over by this mad ideology it's a racist ideology which was which was inspired by the Nazis their founding fathers were inspired by the Nazis”.

–That's a simple answer I would love to emulate China in terms of bringing people out of poverty two things I want one thing is if I can bring people out of poverty but related to that is rule of law you see problem with poor countries developing world is they don't have rule of law that's why they're poor countries”.

4.17.5 Use of Specific Terms

There are number of specific words and terminologies used by Mr. Imran Khan in the interview. Following are the specific words used by him in the discourse:

‘9 11’, ‘ISIS’, ‘Al-Qaeda’, ‘Nazis’, ‘colonialism’ and ‘nationalism’.

4.17.6 Rhetorical Devices

There are number of rhetorical devices used in the interview by Mr. Imran Khan. He uses figures and numbers to attract attention of the audience. It also helps them to understand the arguments presented by Mr. Imran Khan in the interview. Further, it suggests how involved he is in conflicts and issues.

Following statements shows numbers and figures present in the address:

–According to the faction channel of the secretary general of the UN 1.5 trillion dollars move from illegally there's a trade imbalance anywhere...”

—..the illicit the illegal money laundered by the ruling elites over 1.5 trillion dollars every year moves to the offshore accounts and western capitals...”

His repeated figure “1.5 trillion dollars” highlights the scale of illegal financial practices. This repetition reinforces the magnitude of global corruption and highlights the need for international action. By using large, specific figures, Mr. Imran louden the global economic injustice caused by elite corruption. The repetition of “the illicit, the illegal” emphasises the criminal nature of money laundering and even this structure heightens the moral condemnation of corrupt practices. This factual framing endorses his argument and persuades the audience through rational evidence. The phrase “moves to offshore accounts” metaphorically frames the illicit financial flows as an unstoppable force, suggesting systematic corruption. This metaphor criticises how western financial systems enable and benefit from these illegal practices. By citing the United Nations, Khan draws upon external authority to validate his claims.

This reinforces his position as a trustworthy and informed leader advocating for global justice. In phrase “..the ruling elites... move money to western capitals...”

Mr. Imran blames the global elite and Western institutions for facilitating corruption.

This implicit critique builds a narrative of economic injustice and unequal global power structures.

—It would be it would be so good for over a billion people on the subcontinent if we can resolve our differences through a debate rather than through...”

In this statement Mr. Imran portrays peaceful dialogue as a moral imperative, suggesting positive consequences for over a billion people. It repositions Pakistan as a nation advocating peace in unstable region. Mr. Imran Khan’s discourse strategically employs rhetorical devices such as repetition, anaphora, logical appeals, and contrast

to highlight global financial injustices, elite corruption, and the need for peaceful conflict resolution.

4.17.7 Grammatical Aspects

The analysis of the grammatical aspects in the interview provides insight into the strong stances regarding the concerns of economy and prosperity. The use of active voice to convey his message clearly and without any ambiguity states concerns of Mr. Imran Khan as a critical thinker. In addition to this, it also indicates Mr. Imran Khan has a clear mind as a leader and he does not hide anything.

4.17.8 Interpretation

Mr. Imran Khan continuously stresses on various international platforms that he does not want to form alignment on conflicts with other countries or play camp politics. He stresses that for economic growth of the country only trade relations would be beneficial. In addition to this number of other significant topics are discussed in the interview, it includes climate change, flow of capital from developing countries and Russia and Ukraine issue. Mr. Imran Khan is known globally for his contributions regarding climate change. Similarly, in the interview Mr. Imran Khan stresses that we have misused the blessing of God and we have ravaged the earth. He adds that we are already late as there is huge shift in weather patterns throughout the world; this requires collective efforts to deal with emerging climate changes. In addition, he talks about the extensive flow of wealth of poor and developing countries to developed countries. He stresses that lack of law and reforms ease the flow of capital and this imbalance leads to poverty. In other words, Mr. Imran Khan speaks the reality boldly and criticises the unjust and imbalance developing countries are facing because of the ruling elite.

There are number of instance in the literature of the interview which shows Mr. Imran Khan as a leader, how he analyses the situation and how he commits to his vision. Mr. Imran Khan always talks about peace and prosperity, this is not only limited to words. He proves himself environmental friendly and pacifist leader by his stances throughout the interview. Repetition of words in the interview stresses the emphasis laid by Mr. Imran Khan.

Another effective strategy used by Mr. Imran Khan is use of facts and figures. He presents figures and facts to the audience on an international platform. Use of such information enables the audience to analyses the situation with logic and reason.

Mr. Imran Khan is against ‘military’ solutions of conflicts. He repeatedly emphasises that dialogue and peace is a viable solution. He adds that he does not want to effect Pakistan’s relation with other countries because it needs trade relations for economic reasons. As a head of a country, he stresses the need of making practical decision for the betterment of the country.

4.17.9 Explanation

Imran khan always emphasis peace and says Pakistan will always partner with other countries on peace rather than war or conflict. This pacifist approach of Mr. Imran Khan shows what are his concerns as a leader of strategically important state. There are strong evidences of bold stances of Mr. Imran Khan in the interview on the major issues. He boldly says that the flow of wealth from poor countries to western countries is increasing, which leads to poverty as it devalues the currency. His stance on foreign aid that it is a ‘curse’ is loud and bold statement on an international platform. Mr. Imran Khan is a leader who plans to uplift the country from poverty by establishing friendly relations with other countries; it also includes neighbouring countries of Pakistan.

While speaking about the funds Pakistan took during cold war, he says that it caused number of consequences and damages to the country. Here, his understanding and analysis of the history as a leader is clearly apparent. This sheds light on Mr. Imran Khan as leader and how he prioritizes his country. He understands the need of establishing peaceful relations with other countries for Pakistan's benefit. Good relations will lead to economic growth and prosperity.

Mr. Imran Khan is a leader with a vision. His vision is to raise his nation out of economic fall. Number of his stances throughout the interview depicts how strong and bold Mr. Imran Khan is as a leader. He does not hesitate to speak the harsh truth on international platforms.

4.18. Analysis of Interviews Text 15

4.18.1 Background and Description of Text 15

The interview under study in the following section is conducted by Hadley Gamble. It revolves around the issue of Kashmir and economic issues Pakistan is facing.

Table 4.29

Details of Text 15

Duration	32 minutes 12 seconds
Date	17, Feb 2019
Platform	Al Arabiya
Interviewer	Hadley Gamble

4.18.2 Vocabulary

The lexical choices made by Mr. Imran Khan in the interview highlight his stances on various topics. The vocabulary of the responses of Mr. Imran Khan is related to the

content of the questions asked by the interviewer. The vocabulary is simple and easy to understand by common people.

Mr. Imran Khan uses following words and phrases to describe bond with Saudi Arabia which shows him as a leader of Islamic state acknowledges his terms with Saudi Arabia and he deeply values their bond:

‘Special’, ‘two dimensions’, ‘Mecca’, ‘Medina’, ‘in most difficult times’, ‘friend’, ‘comparative advantage’, ‘trading and investing’.

Mr. Imran Khan presents a promising picture of Pakistan in the interview. There are number of words in the language of Mr. Imran Khan which describes the nation. Following words are used to display positive image of Pakistan and its people:

‘excel’, ‘working’, ‘abroad’, ‘every field’, ‘capacity’, ‘ability’, ‘entrepreneurship’, ‘businessmen’, ‘labour’, ‘nuclear bomb’, ‘nuclear reactors’, ‘missile technology’, ‘entrepreneurs’, ‘banking families and best militaries’.

He acknowledges the need of tourism to grow economy of the country. He uses the following words to describe tourism options available in Pakistan:

‘proper’, ‘organized’, ‘religious tourism’, ‘Buddhist sites’, ‘sacred sites’, ‘mountain scenery’, ‘coastal tourism’, ‘historical tourism’ and ‘oldest civilizations’.

4.18.3 Repeated Words

There are number of words which are repeated in the interview by Mr. Imran Khan. The recurrence of these words state what is emphasized in the interview. The use of repetition of words is one of the most effective rhetorical devices to put emphasis or to highlight the importance of the repeated content. In addition to this, Mr. Imran

Khan uses repetition to bring attention of the audience to the major concerns and to boldly state his stance. The repeated words and the frequency alone suggest a lot about identity of Mr. Imran Khan as a leader. The language used by Mr. Imran Khan shows him as a critical thinker and strategic leader. As a head of a Muslim state he acknowledges his responsibility to speak for the nation and economic growth.

Table 4.30

Frequency of repeated words

We	87
Pakistan	50
I	43
Saudi	29
Money	16
World	14
Country	13
Tourism	12
Struggle	11
China	11
Reforms	8
Relationship	7
Special	7
Pakistanis	7
Politics	6
Muslims	6
Corrupt	6
Young	5

Resources	5
Reforms	5
Media	5
Invest	5
Human	5
Government	5
Economic	5
Human	5
Economic	5
Corruption	5
Afghanistan	5
Revolution	4
Profits	4
Military	4
Medina	4
Mecca	4
Investors	4
CPEC	4
Nuclear	3

4.18.4 Use of specific terminology

Following are few specific terms used by Mr. Imran Khan in the interview:

‘Socialism’, ‘Nationalism’.

His references to socialism often highlight his commitment to social justice, equality, and welfare-oriented policies. He uses this term to advocate for a system that prioritizes the well-being of the common people, particularly through initiatives like healthcare, education, and poverty alleviation. It constructs Pakistan

as a nation striving for equitable development, where the state plays a proactive role in ensuring the welfare of its citizens. This aligns with Khan's vision of a "Riyasat-e-Madina" (State of Medina), inspired by Islamic principles of social justice and equality. His use of nationalism reflects his emphasis on national pride, sovereignty, and self-reliance. He often ties nationalism to the idea of a strong, independent Pakistan that is free from external dependencies and internal divisions. It constructs Pakistan as a unified nation with a shared sense of purpose and identity. Khan's nationalism is inclusive, emphasizing unity across ethnic, linguistic, and religious lines, while also fostering pride in Pakistan's cultural and historical heritage.

4.18.5 Use of pronouns

More emphasis is given on 'we' as compare to 'I'. Mr. Imran Khan revealed his identity in the speech and talked about the resources in Pakistan and about the crisis in the country. Mr. Imran Khan tries to present the true picture and identity of himself and of his Nation to the world through the interview on the international platform.

The more use of pronoun 'we' on an international platform shows that Mr. Imran Khan does not consider him separate from his Nation on. The collective approach of Mr. Imran Khan as a leader says a lot about his identity and his leadership. Following statements shows use of pronouns by Mr. Imran Khan:

–But amongst them, are scientists, in every field Pakistanis excel working abroad. So we have human capital in every field, so Pakistan is the only Muslim country that had the capacity and ability to build a nuclear bomb, nuclear reactors, missile technology. So, in a lot of ways Pakistan is ahead of the other Muslim countries”.

–So if we play on each other’s advantage, the different advantages both countries have, then both countries can benefit”.

–Similarly I think Saudi Arabia and Pakistan need to look beyond the relationship they had in the past we trade, we invest with each other, we do joint ventures and I think it will raise the standard of living in both countries”.

–We had entrepreneurs, banking families; we were growing faster than any other country in the region”.

–What we want to do know is to allow investors to make money. We would want them to make profits. Because if they made profits, more people will come and invest. I mean, you don’t do business for charity, you do business to make money. So we will allow and create the conditions so people can make money”.

–What we hope now is that the reform process which we have set in will gradually enable us get out of this debt-trap and Pakistan will, Inshallah, make such growth rate, wealth creation that we will never have to go and borrow money”.

–Actually, we only went for three countries. We only decided to go to China, because China has stood with us through all our bad times”.

–But we worked out which other countries over difficult times would help us. Our cabinet all felt that these are the three countries we should ask for and all three countries gave us loans and also we are in future investment projects with them”.

In addition to this, there are several instances in the text where Mr. Imran Khan uses the pronoun I in the interview, but it is only used to state his views and concerns.

–I remember in the European Union, when I was in the university in England when the EU was formed, but all the member states the standard of living went up because they opened up the trade because the more they traded the more the standard of living went up”.

4.18.6 Grammatical Aspects

The analysis of the grammatical aspects in the interview provides insight into the strong stances regarding the concerns of economy and prosperity. The use of active voice to convey his message clearly and without any ambiguity states concerns of Mr. Imran Khan as a critical thinker. Furthermore it highlights agency and personal responsibility. For instance –“We are fighting corruption.” The active voice directly identifies the actor (Mr. Imran Khan and his political movement) as the driving force behind the action. It stresses the action of fighting, creating an image of proactiveness and engagement. The subject (We) assumes ownership of the fight against corruption, indicating accountability and leadership. By using active voice, Mr. Khan claims moral superiority and positions himself as a righteous leader engaged in a just cause. This active stance aligns with Pakistani national values of justice, accountability, and moral rectitude. In Mr. Imran Khan’s speeches, a sophisticated range of grammatical aspects tense usage, modality, voice, pronouns, nominalization, parallelism, and rhetorical questions is strategically employed to establish agency and leadership, emphasise moral duty and national identity, shape public perception and political legitimacy and construct a binary narrative of us vs. them. These grammatical strategies not only frame his political ideology but also create a compelling narrative of reform and national renewal. In addition, this also shows Mr. Imran Khan has a clear mind a clear vision. He is determined to achieve his vision of economic uplift.

4.18.7 Rhetorical Devices

There are number of rhetorical devices used in the interview by Mr. Imran Khan. He uses figures and number to attract attention of the audience. In addition to this he also quotes the damages and casualties. It also helps them to understand the arguments presented by Mr. Imran Khan in the interview. Mr. Imran Khan displays a positive

image of his country, as he quotes the numbers people studying abroad and he also quotes the percentage of people young population.

Following statements shows numbers and figures present in the address:

–Most of them – 8-9 million Pakistanis – are abroad, expatriate Pakistanis.

By acknowledging the Pakistani diaspora, Mr. Imran appeals to pathos (emotional connection) and ethos (shared identity). He recognizes their contributions and implicitly calls for their continued support and involvement in Pakistan's development.

–China lifted 700 million people out of poverty in 30 years”.

By referencing China's success, Khan uses a global comparison to inspire hope and set a benchmark for Pakistan's development. This appeal to logos suggests that if China can achieve such progress, Pakistan can too.

–We are a nuclear armed country; we have a military that just won us a very difficult war on terror where almost 70,000 Pakistanis lost their lives”.

These statements appeal to ethos (credibility) by positioning Pakistan as a strong, capable nation. They also evoke pathos (emotional appeal) by instilling a sense of pride and patriotism in the audience. By emphasising Pakistan's strengths, Mr. Imran builds a narrative of national resilience and potential. Mr. Imran uses specific numbers and statistics to lend credibility to his arguments. This appeals to logos (logical reasoning) by providing concrete evidence to support his claims. For instance, citing China's poverty reduction highlights the potential for economic progress, while mentioning the sacrifices in the war on terror emphasises national resilience

–When you have 60 percent of Pakistanis under the age of 30 that means that you have an idealistic population”.

This statement appeals to pathos by framing Pakistan's youth as a source of hope and optimism. It also subtly calls on the younger generation to take responsibility for the country's future, aligning with Khan's vision of a "Naya Pakistan" (New Pakistan).

–Pakistan is actually a very rich country but at the moment, having a very huge population we are two hundred and ten million people”.

Mr. Imran uses contrast to highlight the disparity between Pakistan's potential wealth and its current challenges due to its large population. This rhetorical device draws attention to the need for effective governance and resource management.

–Pakistan is now moving ahead, investors are coming in here visa regime has opened up, 60 countries can get visa on arrival, which never happened before”.

Khan uses positive, forward-looking language to create a sense of momentum and progress. This rhetorical strategy aims to instill confidence in the audience about Pakistan's future and its attractiveness to foreign investors.

In addition to this, Mr. Imran Khan used rhetorical questions to make his point; this expresses his opinion on topics discussed in the interview.

–What is CPEC? CPEC is basically connectivity with China. China now is the fastest growing economy in the world”.

Rhetorical questions are used to engage the audience and evoke them to think about the topics being discussed. They also serve to introduce and emphasise key points, such as the importance of the China-Pakistan Economic Corridor (CPEC) and the concept of "Naya Pakistan." Imran Khan's discourse employs a variety of rhetorical devices, including logos (logical appeals through statistics and comparisons), pathos

(emotional appeals to national pride and youth), and ethos (credibility through references to Pakistan's achievements). He also uses rhetorical questions, repetition, and simplification to engage his audience and emphasise key points.

4.18.8 Interpretation

Mr. Imran Khan is known for his pacifist approach towards various issues and significant concerns. He acknowledges the need of peaceful relations with other countries in order to bring prosperity and stability in his own country. There are instances in the interview where Mr. Imran Khan says that Pakistan would defend and protect Saudi Arabia if anything happens to them because people of Pakistan have special place for Saudi Arabia in their hearts. Further, he mentions Pakistan wants to play role of bring countries together rather than forming divisions and devastation.

The more use of pronoun 'we' on an international platform shows that Mr. Imran Khan does not consider him separate from the common people of the Nation on. The approach of Mr. Imran Khan is collective which explains a lot about the identity of Mr. Imran Khan and his leadership. 'I' is also used number of times in the interview but it lacks arrogance.

In order to put stress on his stances he used the device of repetition throughout the text, number of words are repeated in the literature of the text which highlight significance of the repeated content. In addition to this, he also presents positive and promising picture of Pakistan on an international platform by providing related figures and number. Mr. Imran Khan refers to the past consequences of alignment with US on war of terror. This makes his stance strong and effective in the interview.

4.18.9 Explanation

Mr. Imran Khan is concerned about the economic situation of the country. His concerns lie in improving and increasing economic growth, which is apparent from his interview. He fully acknowledges the relation of peace and economic growth. Thus, as a strategic leader he asserts that Pakistan will only partner with other countries on matter of peace rather than conflict. He proves himself as a concerned leader with a vision. He boldly stresses his stance on significant topics at international platform.

Mr. Imran Khan analyses the situation critically before concluding his stance. He analyses the fact that Pakistan and Saudi Arabia have a lot to offer each other. Pakistan has number of resources and man power, which can provide benefits to Saudi Arabia. On the question related to investment projects with Saudi Arabia, Mr. Imran Khan states both countries can benefit each other through partnerships. Mr. Imran Khan also acknowledges the help, Saudi government provided Pakistan in the difficult times. Pakistan fully values the bond with Saudi Arabia.

For stability, peace and economic growth, Pakistan wants to play a role in uniting regions. Mr. Imran Khan sees China as an emerging power and understands the benefits of Pakistan's good relations with them. He also invites Saudi Arabia to invest in economic zone for its own benefits.

Mr. Imran Khan critical analyses the past policies adopted by Pakistan and mentions that Nationalization of industries badly affected by economy of Pakistan. To make the audience understand the need of investment for economic growth of the country he quotes example of China. China is an excellent example as they lifted about 700 million in 30 years out of poverty. In contrast Pakistan has an old

mindset that money making is a ‘sin’ or ‘crime’. Mr. Imran Khan invites investors to invest in Pakistan to change the mindset of people and bring people out of poverty. In order to make country economically grow, Pakistan needs investors. For the same, Mr. Imran Khan wants to partner with other countries on trade matter. This vision of Mr. Imran Khan will help to lift the economy of the country.

4.19 Analysis of Interviews text 16

4.19.1 Background and Description of Text 16

Mr. Imran Khan gives a detailed interview to CNBA in which he highlighted the racist ideology of India, issue of Kashmir and presented a promising image of his nation. Wide range of issues and concerns are discussed in the interview which highlights identity of Mr. Imran Khan. Following table displays detail of the interview under study:

Table 4.31

Details of Text 16

Duration	32 minutes 12 seconds
Date	23, Jan 2020
Platform	CNBC International
Interviewer	Hadley Gamble

4.19.2 Vocabulary

Vocabulary plays an important role in text analysis, the use of words display approach and understanding of the speaker on various political matters. There are number of words in the text which depict Mr. Imran Khan concerns and fears on the issue of Kashmir, this also highlights his approach on sensitive yet significant topic.

Following words and phrases are used by Mr. Imran Khan in the interview on the question based on Kashmir issue:

‘_extremist ideology’, ‘_acial purity’, ‘_ethnic’, ‘_Nazi’, ‘_nightmare scenario’, ‘_nonsense’, ‘_Hindutva’, ‘_minorities’, ‘_Nazi Germany’, ‘_liberal democracy’, ‘_a fascist totalitarian’, ‘_racist’, ‘_demography’, ‘_registration act’ and ‘_referendum’.

He mentions that economy of the country was not in good condition when he becomes Prime Minister. He uses the following words to describe the economic state of the country in the past:

‘_bankrupt’, ‘_indebted’, ‘_account deficit’ and ‘_huge fiscal’ ,

A promising and developing image of Pakistan and its people is presented in the interview of Mr. Imran Khan at international platform. This can attract tourist and investors which will lead to uplift the economy of Pakistan. Following words and phrases are used to display attract tourists:

‘_mountain tourism’, ‘_religious tourism’, ‘_Gandhara civilization’, ‘_Sufism’, ‘_holiest shrines of Hinduism ,of Sikhism and of Buddhism’.

Mr. Imran Khan has a pacifist approach to global issues and concerns. There are number of instances in the interview where he uses composed vocabulary to highlight his concerns and consequences of war in the text. Following words the used in the text to show consequences of war:

‘_military solutions’, ‘_disaster’, ‘_conflict’, ‘_bloodshed’, ‘_war crime’, ‘_war’, ‘_conflict’, ‘_disaster’, ‘_military solution’, ‘_poverty’ and ‘_bloodshed’.

Mr. Imran Khan mentions that in order to eliminate terrorism from the country military forces played a significant role. Following words are used by him to show Pakistan as a secure country for investments.

controlled‘ disarmed‘ the militias‘ and rehabilitated‘

4.19.3 Repeated Words

There are number of words repeated in the interview which highlights concerns and stance of Mr. Imran Khan in the interview. Following table shows the list of repeated words with frequency used in the interview by Mr. Imran Khan:

Table 4.32

Frequency of repeated words

I	61
They	46
We	45
You	40
Pakistan	25
People	21
War	14
Kashmir	12
India	9
Afghanistan	9
Tourism	8
Conflict	7
Trump	6
Military	6
Political	6
Government	6
Security	5

RSS	5
Struggle	4
Solution / Solutions	8
Ideology	4
Economy	4
Disaster	4
Peace	3
Industrialization	3

There are wide range of words used in the interview which emphasis the concerns and stance of Mr. Imran Khan on the Kashmir, Security in Pakistan, ideology of India and economic concerns of Pakistan.

4.19.4 Use of Specific Terminology

There are number of references in the literature of the interview. It also includes examples of different countries and movements. Following terms are used by Mr. Imran Khan:

‘Vietnam War’, ‘Al-Qaeda’, ‘Napoleon’, ‘Hitler’, ‘Socialist’

His references to the Vietnam War often serve as a historical analogy to critique foreign military interventions and their consequences. He uses this term to emphasise the futility and destructiveness of prolonged conflicts. It constructs Pakistan as a nation that has learned from the mistakes of others, advocating for peace and stability rather than entanglement in foreign wars. Khan's references to Al-Qaeda often highlight the consequences of Pakistan's involvement in the U.S.-led War on Terror. It constructs Pakistan as a nation that has suffered greatly due to global conflicts, emphasising its sacrifices and resilience in the face of external pressures. His

references to Napoleon often serve as historical analogies to discuss leadership, strategy, and the consequences of overreach. He uses this term to draw lessons from history and apply them to contemporary challenges. It constructs Pakistan as a nation that learns from historical precedents, emphasizing the importance of strategic thinking and prudent leadership. Khan's references to Hitler often serve as historical analogies to discuss the dangers of authoritarianism and extremism. He uses this term to critique policies and ideologies that he perceives as oppressive or destructive. It constructs Pakistan as a nation that stands against tyranny and extremism, emphasizing its commitment to justice and human rights.

4.19.5 Use of Pronouns

More emphasis is given on I as compare to we and you. Intensive use of I is apparent in the text of the interview. I is only used to share experience and struggles on various issues that he himself faced to gather attention of the audience.

we is also used number of times in the shows approach of Mr. Imran Khan reflects him as a leader who does not speak for himself, rather his admiration and people of his nation. I is only used to share experience and struggles on various issues that he himself faced to gather attention of the audience. Following statements shows use of pronoun by Mr. Imran Khan in the interview:

—...and I feel that we are on the right track now the only thing is people are hurting because of you know all the measures we've taken now we want to concentrate on growth creating jobs for the people”.

—...so we are moving in the right direction and we are moving now towards an export led growth rather than a consumption led growth or a new board led growth...”

—...and we are trying our best it's not easy because it's 19 years of this turmoil that is

taking place in Afghanistan...”

—We were really at the rock bottom and so we are really grateful to the Chinese that they came and rescued us they came us they pumped and even not just they gave us loans”.

—...we are opening more where we are giving special concessions to industry...”

—we're grateful...”

—I think you know in the of one culture actually it's a very democratic culture. And once they get together I think they look it up”.

—I think so I think that it warned you will not find them the way they were in 2001 the circumstances were different there was that civil war...”

—...I want President Trump a head of the most powerful country in the world he should intervene right now the United Nations or President Trump through the UN at least though this is what the world bodies came about after 1945 to stop the sort of a future conflict”.

—and I feel that we are on the right track now the only thing is people are hurting because of you know all the measures we've taken now we want to concentrate on growth creating jobs for the people”.

—Pakistan suffered I know the consequences second time seventy thousand Pakistanis were killed in an insane war and we lost over a hundred billion dollars to the economy we've just about recovering from it so from I'm convinced that people looking for solutions the only people who benefit is this industrial military complex”.

There are number of instances in which pronoun I is used to show Mr. Imran Khan's perspective as a leader. He shares his view and analysis on various significant concerns and issues.

4.19.6 Rhetorical Devices

There are number of rhetorical devices used in the interview by Mr. Imran Khan. He uses figures and number which attracts attention of the audience and helps them to process his stance with logic, statistics, facts and numbers.

Following statements shows numbers and figures present in the interview:

—Pakistan suffered I know the consequences second time seventy thousand Pakistanis were killed in an insane war and we lost over a hundred billion dollars to the economy we've just about recovering from it so from I'm convinced that people looking for solutions the only people who benefit is this industrial military complex”.

Mr. Imran uses emotionally charged language like "suffered," "insane war," and "seventy thousand Pakistanis were killed" to evoke strong feelings of grief, loss, and injustice. This emotionally charged rhetoric is intended to provoke sympathy and solidarity from the audience, emphasising the human and economic cost of the war.

—So struggle more than sports I mean sports was only 21 years this is 23 years”.

—...joined the U.S after 9/11 Pakistan suffered I know the consequences second time seventy thousand Pakistanis were killed in an insane war and we lost over a hundred billion dollars to the economy we've just about recovering from it so from I'm convinced that people looking for solutions the only people who benefit is this industrial military complex”.

Mr. Imran's repetition of "Pakistan suffered" and "seventy thousand Pakistanis were killed" emphasises the gravity of the situation and ensures that the audience

remembers the key points. This rhetorical device intensifies the emotional and factual impact of his message. By citing specific economic losses ("a hundred billion dollars"), Khan appeals to logos (logic) to highlight the noticeable impact of the war on Pakistan's economy. This strengthens his argument by providing concrete evidence of the war's catastrophic effects. By using phrases like "I know" and "I'm convinced," he establishes his personal authority and credibility. This technique reinforces his position as a knowledgeable and trustworthy leader who has firsthand experience of the issues he discusses.

—Prime Minister Modi was a life member of Nazi, I repeat Nazi is an extremist Ideology why do I say that it's important that people in the west they do not understand this as yet...”

—...that it I mean the Nazi Germany between 1930 and 1934 full done from a liberal democracy to a fascist totalitarian racist state this is what's happening in India.”

Mr. Imran employs a historical analogy by comparing Prime Minister Modi and contemporary India to Nazi Germany. This rhetorical device appeals to logos (logic) by drawing parallels between two historical contexts, while also evoking pathos (emotion) by invoking the universally negative connotations of Nazism. However, this comparison is highly controversial and polarising. Khan employs hyperbole by equating Modi's ideology with Nazism and suggesting that India is undergoing a similar transformation to Nazi Germany. While this exaggeration serves to shock and provoke thought, it risks alienating audiences who may view the comparison as extreme or unfounded. He compares the idea of a "liberal democracy" with a "fascist totalitarian racist state" to highlight a dramatic shift. This contrast emphasizes his concern about India's political trajectory and serves as a warning to his audience.

Mr. Imran's discourse employs a range of rhetorical devices, including emotional appeals through emotive language and historical analogies, logical appeals through economic data and comparisons, and credibility through personal conviction and authority. He also uses repetition, hyperbole, and simplification to highlight his points and engage his audience. However, some of his strategies, such as the comparison to Nazi Germany, are highly controversial and may polarise listeners. Overall, his rhetoric is designed to evoke strong emotional responses, critique systemic issues, and call for global awareness and action.

4.19.7 Turn Taking

There are instances where the interviewer overlaps but Mr. Imran Khan holds and presses the floor. These overlaps are not interruptive.

Imran Khan: [You see I think you know Indian culture actually it's a very democratic culture and once they get together I think they'll work it out it's not the Taliban of 2001 so much has water has gone under the bridge]

CNBC: [Some little girls will be going to school you think.]

Imran Khan's turn is long and elaborative, allowing him to control the floor. He uses hedges such as "I think," and "you know" to soften his stance and create ambiguity. The length of his turn, combined with vague phrasing, serves to avoid directly addressing sensitive topics like women's rights. Through a long, detailed turn, he exerts discursive power by framing the conversation around geopolitical factors rather than the specific issue of girls' education. Imran Khan's indirect phrasing and general observations serve to avoid directly answering a potentially controversial question. But CNBC employs interruption and focused questioning to regain control and highlight a sensitive, specific topic girls' education.

4.19.8 Grammatical Aspects

Throughout the interview Mr. Imran Khan boldly states his views and stances without hiding the agent. The strong use of active voice on responses regarding critical matters suggests strong leadership of Mr. Imran Khan.

4.19.9 Interpretation

There are number of significant topics discussed in the interview with Mr. Imran Khan, his responses and strong stances make him a strong global figure. The areas touched in the interview show strong identity and leadership of Mr. Imran Khan. The use of intensive words and terms to describe ideology of Indian government show him as a bold leader on an international platform.

On the issue of Kashmir, Mr. Imran Khan uses specific terms and figures to describe the situation and mindset which highlights the racist approach of India. Mr. Imran Khan's response on the question regarding Afghan situation is composed and carries statistics and references from history. In order to highlight the consequences of 'military solution' he provides examples of countries who deadly suffered because of military solution. The use of examples from the history of Pakistan sets the base of his stances on various significant issues and matters. The use of this technique helps to support his point and stance on the subject of military solution.

The use of repetition is apparent throughout the interview. This shows confidence of Mr. Imran Khan as a leader. He not only speaks on the critical topics but also emphasises his stances again and again with the use of repetition of same idea in the interview.

There is extensive use of pronoun I in the interview but it lacks arrogance. It is used to deliver his understanding, analysis and views on various significant matters. This shows Mr. Imran Khan as a critical and bold leader.

4.19.10 Explanation

Mr. Imran Khan is not afraid of speaking the truth on an international platform. He states that US needs to solve the Kashmir issue. He is of the view that military solution is never a viable answer to any problem or conflict.

Mr. Imran Khan has a pacifist approach as a leader. He sees conflict and military solution as a dreadful approach. He says world does not need conflict and its consequences.

Mr. Imran Khan portrays a promising picture of Pakistan and its people. He says Pakistan has potential to grow and to uplift economic down fall, as it has man power and number of resources. He also says that he wants to make progress in Tourism, as there are number of places which can attract people from all over the world. Here, he wants to raise economy of the country by developing domain of tourism.

Mr. Imran Khan is a leader with a vision, his words and visions are not empty. His actions, stances and reforms show his vision for his nation. He understands that people of the nation are struggling because of the reforms but he states he is working on providing job opportunities.

Mr. Imran Khan deeply acknowledges the history of the country and he analyses critical situations in order to protect his nation. He stresses on the growth and stability of economy because he understands the need of stability and peace for uplifting people out of poverty.

Mr. Imran Khan's interests as a leader are prominent and clear throughout the interview. He is clear and optimistic about relations with China. He acknowledges China's support in tough times. In addition to this, China can provide great deal of help and assistance in uplifting economy of the country.

4.20 Analysis of Interviews Text 17

4.20.1 Background and Description of Text 17

The interview under study in the following section revolves around significant topics, including Pakistan's relations with superpower US and Afghanistan crisis. Following table shows details of the interview:

Table 4.33

Details of Text 17

Duration	38 minutes 15 seconds
Date	25, June 2021
Platform	The New York Times
Interviewer	Yara Bayoumy and Jyoti Thottam

4.20.2 Vocabulary

The use of vocabulary in the text of the interview clearly indicates stances of Mr. Imran Khan on an international platform. There are number of significant and sensitive topics discussed in the interview which reflect leadership of Mr. Imran Khan as a leader.

Mr. Imran Khan describes the relations with US with the word *'doser'* in the past. Here his response is well composed and meaningful. He uses the following words to

describe how he sees Pakistan's future relations with US, after not assisting them to set bases in the country against Afghanistan.

'civilized', 'trading relations', 'even-handed', 'trust' and 'common objectives

He also states that what he expects regarding relations between Pakistan and India.

'normal', 'civilised' and 'trading relationship'.

In addition to this, he boldly adds the reason that why relations between Pakistan and India are frozen and rough. Following words are used by Mr. Imran Khan which depicts Indian ideology:

'peculiar ideology', 'Hindu nationalist' and 'R.S.S',

4.20.3 Repeated Words

The use of repetitive words is one of the most effective linguistic devices to gain attention of the audience. In the interview Mr. Imran Khan uses the rhetorical device of repetition throughout the interview to highlight his stance of critical and significant topics.

Following table displays the most frequent words in the text by Mr. Imran Khan:

Table 4.34

Frequency of repeated words

Pakistan	34
I	28
We	26
Relationship	17
Our	15
India	12

Afghanistan	12
War	12
Taliban	8
Military	7
Border	5
Civil	5
Trading	3
Refugees	3

4.20.4 Use of Pronouns

The use of pronouns in the interview gives insights of leadership and identity in the language of Mr. Imran Khan. I and we are used number of times throughout the interview which indicates approach and concerns of Mr. Imran Khan as a leader. Following statements show use of pronouns by him in the interview:

—What we want in the future is a relationship based on trust and common objectives. That’s actually what we have right now with the U.S. — I mean, our objectives in Afghanistan are exactly the same today”.

—And Pakistan is a country of 220 million people, a young population, in a sense strategically placed for the future if our relationship with India improves at some point, which I am an optimist. I hope it will”.

—We would be affected because there are more Pashtuns in Pakistan than in Afghanistan”.

—One, we are scared that this will be another influx of refugees into Pakistan. Already, the country has found it very difficult to cope with three million Afghan refugees. And so there will be another influx into Pakistan”.

–I paid a visit to President Ghani earlier this year and sort of gave our full support to the Afghan government, telling them we will do everything for this peace settlement”.

–There’s frequent exchanges between our intelligence agencies and the Afghan intelligence agencies, and between our army chief and the Afghan president and their army chief. So there has been constant communication between us”

–Let me assure you, we will do everything except use military action against the Taliban”.

–All sections of our society have decided that Pakistan will take no military action”.

4.20.5 Rhetorical Devices

Rhetorical devices are used to convince and persuade the audience by appealing their emotions. Mr. Imran Khan uses figures and statistics to prove and provide evidence of the arguments he tries to convince the audience. Following are statement of Mr. Imran Khan which shows use of facts and figures:

–Seventy thousand Pakistanis died, and over \$150 billion were lost to the economy because there were suicide bombings and bombs going on all over the country”.

–And people in Pakistan felt they paid a heavy, heavy price for this relationship”.

He uses emotionally charged language like "seventy thousand Pakistanis died," "heavy, heavy price," and "suicide bombings" to evoke strong feelings of grief, loss, and injustice. This appeal to emotion is designed to bring out sympathy and solidarity from the audience, emphasising the human and economic cost of the conflict. The repetition of "heavy" emphasises the severity of the sacrifices made by Pakistanis. This rhetorical device increases the emotional impact of his message and ensures that the audience remembers the key point. By citing specific economic losses ("\$150

billion"), he highlights the tangible impact of the conflict on Pakistan's economy. This strengthens his argument by providing concrete evidence of the war's devastating effects.

–And Pakistan is a country of 220 million people, a young population, in a sense strategically placed for the future if our relationship with India improves at some point, which I am an optimist. I hope it will”.

He uses positive, forward-looking language to create a sense of hope and possibility. This rhetorical strategy aims to instill confidence in the audience about Pakistan's future and its potential for improved relations with India. This rhetorical strategy fosters a sense of national pride and optimism about the country's potential.

–Basically, Pakistan was the country that had recognized Taliban, one of three countries after 1996”.

–There was never any border between Afghanistan and Pakistan, which is called the Durand Line. Now, we are fencing it, and almost 90 percent of the border, we’ve fenced now”.

By providing historical context and specific details, Mr. Imran establishes his authority and credibility on the subject. This appeals to his credibility, reinforcing his position as a knowledgeable and trustworthy leader who understands the complexities of regional politics. He juxtaposes the historical absence of a border with the current efforts to fence it. This contrast highlights the significant changes in border management and underscores the challenges of maintaining security in the region.

–One, we are scared that this will be another influx of refugees into Pakistan. Already, the country has found it very difficult to cope with three million Afghan refugees. And so there will be another influx into Pakistan”.

Mr. Imran expresses concern for the potential influx of refugees, appealing to pathos (emotion) by highlighting the humanitarian challenges faced by Pakistan. This rhetorical strategy emphasises the need for international support and understanding. He implicitly calls for greater awareness and action from the international community. This rhetorical strategy positions him as a global advocate for justice and highlights the need for international attention to the issues he raises.

–Secondly, our vision for the future is lifting our economy and trading through Afghanistan into Central Asia. We have signed very good trade deals with the Central Asian republics, but we can only go there through Afghanistan. If there is a civil war, all that goes down the drain”.

Mr. Imran is presenting a clear, economically driven vision for Pakistan's future. He emphasises the importance of trade and economic growth, which are tangible and measurable goals. This rhetorical strategy positions him as a forward-thinking leader focused on national development. By highlighting Pakistan's strategic location and its trade agreements with Central Asian republics, he establishes his credibility as a leader who understands regional geopolitics and economic opportunities. This also underscores the importance of stability in Afghanistan for Pakistan's economic ambitions. The phrase "goes down the drain" is emotionally charged and evokes a sense of loss and waste. This appeal to pathos (emotion) is designed to elicit concern and urgency from the audience, emphasizing the potential consequences of instability in Afghanistan.

4.20.6 Use of Specific Terms

Following are few specific terms used by Mr. Imran Khan in the interview:

‘9/11’, ‘war on terror’, ‘Al Qaeda’, ‘Tora Bora’, ‘Durand Line’, ‘

4.20.7 Grammatical Aspects

Throughout the interview Mr. Imran Khan boldly states his views and stances without hiding the agent in his spoken discourse. The strong use of active voice on responses regarding critical matters suggests strong leadership of Mr. Imran Khan.

Numbers of critical topics are discussed in the interview; the responses of Mr. Imran Khan are bold and clear. Further the use of active voice emphasises the agent without any ambiguity specifically on military solution and consequences of past alignment with US against Afghanistan.

4.20.8 Interpretation

Mr. Imran Khan is globally known for his pacifist approach as a leader on critical yet significant topics. He is continuously talking about peace and partnership. In addition to this, he also stresses that ‘military solution’ is not viable; it has long term consequences which can affect economy of the country. The background and stances of Mr. Imran Khan make him a crucial leader. He persuades the audience by quoting past events and the consequences which Pakistan has faced. The results of alignment with US during war on terror and soviet invasions in Afghanistan badly damage the economy of the country. Mr. Imran Khan acknowledges the damages, thus he wants to protect his country from yet another negative impact in terms of loss of lives, economy and reputation.

The extensive use of statistics and figures makes his use of language well composed and detailed. It attracts the audience and also helps them to understand his stance.

In addition to this, there is extensive use of ‘I’ in the interview. It is used to describe his views and experience rather than arrogance. The use of ‘we’ suggests that he does

not consider himself separate from the nation and his administration. His collective approach as a leader is apparent in the literature of the interview.

4.20.9 Explanation

Mr. Imran Khan is adamant on his stance that Pakistan will only partner with US on level footing, rather than constantly answering American call on ‘do more’. In addition to this, he remains hopeful while concerned on the future of Afghanistan and the role of US in it, as Pakistan and United States have shared interest there. While Mr. Imran Khan knows what Pakistan wants from US, he is unsure whether the US wants the same from Pakistan. However, he remains hopeful for the future relations between both countries.

Even while talking about international scenario on an international platform, Mr. Imran Khan’s main concerns are people of Pakistan and poverty. For the exact same reason he wants to establish peaceful trading relations with other countries.

Mr. Imran Khan highlights that Pakistan does not want any civil war in Afghanistan; he states that relations between Pakistan and Afghanistan are based on common/shared interest. Both countries want peace in Afghanistan and to eliminate Terrorism.

He clearly states that all institutions of the country have decided not to take military action against Afghanistan. Further, he adds that they can help in dialogue to settle the crisis.

The fear and concerns of Mr. Imran Khan as a leader are not limited to words, Afghanistan is fencing Afghan border to avoid consequences of chaos in Afghanistan. Here, Mr. Imran Khan’s interest as a leader is apparent and clear that he does not want Pakistan to suffer once again because of US invasions in Afghanistan.

4.21 Analysis of Interviews Text 18

4.21.1 Background and Description of Text 18

The text under study in the following section is taken by Dr Eric li, Director Advisory Committee of China Institute of Fudan University. The interview revolves around the relations with US and China. The responses of Mr. Imran Khan are composed and detailed.

Following table shows details of the interview:

Table 4.35

Details of Text 18

Duration	21 minutes 54 seconds
Date	10, Feb 2022
Platform	Director of Fudan University China
Interviewer	Dr. Eric

Vocabulary4.21.2

In the beginning of the interview, he sheds light on his life and struggles and how he left sports and started serving people of the country. Later, he realises Pakistan was in the wrong hands and it was destroyed. Following words are used by Mr. Imran Khan to state the situation of the country when he decided to join politics:

_destroyed‘, _corruption‘, _crooked politicians‘ and _banana republics‘.

In addition to this, he uses the following words and phrases to depict the current state of Afghanistan and future consequences:

_sanctioning‘, _chaos‘, _huge humanitarian crisis‘, _poverty line‘, _cut off the aid‘,

‘biggest man-made humanitarian crisis’,

On the question regarding relationship with India, Mr. Imran Khan gives a composed and decent reply as a leader on an international platform. Following are the important word and phrase used by Mr. Imran Khan in the interview:

‘first priority’, ‘normalise’,

4.21.3 Repeated Words

There are number of words which are repeated by Mr. Imran Khan throughout the interview. The repeated words and the frequency alone suggest a lot about concerns of Mr. Imran Khan as a leader.

Following table shows repeat words with frequency:

Table 4.36

Frequency of repeated words

I	49
Pakistan	24
People	23
Afghanistan	22
We	18
India	18
China	18
Our	14
Country	11
History	8
War	7

Poverty	7
World	6
Government	6
Power	5
Law	5

4.21.4 Use of Pronouns

The use of pronouns helps to understand the leadership and identity of Mr. Imran Khan. In the case of literature of the critical interview of Mr. Imran Khan, there are number of instances where he uses pronouns I‘, we‘ and our‘.

The literature of the interview depicts that more emphasis is given on I‘ and we‘. Mr. Imran Khan uses the pronoun we‘ to represent members of his party and people of the Nation. Following are the few statements in which we‘ and I‘ is used by Mr. Imran Khan:

–I used to keep saying throughout 20 years that there was not going to be a military solution because I know the history of Afghanistan”.

–I was headed and then I decided to go into politics because I realized that our country was being destroyed by crooked politicians my belief is that countries are poor only because of corruption and corruption is a symptom of not having rule of law and by rule of law I mean that a country that cannot bring the powerful crooks under the law they become banana republics they become poor countries and that's why I came into politics my manifesto was based on two principles one was rule of law and second was to make Pakistan a welfare state that's why I came into politics 25 years ago and I struggled for 22 years before I finally I got into office”.

–Well I do not understand why there is this suspicion about CPEC and the Gawadar port it makes no sense because as far as Pakistan is concerned and let me tell you as the prime minister my number one priority is the 220 million people of Pakistan yes about over almost 25 to 30 of our population is below the poverty line and Pakistan has really especially in the past 30 years we have really gone down because of these two families taking turns to loot the country and of course then joining the U.S war on terror which was a disaster for Pakistan”.

–So our top priority right now is to look after our people and our whole emphasis my government's emphasis is on geo-economics we want to build our economy now and to lift our people out of poverty taking a cue from china what china achieved is really what we what we look towards china...”

–I think this is not exclusively just between Pakistan and China we invite any other country to come and join in and invest in CPEC projects”.

–...but unfortunately and i say very unfortunately because I think this will it already is and in future it will hurt the people of India much more than say even Pakistan or China”.

–I repeat my concentration is only on one thing how to look after the two hundred twenty million Pakistanis half of them are not in a good place you know who are hovering on the above poverty line and half of them below I mean the bottom 50% percent is hovering on the poverty line”.

In addition to this, there are several instances in the interview where Mr. Imran Khan uses the pronoun I’, but it is only used to state his views, concerns and approach.

4.21.5 Use of Specific Terminology

Following are few specific terms used by Mr. Imran Khan in the interview:

Pashtuns‘, Tajik‘, Hazara‘, Uzbek‘, and Gawadar port‘

Mr. Imran's references to Pashtuns often highlight their historical and cultural significance in Pakistan and Afghanistan. He uses this term to emphasize the importance of Pashtun communities in regional stability and peace efforts. It constructs Pakistan as a diverse nation that values its ethnic communities, particularly the Pashtuns, who play a crucial role in the country's socio-political fabric and its relationship with Afghanistan. Khan's references to Tajiks often relate to Afghanistan's ethnic composition and the broader Central Asian context. He uses this term to discuss the importance of inclusive governance and regional cooperation. It positions Pakistan as a nation that understands and engages with the ethnic diversity of its neighbors, emphasizing its role in fostering regional stability and inclusivity. Khan's references to Uzbeks often relate to the ethnic diversity of Central Asia and its implications for regional stability. He uses this term to emphasise the importance of inclusive policies and regional cooperation. It positions Pakistan as a nation that values and engages with the ethnic diversity of its region, emphasizing its role in fostering regional stability and inclusivity. Khan's references to Gwadar Port often highlight its strategic and economic significance as part of the China-Pakistan Economic Corridor (CPEC). He uses this term to emphasize Pakistan's potential as a hub for regional trade and connectivity. It constructs Pakistan as a nation with significant economic potential, leveraging its strategic location to become a key player in global trade routes.

4.21.6 Rhetorical Devices

There are number of rhetorical devices used in the interview by Mr. Imran Khan. He uses figures and number to attract attention of the audience throughout the interview. In addition to this, he also quotes the percentages and statistics to provide evidences.

It also helps them to understand the arguments presented by Mr. Imran Khan in the interview on critical matters. He tries to present a positive image of his country.

Following statements shows use of rhetorical devices:

—They are basically for people who can't afford quality university education most people can't afford cancer treatment so these are more or less 75% free in the hospital treatment cancer and 90% of the people in the universities get free education”.

“...when a country that depended his budget 75% on foreign aid when you cut off the aid and then sanctioned the country this could be the biggest man-made humanitarian crisis”.

“while the U.S lost two three thousand four thousand people in the entire uh 20 years since 9/11. Pakistan lost 80 000 people and we had over 100 billion dollars lost to the economy”

Mr. Imran uses emotive language by highlighting the human and economic cost of conflicts and sanctions. He evokes empathy and concern by emphasising the suffering of the Pakistani people and the potential for a humanitarian crisis. He juxtaposes the losses suffered by the U.S. and Pakistan to emphasise the disproportionate impact of the War on Terror on Pakistan. This contrast highlights the sacrifices made by Pakistan

“That’s why I came into politics 25 years ago and i struggled for 22 years before I finally I got into office

Khan shares his personal journey to establish his credibility and dedication to public service. This rhetorical strategy positions him as a leader who has made significant sacrifices for the betterment of Pakistan

“I repeat my concentration is only on one thing how to look after the two hundred twenty million Pakistanis half of them are not in a good place you know who are hovering on the above poverty line and half of them below i mean the bottom 50% percent is hovering on the poverty line”.

The repetition of "I repeat" emphasizes Khan's focus on the welfare of the Pakistani people. This rhetorical device ensures that the audience remembers the central message and reinforces its importance. He appeals to the shared responsibility of looking after the welfare of all Pakistanis. This rhetorical strategy fosters a sense of national unity and collective purpose among the audience.

4.21.7 Grammatical Aspects

Analysing grammatical aspects of the literature of the interview gives insight that how Mr. Imran Khan articulates strong leadership and identity. It also highlights his approach towards his nation. The use of active voice suggests that Mr. Imran Khan has a clear vision and objectives in his mind; he boldly highlights concerns on relationship with China and his vision for his country of lifting them out of poverty.

4.21.8 Interpretation

Mr. Imran Khan handles the critical questions throughout the interview. Numbers of sensitive topics are discussed in the interview which highlights Mr. Imran Khan's identity. He boldly states that China stood with Pakistan in challenging circumstances while US betrayed Pakistan. In addition to this, he states that US join hands with Pakistan to achieve strategic goals and later they abandon us. In order to persuade audience, he quotes past events to explain his stance. The troubled examples of past relations between Pakistan and US fully highlight Mr. Imran Khan's Strong Leadership skills.

There are number of rhetorical devices used in the interview by Mr. Imran Khan in the interview. He uses figures and number to attract attention of the audience. In addition to this he also quotes the percentages and statistics to provide evidences. It also helps them to acknowledge the arguments and stances presented by Mr. Imran Khan in the interview on critical and significant matters. Mr. Imran Khan tries to present a positive image of his country.

In the case of literature of this critical interview of Mr. Imran Khan, there are number of instances where he uses pronouns I‘, we‘ and our‘. The literature of the interview depicts that more emphasis is given on I‘ and we‘. Mr. Imran Khan uses the pronoun we‘ to represent members of his party and people of the Nation. This shows he includes his nation in his interview.

4.21.9 Explanation

Mr. Imran Khan as always reaffirm his believe that military intervention is not a solution. He stresses that US has failed to learn from the history of Afghanistan and its people. They did not have a proper plan or objective on what to do in Afghanistan after military invasions and how will they leave so that no other crisis rises in Afghanistan. Mr. Imran Khan seems extremely worried about the possible humanitarian crisis in Afghanistan if and when US leave abruptly.

Mr. Imran Khan is not afraid to speak truth at international platform. He boldly takes stance for the people of Kashmir. He is seen as an aggressive rather a pacifist, when he mentions the UN resolution on Kashmir issue. He fully represents stance of his country against India and its atrocities in Kashmir.

Mr. Imran Khan is not afraid of acknowledging the truth when it comes to Pakistan’s relations with US, talking about how US neglected Pakistan soon after using its

resources in Afghanistan twice.

His views about China will help enhance the relation with China, when he talks about how the two neighbouring country have helped each other on many issues during their 70 years friendship.

Mr. Imran Khan stresses that mutual and bilateral relations between China and Pakistan is not dependent on who is in power. He highlights the role and significance of this cooperative relation in the interview. In addition to this, he states that they want to bring China and US closer because world cannot afford another cold war.

4.22 Analysis of Interviews Text 19

4.22.1 Background and Description of Text 19

The interview under study in the following section is taken by Becky Anderson after the establishment of Taliban regime in Afghanistan. Number of critical topics was discussed in the interview which includes new Taliban government in Afghanistan and relations between Pakistan and US.

Following table shows details of interview:

Table 4.37

Details of Text 19

Duration	41 minutes 52 seconds
Date	16, Sep 2021
Platform	CNN
Interviewer	Becky Anderson

4.22.2 Vocabulary

Mr. Imran Khan describes the Afghani groups and states the brief history of them. He also states that this time Taliban are different and changed. Following are the words and phrases used by him in response regarding Afghan new government:

‘ethnic groups’, ‘Pashtuns’, ‘Tajik’, ‘Hazara’, ‘Uzbek’, ‘no puppet government’, ‘international acceptability’, ‘indusive government’, ‘incentivize’ and ‘cannot be controlled’, ‘bloodbath’, ‘civil war’, ‘protracted civil war’, ‘complete ignorance’, ‘Afghan jihad’, ‘afghan refugees’, ‘Mujahideen’ and ‘Haqqanis’.

He acknowledges the efforts and hard work of agencies of Pakistan who secure that affected areas and eliminated terrorism. Following words are used by him to describing agencies of the country:

‘disciplined’, ‘army’ and ‘intelligence agency’

Following words are used by Mr. Imran Khan to depict the past corrupt leader of the country:

‘weak’ and ‘corrupt’

The concerns of Mr. Imran Khan as leader are apparent in following words regarding the chaos in Afghanistan:

‘refugees’ and ‘terrorism’.

4.22.3 Repeated Words

There are number of words which are repeated in the interview by Mr. Imran Khan. The recurrence of these words state what is emphasised in this critical interview. The use of repetition of words is one of the most effective rhetorical devices to put emphasis or to highlight the importance of the repeated content. Here in the interview, Mr. Imran Khan repeats number of important and significant words many times,

which states the emphasis and struggle of him to convey the message on an international platform without ambiguity. In the interview under this, repeated words and the frequency alone suggest a lot about identity of Mr. Imran Khan as a leader. The language used by Mr. Imran Khan shows him as a critical thinker, strategic leader and a bold politician. Following table shows repeated words with frequency:

Table 4.38

Frequency of repeated words

We	129
They	72
I	71
Pakistan	56
Afghanistan	51
Government	34
Taliban	30
People	21
Women	18
War	18
Afghan	17
Relationship	14
Country	11
China	9
Army	9
Pakistani	8
Intelligence	8
India	8

State	7
Refugee	7
Military	7
Education	7
Border	7
Tribe	6
Terrorist	6
Rights	6
International	6
History	6
Help	6
Civil	6
Terrorism	5
Peace	5
Americans	5
Agencies	5
Society	4
Pashtun/ Pashtuns	4

4.22.4 Use of Pronouns

More emphasis is given on we and they as compare to I. Mr. Imran Khan's identity as a leader is apparent in the literature of the interview.

Mr. Imran Khan tries to present the true picture and identity of himself and of his Nation to the world through the international platform. There are number of critical instance in the interview where Mr. Imran Khan defended his nation and himself at international platform.

The more use of pronoun 'we' at international platform shows that Mr. Imran Khan does not consider him separate from his Nation and people of his party and administration. . The collective approach of Mr. Imran Khan as a leader says a lot about his identity and his leadership qualities.

Following statements show use of pronouns by Mr. Imran Khan:

—...that my party came into power after 22 years. So we 22 years we stated opposition before we came to power when we got in Power. There was so much pressure for us to include those people who were struggled for 22 years so there you know they almost had felt that that was the right”

be put in its context what was the context i spoke i was we were for the first time in history in 74 history of Pakistan we had what we called was getting rid trying to get rid of the colonial system of education”.

—So for the first time we had a unified curriculum in our history and what i was trying to say was that mental slavery which comes from the colonial form of education is much worse than physical slavery”.

—...we were warning them beforehand and when the US should have started from a position of strength to do a political settlement with the Taliban when there were hundred and fifty thousand U.S troops there let me stop there”.

—I want to say this and i hope that the American politicians would listen to this you know Pakistan is the country”.

—The suffering this country went through at one point there were 50 militant groups attacking our government and in the 80s Pakistan joined the US against the soviets”.

—Our intelligence agency ISI gave us report that number one that the afghan government after the U.S leaves would last for months afterwards but they would fall

but it would last for months secondly according to our intelligence agencies Taliban would not be able to take over all of Afghanistan.”

–We have our government has passed the maximum number of laws for protection of women”.

–believe if you educate your women they will get their position in society they will fulfil their potential”.

4.22.5 Use of Specific Terminology

Following are the specific terms used by Mr. Imran Khan in the interview while answering significant question:

‘Mujahideen’, ‘Jihadis’, ‘Haqqani network’, ‘ISI’

Khan's references to the Mujahideen often relate to the Afghan-Soviet War (1979–1989), where Mujahideen fighters, supported by Pakistan and the U.S., resisted Soviet forces. He uses this term to highlight Pakistan's historical role in supporting Afghan resistance and its consequences. It constructs Pakistan as a nation that played a pivotal role in regional conflicts during the Cold War, often at great cost to its own stability. This reflects Pakistan's complex history as both a participant in and a victim of global power struggles. Khan's references to "Jihadis" often critique the rise of extremist groups in the region, particularly in the aftermath of the Afghan-Soviet War and the U.S.-led War on Terror. He uses this term to discuss the unintended consequences of foreign interventions and the spread of militancy. It constructs Pakistan as a nation that has suffered from the blowback of global conflicts, particularly the rise of extremist groups within its borders. This reflects Pakistan's struggle to combat terrorism while addressing the root causes of radicalisation.

Khan's references to the Haqqani Network, a militant group active in Afghanistan, often relate to regional security dynamics and Pakistan's alleged ties to the group. He uses this term to address accusations against Pakistan while emphasizing the complexity of the Afghan conflict. It positions Pakistan as a nation caught in the crossfire of regional and global power struggles, often blamed for its role in Afghanistan while also bearing the brunt of the conflict's spillover effects. Khan's references to the ISI, Pakistan's premier intelligence agency, often highlight its role in national security and regional geopolitics. He uses this term to defend Pakistan's security apparatus while addressing international criticism. It constructs Pakistan as a nation with a robust and capable intelligence agency that plays a critical role in safeguarding national interests, particularly in a volatile region. Imran Khan's strategic use of these terminologies constructs a language of leadership that is deeply rooted in Pakistan's historical and regional context. It positions him as a leader who understands the complexities of Pakistan's past and present, while advocating for national security, regional stability, and inclusivity.

4.22.6 Rhetorical Devices

Mr. Imran Khan provides the audience facts, figures and statistics in his interview. The use of such information shows his understanding of significant matters as a leader.

Following statement shows use of rhetorical devices used by Mr. Imran Khan:

–The suffering this country went through at one point there were 50 militant groups attacking our government and in the 80s Pakistan joined the US against the soviets”.

–So we had 50 militant groups attacking us and on top of it now on top of it they must also know there were 480 drone attacks by the us in Pakistan only time a country has

been attacked by its ally so we almost went under”

–So here we were we here we were losing people 70 to 80 000 Pakistani dying to side with the Americans on top of it we are called that we are playing a double game”.

Mr. Imran utilises emotionally charged language like "suffering," "attacking," "losing people," and "70 to 80,000 Pakistani dying" to evoke strong feelings of grief, loss, and injustice. This strategy evokes the emotions of the listeners and persuades them. The repetition of phrases like "on top of it" and "here we were" emphasises the cumulative burden and challenges faced by Pakistan. This rhetorical device increases the emotional and factual impact of his message, ensuring that the audience remembers the key points. He critiques the US's actions, particularly the drone attacks and accusations of Pakistan playing a "double game." This rhetorical strategy appeals to *logos* (logic) by highlighting contradictions and injustices, while also evoking *pathos* (emotion) by emphasizing the betrayal felt by Pakistan.

–You know the total budget of Pakistan it's 50 billion dollars for 220 million people 50 billion dollars Americans were spending 300 million dollars a day they spent two trillion dollars was Pakistan did we have the capacity to fund another war we can barely meet our own expenses”.

By citing specific economic data ("50 billion dollars," "300 million dollars a day," "two trillion dollars"), he highlights the disparity between Pakistan's limited resources and the immense financial capacity of the US. This strengthens his argument by providing concrete evidence of Pakistan's economic constraints. He juxtaposes Pakistan's modest budget with the US's massive daily expenditure to highlight the economic imbalance. This contrast emphasises Pakistan's limitations and the disproportionate burden it bore in the conflict.

–Our relationship with china goes back 70 years it's a very strong relationship it was Pakistan which opened the doors of the U.S to china in 1970”.

By emphasising the longevity and strength of Pakistan's relationship with China, he appeals to credibility and national pride. This rhetorical strategy fosters a sense of continuity and reliability in Pakistan's foreign policy.

There are instances in the literature of the interview where Mr. Imran Khan put emphasis in conveying the message by the use of rhetorical questions. This type of statement effectively highlights content. Following are the interrogative statements used by Mr. Imran Khan in the responses:

–Was Pakistan in a position to take military action against the Afghan Taliban?”

–Was Pakistan in a position to then take on the Afghan Taliban?”

He uses rhetorical questions to engage the audience and to make them think about the challenges Pakistan faced. These questions are not meant to be answered directly but to emphasise the impracticality and difficulty of taking military action against the Afghan Taliban. By posing this question, Khan implicitly calls for understanding and sympathy from the audience regarding Pakistan's limitations and challenges. This rhetorical strategy positions him as a leader who is realistic about his country's capabilities and constraints.

In addition to this there is use of repetition of ideas throughout the interview, which emphasises his stance and concerns.

–Pakistan I repeat if we did not have a disciplined army and intelligence agency we were going under...”

He uses persuasive language to highlight the role of Pakistan's disciplined army and intelligence agency in preventing the country from collapsing. This rhetorical strategy

fosters a sense of national pride and gratitude for the military's role in maintaining stability. The phrase "we were going under" is emotionally charged and evokes a sense of impending doom and vulnerability.

4.22.7 Turn Taking

There are number of interrupting overlap in the interview. This interview is taken after US withdrawal from Afghanistan which places Pakistan in a critical position. These overlaps are interrupting and aggressive by the interviewer.

Following statements shows the overlap:

[Imran Khan: ...we were warning them beforehand and when the US should have started from a position of strength to do a political settlement with the Taliban when there were hundred and fifty thousand U.S troops there let me stop there]

[Becky: Let me stop there you haven't spoken to the president of the united states collapse of the country to the Taliban correct no he hasn't called you since coming into office correct]

[Imran Khan: He's a busy man]

[Imran khan: It is complete ignorance the Americans did not understand what the Haqqani network was Haqqani is a tribe it's a it's a Pashtun tribe living in Afghanistan what the]

[Becky: Terrorist organization prescribed and designated by the us and the U.N so with respect]

His turns are longer and detail-oriented, allowing him to frame the discourse around geopolitical complexity. Even he shifts from U.S. Pakistan relations to an explanation of ethnic identities and tribal structures. Becky interrupts twice to reframe the conversation toward specific and controversial issues (communication with the U.S.

President and the Haqqani network's designation). Her concise and pointed questions aim to clarify and challenge ambiguous claims. Mr. Imran uses humor ("He's a busy man") to downplay uncomfortable questions. He Shifts to tribal identity to avoid direct engagement with the terrorist designation claim. Hence, Mr. Imran seeks to control the conversation through long turns, historical context, and humor to avoid directly addressing sensitive issues.

4.22.8 Grammatical Aspects

Grammatical aspects of the interview give insight that how Mr. Imran Khan articulates strong leadership and identity on international platform. It also highlights his approach towards his nation and leadership. The concerns, fears, views and stance of Mr. Imran Khan are highlighted with the use of active voice. The use of active voice suggests that Mr. Imran Khan as a leader has clear vision and objectives in his mind for his Nation.

4.22.9 Interpretation

Numbers of controversial and sensitive topics are discussed in the interview. Mr. Imran Khan's language is well composed through the interview, which highlights his leadership skills. The vocabulary of the interview is vast and it encompasses number of terms which are related to history of Afghanistan. This shows that Mr. Imran Khan invests his time deeply understanding and learning history of people and nations.

Imran Khan boldly refutes claims that Pakistan helped Afghanistan Taliban in power. This is highlighted throughout the text with the use of repetition of ideas throughout the text. He repeats his points in order to emphasise that Pakistan is not supporting Taliban. Further he adds economic figures which indicate that Pakistan's economy is not stable to help Taliban. There is extensive use of facts and figures throughout the interview which shows his strong stance on critical accusations.

Mr. Imran Khan defends Pakistan and institutes of Pakistan on global platform. His defense is strong as it contains references of the past consequences helps the audience to understand his stance clearly.

Moreover, Mr. Imran Khan reverses the blame game and states that Americans do not have a clear objective on Afghanistan issue. This highlights his leadership and confidence that he is bold enough to criticize American policies at international platform.

Mr. Imran Khan presents on ground reality and accepts his fears and concerns which further refute the US claims, he states that Pakistan already has many refugees living in the country and Pakistan does not have capacity and resources to accept more refugees. In addition to this, Pakistan is facing three sided terrorism issue (ISIS in Afghanistan, TTP and Baloch terrorism).

More emphasis is given on ‘we’ as compare to ‘I’. Mr. Imran Khan’s identity as a leader is apparent in the literature of the interview. The more use of pronoun ‘we’ at international platform shows that Mr. Imran Khan does not consider him separate from his Nation and people of his party and administration. . The collective and united approach of Mr. Imran Khan as a leader says a lot about his identity.

Mr. Imran Khan tries to present the true picture and stance of himself and of his Nation to the world through the international platform. There are number of critical instance in the interview where Mr. Imran Khan boldly defended his nation and himself at international platform. His approach and use of language also shows how he defended his country and how skilful responded to US.

4.22.10 Explanation

This interview is taken in critical circumstance after the withdrawal of US troops from Afghanistan and new Taliban government takeover in Afghanistan. That is why there are number of significant and crucial responses in the interview which shows bold and strong leadership of Mr. Imran Khan. He critically analyses the situation and states his stance on various important concerns.

According to Mr. Imran Khan history of Afghanistan shows that no outside government can control them. There are number of crisis in Afghanistan, for which world needs to incentivise them in order to lift Afghanistan from the crisis and establish peace in the country. In addition to this, he also adds the consequences of not helping them. He believes that ongoing crisis may lead to humanitarian crisis which will be biggest man made crisis. Here, Mr. Imran Khan's another interest is apparent in the literature of the interview that chaos in Afghanistan can lead to refugee problem for Pakistan. This can affect the economy and image of Pakistan.

On the question regarding relations of Pakistan and US, he states that relations after latter invasion in Afghanistan are terrible. He also criticises US and states that military objectives cannot be achieved in Afghanistan. Instead of military solution US should attempt political solution. Mr. Imran Khan dismissed the idea of aiding and supporting Taliban. He says that his own country is not financially stable than how can they help them. A strong counter response is apparent in the discourse as he defended his country against all allegations.

The literature of the interview highlights leadership skills of Mr. Imran Khan. His deep understanding and critical approach is apparent throughout his composed use of language. While the interviewer Becky Anderson from CNN continually asked Mr. Imran Khan tough questions and even interrupted his response on several instances,

he remained calm throughout the interview and managed to respond to the questions and convey it to the interviewer and audience effectively.

4.23 Analysis of Interviews Text 20

4.23.1 Background and Description of Text 20

The interview under study in the following section is taken by Ines Pohl. The interview mainly revolves around the relationship with US, China, India and Afghanistan. Following table shows details of the interview:

Table 4.39

Details of Text 20

Duration	26 minutes 2 seconds
Date	19, Jan 2020
Platform	Deutsche Welle
Interviewer	Ines Pohl

4.23.2 Vocabulary

Vocabulary of responses used by Mr. Imran Khan is decent and does justice to the content of the interview. Use of words in political arena carries significant importance as they deliver messages effectively. The use of words in the interview under study is controlled but conveys clear and bold response on an international platform.

While describing Pakistan, Mr. Imran Khan uses the word ‘tremendous potential’. This shows he believes in people of Pakistan as a leader. In addition to this, while recalling the early days of Pakistan after independence, he uses the following words:

‘fastest growing economy’, ‘a model’ and ‘development’, ‘

Mr. Imran Khan as a leader deeply understands the history of his country and he also

acknowledges the mistakes of the pervious leaders who are responsible for the crisis Pakistan is still facing.

On the question regarding relationship with neighbouring countries, he uses the following words:

‘difficult’ and ‘balance’

He clearly states the reasons and issues behind rough and heated relations with India. Following words are used by Mr. Imran Khan which completely depicts the reason behind resolved issue and frozen relation:

‘extremist ideology’, ‘Hindutva’, ‘Rashtriya Swayamsevak Sangh (RSS)’, ‘German Nazis’, ‘racial supremacy’, ‘Nazi ideology’, ‘hatred for minorities’ and ‘RSS ideology’.

4.23.3 Repeated Words

There are number of words repeated by Mr. Imran Khan in the interview. This stresses his concerns and stances. Following table shows repeated words along with frequency:

Table 4.40

Frequency of repeated words

I	19
We	14
India	13
Pakistan	11
Our	8
Kashmir	8
Afghanistan	7
Peace	5

Ideology	5
Government	5
People	4
Minorities	4
Country	4
China	4
Indian	3

4.23.4 Use of Pronouns

Mr. Imran Khan uses I, we and our number of times in the interview. The use of the pronoun we shows that Mr. Imran Khan does separate himself from the people of the nation and his administration. This suggests that Mr. Imran Khan as a leader represents his Nation at international platform with the agenda of establishing good relations with other countries. Following are some of the statements which show the use of pronouns by Mr. Imran Khan:

“I joined politics because I felt that Pakistan has tremendous potential. When I was growing up, Pakistan had the fastest growing economy in Asia, which served as a model for development in the 1960s. But we lost our way. My objective for coming into politics was to regain that potential”.

“It's true that we live in a difficult neighbourhood and we have to balance our actions”.

“For instance, Saudi Arabia is one of Pakistan's greatest friends and has always been there for us. Then we have Iran, with which we have always maintained a good relationship. Therefore, a military conflict between Saudi Arabia and Iran would be disastrous for Pakistan. We are trying our best to make sure that ties between these two countries do not deteriorate. It is a region that cannot afford another conflict”.

–We pray that the Taliban, the Americans and the Afghan government achieve peace”.

–But we lost our way”.

–After I became prime minister, I made an effort to talk to the Indian government and PM Modi. In my first speech as prime minister, I said that if India moved one step forward, we would take two steps toward them to resolve our differences”.

–We invite anyone from anywhere in the world to visit the Pakistan side of Kashmir and then go to the Indian side. Let them decide”.

–But as I said, let us invite observers from all over the world. I assure you that they can go to the Pakistan side of Kashmir but won't be allowed on the Indian side”.

–When I spoke to Chancellor Angela Merkel, I tried to explain these issues to her; about what is happening in India. And she actually made a statement about it when she visited India”.

–I think they are heading towards a ceasefire”.

–Therefore, we do talk about things with China privately, not publicly, as these are sensitive issues”.

–I think they are a young couple who want to lead their own life, so it's up to them”.

4.23.5 Use of Specific Terminology

There are number of specific terms in the interview which adds clarification of his stance and vision. Following words are used by Mr. Imran Khan in the interview:

‘Extremist ideology’, ‘Hindutva’, ‘Rashtriya Swayamsevak Sangh (RSS)’, ‘German Nazis’, ‘racial supremacy’

He uses this term of 'Extremist ideology' to highlight the dangers of such ideologies to global peace and stability. It constructs Pakistan as a nation that has suffered from extremist ideologies, both domestically and regionally, and is committed to combating them. This reflects Pakistan's struggle against terrorism and its efforts to promote moderation and tolerance. Khan's references to "Hindutva," the ideology of Hindu nationalism, often critique its impact on India's secular fabric and its treatment of minorities, particularly Muslims. He uses this term to draw global attention to what he perceives as the marginalization of Muslims in India. It positions Pakistan as a defender of Muslim rights in the region, emphasizing its opposition to ideologies that promote religious or ethnic exclusion. This reinforces Pakistan's identity as a nation that stands against oppression and advocates for justice.

Khan's references to the RSS, a right-wing Hindu nationalist organization in India, often highlight its ideological influence on India's ruling party, the BJP. He uses this term to critique what he perceives as the RSS's role in promoting exclusionary policies and marginalizing minorities. It constructs Pakistan as a nation that opposes extremist ideologies and advocates for the rights of minorities, particularly Muslims in India. This reinforces Pakistan's identity as a counter to Hindu nationalism and a protector of Islamic values in the region. Khan's references to "German Nazis" often serve as historical analogies to critique ideologies of racial or religious supremacy. He uses this term to draw parallels between Nazi Germany and what he perceives as the rise of similar ideologies in contemporary politics. It positions Pakistan as a nation that stands against tyranny, oppression, and racial or religious supremacy, emphasizing its commitment to justice and human rights.

4.23.6 Rhetorical Devices

Rhetorical devices are used to convince and persuade the audience by appealing their emotions. Mr. Imran Khan uses figures to prove and provide evidence of the messages he tries to convince the audience. Following are statement of Mr. Imran Khan which shows use of facts and figures:

“...the lukewarm response to what is happening to some 8 million people in Kashmir, minorities in India”.

–The Citizenship Amendment Act (CAA) is blatantly against minorities, and particularly against the 200 million Muslims in India”.

Mr. Imran uses emotionally charged language like "lukewarm response," "what is happening," and "blatantly against minorities" to evoke strong feelings of concern, injustice, and solidarity. This appeal to pathos (emotion) is designed to elicit empathy and urgency from the audience, emphasizing the plight of marginalized groups in India. By framing the CAA as a violation of human rights and targeting minorities, he urges the emotions of the people. He positions himself as a defender of justice and equality, while also providing a factual basis for his argument by referencing the impact on 200 million Muslims. He contrasts the idea of a democratic India with the discriminatory nature of the CAA. This contrast emphasizes the contradiction between India's democratic ideals and its treatment of minorities, thereby strengthening his critique.

Mr. Imran's discourse employs a range of rhetorical devices, including emotive language, rhetorical questions, appeals to human rights and justice, repetition, and simplification of complex issues. These strategies are designed to engage the audience, emphasise the plight of marginalised groups, and call for international

awareness and action. Overall, his rhetoric is aimed at evoking strong emotional responses, highlighting injustices, and advocating for a more robust global response to human rights violations.

4.23.7 Grammatical Aspects

The analysis of the grammatical aspects in the interview provides insight into the strong stances of Mr. Imran Khan on establishing relations with US and neighbouring countries. The use of active voice to convey the message clearly and without any ambiguity states his concerns as a leader. He has a clear vision and bold personality which is reflected in the use of active voice in the interview.

4.23.8 Discursive Practice

There are number of complex and critical questions in the course of the interview, as various sensitive topics are discussed with Mr. Imran Khan. He states that his objective is to regain the potential of Pakistan. He fully acknowledges they need of stabilising and balancing relationship with fellow countries. He also acknowledges that he fears from the outcomes of unbalanced relations with other countries. In addition to this, he states that his government is trying his best to maintain good relations with Iran and Afghanistan. He adds that their region cannot afford the outcome of military conflicts.

There are number of rhetorical devices used in the interview by Mr. Imran Khan in this critical interview. In addition to this he also quotes the percentages and numbers to provide evidences on his significant stance.

In the case of literature of this critical interview of Mr. Imran Khan, there are number of instances where he uses pronouns ‘I’, ‘we’ and ‘us’. The literature of the interview

depicts that more emphasis is given on I and we. Mr. Imran Khan uses the pronoun we to represent members and people of community.

4.23.9 Explanation

This interview revolves around number of critical and significant topics of the time. He addresses the questions boldly and shares his stance and views. He acknowledges the need of developing friendly relations with neighboring countries to maintain peace in the region. However, he boldly adds that India is occupied by RSS ideology thus; it is difficult to end the differences.

Further, Mr. Imran Khan seems extremely worried about the possible situation in Afghanistan if as he believes regional peace is interconnected to stability in Afghanistan.

Mr. Imran Khan is not afraid to speak truth at international platform. He boldly takes stance for the people of Kashmir and he highlights the need and role of other countries need to play for the people of Kashmir. His address asserts his stance against India and its atrocities in Kashmir.

In addition to this, at the end of the interview Mr. Imran Khan talks about relations with China and how the two neighboring country have helped each other on many issues during their 70 years friendship. He states that mutual and bilateral relations between China and Pakistan are not dependent on who is in matter of power. Instead of providing answer on the question regarding Muslim Uighur community in China, he gives a diplomatic response and stats that his stance is privately delivered. In this interview several questions are tackled in diplomatic manner. This highlights his leadership approach as a leader of a strategically important state.

4.24 Thematic Analysis of In-depth Interviews

In Thematic Analysis of In-depth Interviews, responses were received from ten participants.

4.24.1 Themes 1a: Bold and Confident

Mr. Imran has good command over language. In all of his interviews and speeches it is apparent that his language is confident and fluent. His intellectual competence is apparent in his spoken discourse. His language is not biased and is not against any party or individual but he stands against corrupt figures. His conversations are always started by quoting verses from Quran and he considers Quad-e-Azam as a great leader of Pakistan. According to participant 1 (P1) he uses simple language which is understandable for common people. Participant 1 asserted:

P: 1 *Yes, Imran Khan uses simple, organic, and motivated language in his address. Common man mostly inspired by his language they consider him a ray of hope for change. I think after Quad-e-Azam we have a great literate politician because his language being a Prime Minister is full of persuasion. He started his speeches with Quranic quotes. My mother is a big follower of Imran Khan she says only Imran Khan is a leader in our country who talks about Islam. His language is completely rhetoric even he mostly uses the sayings of different famous leaders like Quad-e-Azam. I personally say Imran Khan is a good speaker he is true leader who makes the image of our country very positive through addresses. You know as a Prime Minister he always talks about the poverty, corruption, malpractice injustice. So, according to me the language of*

Imran Khan which he uses during speeches is very persuasive and clear and boldly and confidently he expresses his views regarding different issues.

Participant 1 (P1) stated that language of Imran Khan is very convincing and persuasive. The use of the term "organic" suggests that his language feels genuine and authentic, further enhancing his connection with ordinary people. The idea that his language is "motivated" implies a strong sense of direction and intention behind his words, which helps to inspire confidence and trust among his listeners. The text emphasizes that Khan often begins his speeches with "Quranic quotes" and frequently talks about Islam, which resonates with many Pakistanis who value religious principles in their leaders. This practice aligns him with Islamic values and helps to establish his credibility as a leader who upholds the moral and ethical foundations of the country. The participants' mother is mentioned as a "big follower" of Khan because of his focus on Islam, highlighting how his integration of religious references appeals to a significant portion of the population. This strategy strengthens his standing among conservative and religiously inclined citizens who view him as a leader who respects and promotes their beliefs. The text notes that Khan frequently cites "sayings of different famous leaders like Quaid-e-Azam," the founder of Pakistan. This reference to a revered historical figure enhances Khan's authority and aligns him with the ideals and values associated with Pakistan's founding. By invoking such figures, Khan positions himself as a continuation of their legacy, appealing to national pride and patriotism.

4.24.2 Theme 1b: Mocking Opponents

In addition to this, P2 also asserted that Mr. Imran is bold and confident but there is no change in use or words or overall language. He addresses his opponents in the same way as he uses to mock them before becoming Prime Minister.

P2: *Ok, I think language of Imran Khan as a Prime Minister is not appropriate because his choice of words is not always formal and leadership level. He uses wrong words in his language during speeches like he once called Maryam Nawaz, NANI. I think a politician should not use this type of wordings for a female. Mostly words in his language are informal BAZARI words. He is a popular politician of our country young generation inspires him but what he teaches them through language. Being a Prime Minister Imran Khan should use sophisticated language but unfortunately sometimes he uses very inappropriate words for his opponent which is not suitable for a Prime Minister.*

Participant 2 (P2) added that his language as a Prime Minister is not up to the mark. His language on national platforms is not remarkable. The term "leadership level" implies that the language used by a Prime Minister should embody a sense of authority, respect, and dignity. The participant suggests that Khan's language often fails to meet these standards, potentially undermining his role and reputation. The text highlights a specific example where Khan called Maryam Nawaz "NANI" (a derogatory term meaning "grandmother" in this context), which the participant deems highly inappropriate. This example is used to illustrate the problem of Khan using language that is considered disrespectful, especially towards female politicians. The

term "BAZARI" (which can imply vulgar or street-like language) is used to describe the informal and sometimes crude nature of Khan's language. This description suggests that his language can be perceived as lacking sophistication and professionalism, which is problematic for someone in a high-ranking leadership position. The text notes that while Khan is a popular figure among the younger generation, there are concerns about what his language teaches them. The participant implies that Khan's choice of words might set a poor example, influencing how young people perceive and use language in political and public contexts

4.24.3 Theme 1c: Usage of Rhetoric Language

According to the participant 3, Mr. Imran has mastery on language than the other politicians of Pakistan. He has mastery on language how to use the language and in which context use specific words.

P3: *I think the language of Mr. Imran Khan is quite attractive and charming due to the fact that he possesses the gift of gibe, which undoubtedly attracts the emotional general masses that are ready to turn blind eye to the policies provided someone is there to create an illusion through their words that they are on the right track.*

You know, talking about the diplomatic language, the notion of „absolutelynot“, though applauded by the man in the street, is being deemed as diplomatic blunder by the experts because “when a diplomat says no, he’s not a diplomat.” On a flip side, the language of Imran Khan, as prime minister, can be appreciated on the fact that through his persuasive style, he possesses the quality of creating not only public opinion, but

also has the potential to revolutionize every aspect of life, be it political, social or economic.

Participant 3rd, (P3) is also stated that Mr. Imran has a strong grip on language and he knows very well how to use persuasive language for attaining the goal. The text describes Imran Khan's language as "attractive and charming," highlighting his ability to connect with the general public. This suggests that his communication style is effective in capturing attention and evoking emotional responses from his audience. He is also well educated than the other politicians of the country because according to the society he manipulates the mind of the people by using different slogans. The text presents a "flip side" to the critique, acknowledging that Khan's persuasive style has its merits. It highlights his ability to create public opinion and even "revolutionize every aspect of life," whether political, social, or economic. This suggests that Khan's language, while sometimes contentious, is also powerful and capable of driving significant change.

4.24.4 Theme of 1d: Motivation

According to the participant of 4 (P4) Mr. Imran uses very optimistic language for the future of Pakistan. His language as a leader is coated with hope, optimism for the people especially for the youngsters who are followers of Mr. Imran.

P4: *Mr. Imran, as a political leader, is professional in language use as a PM should be. I noticed that he often ridicules opposition so openly and harshly in specific and other pre-ruling parties in general. Despite his harsh attitude towards other parties he is ambitious and hopeful for the future of Pakistan. His speeches are full of motivation and this is the reason that a large number of youth is following him.*

Participant 4th expressing that Mr. Imran is full of professional language and he knows very well how to criticise the other political leaders, He gives harsh comments on the corruption of previous political leaders. The text emphasizes that Khan's speeches are "full of motivation," which is a key reason for his popularity, especially among the youth. His language is described as inspirational, tapping into the hopes and aspirations of a younger generation that desires progress and reform. This motivational aspect of his language reflects his ability to connect emotionally with his audience, particularly young people. The participant notes that a "large number of youth is following him," indicating that his ability to inspire is a significant factor in his political appeal.

4.24.5 Theme 1e: Language as a Power

The participant 5 expressed that Mr. Imran uses language as a power. Imran Khan knows very well how to persuade by using language as a power. According to the situation he knows very well how he can change his language.

P5: *If I personally tell you about Imran Khan's Language I will say that his language is full of power. He knows very well how to use the language as a medium of power. You know in Saudi Arabia in front of the Saudi King he won the heart of Pakistani's by demanding the freedom of Pakistani laborers who were prisoned in Saudi Jails. It all because of language, he knows how to persuade the people. I believe that most of the Pakistani youth consider him savior they seem hope in his language and I also consider him a brave warrior. For 23 years he fought for us.*

Mr. Imran uses the language as a tool of power to overcome on his opponents. The participant describes Khan's language as "full of power," emphasizing that he knows "how to use the language as a medium of power." This suggests that Khan is highly skilled in using language to assert authority, influence audiences, and achieve his objectives. The participant provides a specific example of Khan's persuasive language during a visit to Saudi Arabia, where he demanded the freedom of Pakistani laborers imprisoned in Saudi jails. This example illustrates Khan's willingness to speak boldly on behalf of his citizens, even in the presence of foreign leaders, which is seen as a courageous and assertive use of language. The participant refers to Khan as a "brave warrior," a metaphor that emphasizes his determination, resilience, and willingness to fight for his people. The choice of the term "warrior" suggests a leader who is seen as combative and unyielding, reinforcing the idea that Khan's language is marked by strength.

4.24.6 Theme 1f: Language as persuasion

The participant 6th expressed that Mr. Imran uses language as a persuasion. Imran Khan knows very well how to persuade by using language as a power. According to the situation he knows very well how he can change his language.

P6: *Ok. I think, Mr. Imran, as a political leader, is professional in language use as a prime minister should be. I noticed that he often ridicules opposition so openly and harshly in specific and other pre-ruling parties in general. Despite his harsh attitude towards other parties he is ambitious and hopeful for the future of Pakistan. His speeches are full of motivation and this is the reason that a large number of youth is following him. I am also a student of Linguistics and I know how political leaders use*

language as a power. So according to my little experience Imran khan mostly uses rhetoric techniques in speeches. His language is full of hope and change. Through words he dominates on the mind of the people.

Mr. Imran uses the language as a tool of persuasiveness to overcome on his opponents because he knows how language can be used to fulfill the goals. The term "professional" implies that Khan's language, while direct and critical, remains within the acceptable bounds of political discourse. It highlights that he knows how to effectively communicate in his role as a leader. The term "professional" implies that Khan's language, while direct and critical, remains within the acceptable bounds of political discourse. It highlights that he knows how to effectively communicate in his role as a leader. The use of the words "ridicules" and "harshly" indicates that Khan's language can be blunt and severe, particularly when addressing his rivals. This style of communication is meant to discredit opponents and assert dominance in the political arena, showcasing his confidence and unwillingness to compromise on his stance against corruption and incompetence.

4.24.7 Theme 1g: Language as Reality

The participant 7th expressed that Mr. Imran uses language as a reality. If language of a leader will be realistic that leader will easily convince the people. During his visit in Russia Imran Khan bluntly asked Mr. Putin for oil and Wheat so that's why most of the people of Pakistan praises him

P7: *As a Prime Minister, his language is very focused and blunt when it comes to dealing with the national and international affairs. According to my opinion he uses very outspoken attitude during*

communication. Its best example you know when he visited Russia he openly said we want negotiation on oil and wheat and Mr. Putin agreed for that negotiation. Our journalists also know that his language is full of concrete reality. Recently you know he predicted that PMLN and PPP will do amendment in NAB, Cabinet and they will also change the law of EVM machine. And they have done. So, Imran Khan is visionary leader his language is full of symbolic significance.

According to the participant 7th, Imran Khan uses true facts and figures in his language he aware the people about the situation of the country. Participant stated that Imran Khan was saying the opposition will try to amend the laws of cabinet and they will also try to finish the NAB (National Accountability Bureau) and will exclude the EVM (Electronic Voting Machines) machines for the general elections. So, all what he stated has become reality that's why Pakistani nation considers his language pure and real. The idea of his language being "full of symbolic significance" suggests that Khan's communication is not only pragmatic but also imbued with deeper meanings or implications. This symbolic aspect of his language helps to reinforce his image as a leader who is not just addressing immediate concerns but also shaping the future direction of the country.

4.24.8 Theme 1h: Blunt and Outspoken

The participant 8th expressed that Mr. Imran uses blunt language. But Imran Khan also mocks on the other politicians and he does character assassination of other politicians. According to the situation he knows very well how he can change his language.

P8: *His language is sometimes like a leader and sometimes he falls from the status of a good leader when he starts character assassination of other political leaders. If you listen his speeches, in his most of the speeches he used very bad language for other politicians. He is very outspoken as you know in his speeches he used a tem MURGHI for Hamza Shabaz. He also mocks on the Bilawal Bhutto you remember when Bilawal Bhutto utter the words "KANPEIN TANG JATI HAIN". Imran Khan criticises him very badly on these phrases. But if I talk about his language with international anchors his language becomes very formal and professional. I was thinking he used bad terms for the opponents only for his voters to amuse them. But I think it's not a good way to use slang words for any politician.*

According to the participant Imran Khan uses very harsh, blunt and satirical language for his rivals. Specific examples include Khan calling Hamza Shahbaz "MURGHI" (chicken) and mocking Bilawal Bhutto's phrase "KANPEIN TANG JATI HAIN" (which means "the legs start to tremble"). These instances illustrate Khan's use of derogatory language and mockery, which are seen as diminishing his stature as a leader. The participant speculates that Khan's use of slang and derogatory terms may be intended to "amuse" his voters. This implies that such language might be a strategic choice to connect with a specific audience by reflecting their sentiments or frustrations. He uses language as a tool to subjugate the mind of the people by mocking and criticising the other politicians.

4.24.9 Theme of 1i: Representative of Kashmir

According to the participant of 9 (P9) Mr. Imran uses universal language in his speeches and in his interviews. He is a true representative of Kashmir. He confidently highlights the issue of Kashmir in front of the world.

P9: *He is assertive and confident about his sayings. He makes clear statements without taking any pressure. I think you know his speech in U. N that was turning point for our Muslim world to take steps for their own sovereignty. Imran Khan is a great leader of Pakistan. Before Imran Khan no country gives us importance but after becoming Prime Minister Imran Khan flourishes the ideology of Muslims through the language all over the world. I personally met him believe me he is very sober man and his way of communication is very realistic. His words are reflection of his inner thoughts and he wants to do something. He straightforwardly said to India I will have no table talk with India if they don't solve the issue of Kashmir. Kashmir is a very important issue for both of the atomic countries. Imran Khan warns the world if they don't solve the Kashmir issue there would be a 3rd world war. So I think he is a focal person of Kashmir.*

Mr. Imran Khan's language is universal. He talks about the dispute of Kashmir on every platform. According to the participant Imran Khan exposes the cruelty of Indian Army in Kashmir and he aware the world to solve this issue if they will not solve the Kashmir issue there would be a war between two atomic countries. Kashmir is a

disputed territory between Pakistan and India and how is it possible to have a table talk with a country that has been captured the sovereignty of Kashmiri people.

4.24.10 Theme of 1j: Convincing Language

Participant of 10 (P10) expressed that Mr. Imran uses convincing language. He knows how to address the people. He takes language as a source of success in politics.

P10: *In my opinion, as a Prime Minister Mr. Imran Khan uses convincing language and conveyed his point of view confidently. He is a most prominent leader of Pakistan because of his language. In United Nation he shed the light on different issues very perfectly. You know he presented the true picture of Islam in UN via language. Language is a source of Politicians to make them prominent in the field of politics. Our most of the politicians also consider him a true leader because his language is full of reality.*

Mr. Imran uses language as a tool to convince the people and he knows how to attain the goal through language. Participated stated that during his speech in UN he convinced the world through language about Islam. He is also prominent leader because he knows how to use the language in speeches and in interviews

4.24.11 Theme 2a: Prepared and Confident

The participants were asked what leadership communication style do you think Mr. Imran Khan is using? Participant 1 (P1) asserted that he uses direct approach and through language his leadership exposes which type of leader he is. As P1 asserted:

P1: *It's very interesting question, I think direct approach, open body language, mentoring and coaching for the listeners. Other*

politicians of Pakistan don't have a command on communication even Nawaz Sharif, Asif Ali Zardari especially Bilawal Bhutto and other leaders have no command being a leader on communication. You know when Nawaz Sharif visited U.S he was shy in front of Obama and he was unable to communicate being a leader of Pakistan. But Imran Khan during his visit to U.S in front of Trump he was confident, bold and his communication being a leader of Pakistan was very direct. He portrayed the image of Pakistan very clearly in front of the Americans especially about Islamophobia.

Mr. Imran prefers to convey his message in a direct and in effective way on international platforms. His word selection describes his sentiments for his people. According to the Participant Mr. Imran's communication style is very alluring and inspirable. Through communication he expresses his views successfully. Other Pakistani leaders have no ability to communicate confidently. According the participants views Mr. Nawaz Sharif was shy and he was not confident mostly he read the written speech. But Mr. Imran communicated with Donald Trump boldly and confidently his body language was also very clear. He talked about Islamophobia clearly and confidently.

4.24.12 Theme 2b: Egoistic

According to the participant 2 (P2) Mr. Imran uses egoistic communication. He mostly uses personal pronoun I.

P2: *Yes, in his communication he thinks he is only a leader who knows everything. And you know mostly he uses the personal*

pronoun I in his speeches. I can do it. I will do it. I have done it. How can we say that a single man do everything it's not possible. Actually there should be flexibility in communication but if you observe his language you can find out that what he says he takes U-Turns. His communication comprises of harshness and full of aggressions. In his recent speech in Islamabad when he was decided for sit in he took U-Turn and he finished the sit in. So I think in his communication we can find out only idealism and fantasy about change.

According to P2 Imran Khan's communication is full of personal pronouns and there is no flexibility in his communication. Mr. Imran Khan mostly uses personal pronoun like I. In most of the time he gives examples from his own life like I was the one who won the world cup in cricket for Pakistan, I made Shaukat Khanum memorial hospital in Pakistan which was the 1st cancer hospital in Pakistan. I am a founder of Namal University. Most of the time he takes U turns in his statements. Harsh words are also part of his communication against the opposition party. As a leader he considers himself intellectual more than other politicians.

4.24.13 Theme 2c: Straightforwardness

According to the Participant 3 Mr. Imran mostly uses ironical statements in his communication. He changes his opinions about the issues with the passage of time.

P3: According to my point of view Imran Khan's communication is full of ironical statements. He fascinates the nation by uttering the words of change. I ask you a question do you think any change has been occurred in our country. No. So, as I have

little bit experience about politics I find out that Imran Khan Just manipulating the people by using false slogans. No doubt he is a good communicator but there is no change in our country. He should do some practical work instead of using persuasiveness in communication.

According P3 Mr. Imran uses ironical communication. He raises the slogans of change but there is no change in Pakistan. His communication is full of fantasy and people manipulated by his communication because its full of idealistic views not realistic views. Participant also stated that he should do something practically for the country and for the people of the county.

4.24.14 Theme 2d: Inspirational and Motivational Style

According to the Participant of 4 Mr. Imran mostly uses the varieties in language. There is no monotonous in his language, his language is full of different flavors.

P4: Khan is a kind of politician whose words speak louder than his actions. His way of speaking is vivid. He never fears to make big claims and false promises that only inspire emotional youth of country. Anyhow Imran Khan has leadership communicative style. Through communication our elders also changed their minds and they have become the followers of Imran Khan. One of my cousin he was a follower of PMLN but after listening the speeches of Imran Khan especially UN speech he has become a follower of Imran Khan. So, according to me Imran Khan has instinctive qualities of leadership communication.

P4 asserted that communication of Mr. Imran is full of motivation because he always selects the words according to the mentality of the people. He tries to persuade them

by quoting and giving the references but practically he is doing nothing. People follow him because of his communication and he also has influence on the other party's followers through communication and are becoming the part of his party.

4.24.15 Theme 2e: Hopeful and Motivated

Communication of Mr. Imran is well organised. According to P5 He uses well-structured communication. His running discourse is a source of hope for the people of the country.

P5: *You know Mr. Imran Khan's communication style is political as he uses political discourse. And discourse paves way to bring fans to the track that leads to a vision. World leaders changed people's opinions through political discourse. And same is doing by Imran Khan. You know unfortunately our previous leaders just looted the country but Imran Khan is sincere and loyal leader of country. His communication is embodiment of his leadership qualities.*

According to the participant Mr. Imran uses political style in his communication. His discourse is full of hope and vision. Other politicians have no command on communication they just looted the resources the county but Mr. Imran constructs the identity of the country positively through communication.

4.24.16 Theme 2f: Full of Rhetoric's

According to Participant 6th (P6) Mr. Imran uses rhetorical communication. His communication attracts the listener.

P6: *I have link with politics as I my brother was a general sectroy of our village. So, as far as Imran Khan's communication is concerned I think he uses motivational slogans for the people.*

Even I think after listening his communication a person will change his mind, because he knows how to make the communication successful. If you listen, his speeches you will find out he mostly uses historical references, sayings of Maulana Roomi. This is I think a best strategy to convince the people. He is a good motivational speaker as well. His communication is full of motivation for the youth of the country.

According to the participant 6 Mr. Imran's communication mostly is full of rhetorical devices. He uses sayings of Mulana Roomi for motivating the youth of Pakistan. He encourages them by uttering the quotations from history. Mostly Youth took his speeches sinuously because in his communication that main message is for the youth of the country.

4.24.17 Theme 2g: Leadership Style

According to the Participant of 7th Mr. Imran uses leadership style in his communication. He fatherly treats the nation. In his communication he shows his concern about the issues of the country.

P7: *Imran Khan is using coaching leadership style in his communication. He reflects his cricketing attitude in his political career as well. He is not only directive in his tone but also, he stands with his government and public to support them in any thick and thin. He shows "always be there" attitude. You know in his speech he stated that "nation is my first priority. I am a father of the nation". He considers the nation as a son. So, Imran Khan communicative style is very powerful.*

P7 asserted that communication of Mr. Imran is full of leadership qualities because in communication he always prefers his nation. His communication is full of leadership attitude as being a leading captain he has given the trophy of world cup to the nation. In his speeches and interviews he always has a concern for the government and the nation of the country.

4.24.18 Theme 2h: Aggressive, Bold and Historical

Participant of 8th expressed that Mr. Imran's communication mostly comprises of aggression and sometimes he boldly uttered the words by giving historical examples.

P8: *His communicative style as a leader is aggressive, bold, and sometimes rhetoric I think according to the context he changes his language. Imran Khan as a leader uses metaphorical language; he uses historical references, like he called Nawaz Sharif and Shabaz Sharif as Sicilian Mafia.*

According to the participant 8 communication of Imran Khan has a symbolical significance of historical events. As during his communication he said that Shabaz Sharif and Nawaz Sharif both are Sicilians. Sicilian was also known as Italian mafia. It was a group of terrorists, criminals, convicts. The Sicilians had illegal transactions of money so that's why Mr. Imran called them Sicilians in his communication.

4.24.19 Theme 2i: Leader of the Muslim World

Participant of 9th stated that Mr. Imran's communication is full of Islamic views. He wants to make Pakistan a Madina state. Participant 9 asserted that:

P9: *I think Imran Khan has leadership qualities. His communication is reflection of his modern thoughts even you know I had survey about Imran Khan because I was writing an article about his speech which he delivered at Lahore. I found*

that his communication is full of rhetoric's and persuasion. He in that speech uttered a word again and again that word was Islam. I think he presented the true picture of Islam on forum of international world. He gave the concept of Madina state in Pakistan. Because of his communicative style most of our young generation follows him and considers him role model. That is an art to use Islamic quotes in speech and Imran Khan knows this art very well. Now it's true he becomes the leader of Muslim countries

According to the participant 9 Mr. Imran's communication is full of Islamic rhetoric's. Now he has become the leader of the Muslim countries. Mostly he talks about Islam, Islam is a peaceful religion there is no concept of terrorism in Islam. His communication is coated with the principles of Islam especially about the first Islamic states which built by the Holy Prophet (SAW).

4.24.20 Theme 2j: Overconfident

Participant of 10 (P10) asserted that Mr. Imran looks overconfident during his communication. But he also looks very bold during interview. He personally criticizes the other politicians for gaining the sympathy. Participant 10 asserted that:

P10: *Imran Khan, while delivering a speech or responding to an interview, seems quite bold but overconfident. In his speeches, he uses the blame-game technique in order to gain sympathy of the audience. He criticises the PMLN and PPP While in interviews, he seems quite bold for the same objective but it must be factualised here that there is a very slight difference*

between being brave and being over-confident which Mr. Khan, most of the times, ignores.

According to the participant of 10 Mr. Imran looks very overconfident when he communicates with the people. So, according to the participants Mr. Imran took sympathy from the people by blaming to the opponents. He mostly criticises the PMLN and PPP for devastation of the country's economy. He called them crooks and looters.

4.24.21 Theme 3a: Straightforward and Bold

He speaks with full confident. According to P1 Mr. Imran Khan states the truth as it should be displayed with any fear. After stating the truth he gives references and examples to support his views. This shows how well prepared and active Mr. Imran is as leader. P1 asserted:

P1: *His interviews are always full of historical references, knowledgeable, logical answering, and detailed contextual based answering and well prepared. So his way of speaking always concerned to Pakistan. Pakistan is his priority for example, his interview with Jonathan he clearly expressed that he will not allow the Americans to use the air base of Pakistan against Afghanistan. So I like his decision we have our own sovereignty our country is free, I think his way of speaking is clear and bold.*

According to the participant, language wise Mr. Imran is intellectual and knows very well how to use it. Mr. Imran is famous because of his selection of words and language which used on different platforms. He seems bold during interviews as he

straightforward said NO to the Jonathan when he did question for the air bases against Afghanistan. So participant also defined that Pakistan is a first priority of Mr. Imran. He will never allow anyone to misuse Pakistan especially against Afghanistan.

4.24.22 Theme 3b: Bold and Fearless

In addition to this other participant also asserted that language of Mr. Imran is bold and fearless at international platforms. He talked about sensitive issues such as Islamophobia and Blasphemy on international platform with full confidence. He also showed the world the real image of India while standing at the international platforms. Participant 2 stated:

P2: *His answers are fact based and supported by history of the world. in interviews he sheds the light on world issues like Islamophobia, climate change, Afghanistan issue and on Kashmir dispute. He showed the double face of Indian democracy. Everyone knows he is very bold and fearless during interviews. According to me I like him when he portrayed the true picture of Islam in interviews. This is his plus point that he is mostly talk about facts during his interviews.*

While giving interviews Mr. Imran shares the same type of communication attributes as he does while giving speeches. He has no fear during interview. He talks about Kashmir dispute on Islamophobia which is very important issue now days He also gives suggestions in interviews about climate changes. Imran Khan seems to be more calm and composed while trying to convey his point of view towards the interviewer.

4.24.23 Theme 3c: Representing the Muslim Countries

Language of Mr. Imran is full of ethics and novelty as participant 3 asserted that his selection of words is full of logics and he gives instances from interviews to convince the people.

P3: *The way Mr. Imran khan speaks, it clearly manifests to the audience as well as the interviewer that the person is prepared, there is calmness in his answers, His interviews are full of logics, and furthermore the way of interviewing is like abrupt talk in front of a mob. Best example of his language is international interviews in which he looks so confident especially about the Muslim countries like Palestine and Jamu Kashmir. He expresses the issues of Muslim countries successfully in front of the world.*

Mr. Imran mostly uses polite words during interview this is an art that he has won the heart of the Muslim countries by highlighting their issues on world level. He expresses the issues of Jamu & Kashmir and Palestine confidently and asks the world to solve these issues. His interview to CNN on dispute of Jammu and Kashmir was a hope of the people who are dreaming for freedom.

4.24.24 Theme 3d: Brave and Daring

According to the participant 4, Mr. Imran is full of confident in his interviews his language is a paragon of energy and strength. He uses very aggressive language for controlling his opponents that is his art. As the participant asserted:

P4: *I know one thing. This time after seventy three years the image of Pakistan has been clear for the European countries*

especially about Islam. As we know it is Imran Khan who told them through speeches and interviews that Islam is a peaceful religion there is no concept of terrorism in Islam. Boldly Imran Khan shares his views in interviews about the sovereignty of Muslims. I know how he replied to Aljazeera TV regarding the hypocrisy of India and he said BJP is Nazi party RSS is Nazi party. It's Imran Khan who uncover the faces of BJP through interviews. He is fearless during interviews he also talked about the freedom of Kashmir which is occupied by Indian troops. Imran Khan is a true leader of Muslims.

According to the participant Mr. Imran is brave and he does not allow anyone to control him through language. He is a person who makes the image of Pakistan positive in front of European countries and he exposes the hypocrisy of Indian ruling party (BJP). BJP has the mentality like German Nazi's who killed the Jews. Mr. Imran highlights the real picture of Islam on and he talks about Kashmir issue. During interview with Aljazeera he stated that BJP is a terrorist group and minorities in India are not safe because of their RSS mentality.

4.24.25 Theme 3e: Realistic Speaker

In addition to this participant who asserted that Mr. Imran briefly defines his point of view through interviews. During his interview he remains calm and answers the questions accurately.

P5: *In his interviews he uses various style of language. He starts with polite gesture and brief his audiences about his point of view in between he always uses critical language to criticise his*

opponents which he should not do because he is a popular politician. My father who has interest in politics he mostly says Imran represents Pakistan all over the world. He also often motivates the audiences. In his interviews he uses polite style he uses to reply every answer with lots of calmness. I really admire his habit. Most of the interviewers asks very harsh questions he never denies to answer them he very politely responds all the questions.

According to P5 Mr. Imran uses simple didactic language in interviews but sometimes he uses very critical language for the rivals of political field. His interviews are mostly full of innovations and motivations for the people because he represents the issues of the country very successfully over the world. He never loses his temperament during questions and responds confidentially.

4.24.26 Theme 3f: Critical and Up to date

According to the participant of 6 (P6) Mr. Imran mostly talks about the modern issues in his interviews. During his interview he remains calm and answers the questions accurately.

P6: *Dear I think mostly he talks on contemporary issues. One thing which I like the most about Imran Khan is he rejects the idea of slavery and colonialism. He talks about Islamophobia, climate change, money laundering. According to me he is a good critic. So, his way of speaking realistically about these topics inspired me and motivate me about change in Pakistan. In his interview he responds with great confidence. There's no ambiguity in his*

words. He clearly faces harsh questions of the interviewer. He never ever refused to respond the harsh questions. It isn't problematic for him to face the national or international host.

According to P6 Mr. Imran mostly in interviews face the questions confidently. Mr. Imran rejects the concept of slavery even in his interviews most of the time he stated we are not slaves even Afghan people are also not slave. He still says we are not colony of Britain's anymore. Realistically he reflects the true picture of Islam. He boldly talks about Islamophobia. His language is mostly clear and easy to understand there is no ambiguity in his thoughts which he delivers during interviews

4.24.27 Theme 3g: Authoritative and Influential

According to the participant of 7 (P7) Mr. Imran's language is very influential for the listener. He uses active phrases and action verbs in his language during to attract the listener.

P7: *Good, his speaking style is remarkable and Influential. He has the power to attract people towards him and he can inculcate his ideas in their minds skillfully. Believe me I personally attract towards him when he utters "TYAKANABUDU WAIYAKANASAIN" in his speeches. I remember he gave interview to CNBC and he smashes the Americans by saying why we give you airbases against Afghanistan. That was remarkable. He always remains bold and confident during interviews. You know he is not a PERCHI leader Haahaha like Nawaz Sahrif.*

P7 stated that Mr. Imran mostly in interviews uses action verbs to attract the people. He uses Quranic quotes in his interviews for controlling the mind of the Muslims like “*WAIYAKANABUDU WAIYAKANASAIN*”. He is very literate than the other politicians of Pakistan. He does not utter the written speech or interview as Nawaz Sharif Ex-Prime Minister does during interviews. His vision is clear for his nation and he does not ready to give air bases to America against Afghanistan.

4.24.28 Theme 3h: Declarative and Assertive

According to the participant of 8 (P8) Mr. Imran uses declarative language. Mr. Imran uses aggression during his interviews in Pakistan but he remains assertive and clear during the interviews on international level.

P8: *In his interviews in Pakistan his tone is aggressive and motivational whereas in his interviews in international platform his tone is quite assertive and to the point. But in both the cases his talks are referential. If you listen his interview which he given to the BBC or to CNN you will find that he is expressing the truth successfully regarding the issues.*

According to P 8 Mr. Imran uses declarative language during interviews and he motivates the audience through language. Mostly he is clear about his views regarding different issues.

4.24.29 Theme 3i: Usage of Political Terminologies

According to the participant of 9 (P9) Mr. Imran uses political terminologies against the opponents and by doing this he capture the mind of the audiences during interviews. He called them looters, thugs, chor.

P9: *I think his way of speaking sounds political discourse. When he is giving interviews he does not feel like losing grip on political discourse. Imran Khan uses particular terminology over and over again and he molds it according to the discourse that suits the situation in interviews. When he is telling history of his contemporary politicians he is blunt, and when he is telling nation "problems his way of expression and selection of words changes. If I talk about the terminologies which he uses in interviews he uses very captivating terminologies. Like democracy, just, poverty, looter, money launderer, and jobless politicians, are on the record in his speeches and in interviews. Through these terminologies he motivates fan club. By using specific terminology in his interviews and speeches his videos go viral.*

According to P 9 Mr. Imran knows political discourse very well. He knows how to manipulate the mind of the people by using emotional terminologies like democracy, just, poverty, looter, money launderer, and jobless politicians. He also calls the opponents as chor, thugs, showbaz, dramabaz, etc. He uses blunt language for his rivals and accused them for money laundering. He shows no sympathy for them in his language.

4.24.30 Theme 3j: Leadership and Heroic Style

Participant of 10 (P10) asserted that Mr. Imran uses motivational and heroic style. Mr. Imran does not use fancy words for actuating the emotions of the people. He uses fact base language in interviews and he talks about the topics straightforwardly.

P10: *Which I observe Imran Khan uses leadership communication style in his interviews and it's mostly motivational and heroic. He might not be the ones who use fancy words just to fool the nation and put blindfold on Peoples eye. He is straightforward and direct in his speech which creates a spark in the Youth specially and do not let anyone give up hope till the last minute. So, I think he shares his own success and failure stories and uses his own experiences mostly which I think is the most inspiring thing about him.*

Participant P 10 said that Mr. Imran Khan's leadership communication style as highly motivational and effective, especially for engaging and inspiring the youth. His straightforward and direct approach is contrasted with more deceptive or complex rhetorical styles, highlighting the value of his honesty and clarity. Khan's use of personal stories and experiences adds a layer of authenticity to his communication, making his messages more relatable and impactful. This approach not only motivates his audience but also reinforces his credibility by demonstrating that his insights are based on real-life experiences.

4.24.31 Theme 4a: Usage of Appropriate and Layman language

Participant of 1 (P1) asserted that Mr. Imran uses appropriate language. His language is mostly about layman. Because layman is middle class of the county and he uses the language as a leader according to their level.

P1: *Why not, his language is appropriate. Good thing is that he is not stereotype political leader like his contemporaries, who prefer to read written speeches. He speaks from his heart and*

always uses layman's simple language in spite of being Oxford graduate.

Participant P 1 expressed that Mr. Imran uses simple and understandable language for the layman. No doubt he is graduated from Oxford but he uses very simple and clear language as a leader for his nation. SO, that's why people prefer to listen him. According to the participant he does not use stereotype language for the nation; he is down to earth for his nation.

4.24.32 Theme 4b: Antagonist for the Opponents

Participant of 2 (P2) asserted that Mr. Imran uses inappropriate language in speeches and interviews. His language is mostly full of aggression for his rivals. He is a famous leader of the country he should use polite language for the political rivals

P2: *I think in some extent you say. But I think he should not use informal language in speeches for other politicians. His rivals consider him villain because of his language; I think you know Rana Sanaullah also threatened him because of his language. As a leader he has a lot of qualities and Muslim Uma likes him because he is a charismatic leader he should use appropriate language in speeches especially for his rivals.*

Participant P 2 expressed that Mr. Imran uses very aggressive language and because of his language the interior minister Rana Sanaullah warned him because of his inappropriate words. Despite acknowledging his leadership strengths, the participant criticises Khan for using "informal language in speeches for other politicians." The use of informal or disrespectful language, especially in a political context, is seen as a flaw that undermines his stature and effectiveness as a leader. This criticism reflects

the belief that a leader of Khan's caliber should maintain a higher standard of decorum in public communication, particularly when addressing rivals. The use of informal language is viewed as diminishing his credibility and standing, potentially causing more harm than good in political discourse. The text notes that "his rivals consider him a villain because of his language." This suggests that Khan's choice of words has contributed to a negative perception among his political opponents. His confrontational or provocative language might make him appear antagonistic or hostile, fueling tensions and conflicts in the political landscape.

4.24.33 Theme 4c: Fictional and Utopian Language

According to participant of 3 (P3) Language of Mr. Imran as a leader is utopian and fictional. His language is not coated with pragmatic approaches. People idealised the things when he deliver his interviews or speeches. They consider he will change the things in a blink of an eye, but the social issues remain the same.

P3: *The language of Imran Khan, though sound music to the ears, but it's fictional and utopic. The language is very sweet and makes one dream about the welfare state but haplessly, devoid of any action, it is a fairy tale having no pragmatic approach. Imran Khan I think has no pragmatic approach in his acts, he uses idealistic language. There is no practicality in his words and in his actions. My daughter she is 22 years old she is a big fan of Imran Khan one day I ask her do you think he will make the difference she replied Baba he will do. Now she also admits. Imran Khan uses idealistic language.*

Participant P 3 stated that language of Mr. Imran as a Pakistani leader is fabricated, fictional and utopian. According to the participant people finds hope from his language, they consider him benevolent of country. However, this positive sentiment is quickly undercut by the description of his language as "fictional and utopic," implying that it is detached from reality. The use of the terms "fairy tale" and "no pragmatic approach" further suggests that his words are seen as unrealistic or overly idealistic, lacking a connection to practical or achievable outcomes. The participant argues that Khan's language, while idealistic, is "devoid of any action," suggesting a significant gap between his words and his deeds. The criticism here is that Khan paints an attractive vision for the future but fails to follow up with tangible actions or policies that would make that vision a reality.

4.24.34 Theme 4d: Literate and Rhetoric

According to participant of 4 (P4) language of Mr. Imran as a leader is full of rhetoric's. He uses simple and direct language. He has intellectual competence in language.

P4: *When Imran Khan took his charge as a prime minister, it was a relief for me as an unbiased citizen who does not support any politician aggressively. The reason primarily being his intellectual competence and the conviction I felt about how he would portray Pakistan on international forums. Imran Khan has good command over language. As a Prime Minister, the kind of language he uses in Pakistan is lay-man's language. In press conferences as well as parliamentary processions, he uses simple language keeping in consideration the level of majority of audience. Imran Khan uses rhetorical questions in*

his speech to engage audience. His body language is confident and balanced. Even in critical situations, his expressions are poised. He always starts his conversation always with the name of Allah and recites a specific verse of Surah Fatiha. This communication style creates a distinctive effect. One difference that has been created after the shift in his position from opposition leader to Prime Minister is that he has refrained himself from calling names to his opponents. This is ethical and professional of him.

According to participant P 3 language of Mr. Imran as a Pakistani leader is comprehensive and easy to understand especially for the layman because he uses simple language. The participant expresses relief at Khan's appointment as Prime Minister, citing "intellectual competence" and the "conviction" about how he would represent Pakistan on international forums. This suggests that Khan's intellectual capabilities and his perceived ability to communicate effectively were seen as promising for Pakistan's global image. The text highlights that, within Pakistan, Khan uses "lay-man's language," meaning simple, straightforward language that is accessible to the general population. This choice reflects a deliberate effort to connect with ordinary citizens by speaking in a way that resonates with the "majority of the audience." The text suggests that Khan's language and communication style have been significant factors in shaping his leadership and public perception, demonstrating his ability to balance accessibility, engagement, and professionalism.

4.24.35 Theme 4e: Ridiculous and Satirical

According to participant of 5 (P5) Mr. Imran uses inappropriate language for the other politicians of Pakistan. He calls them with different names which creates hate for him.

P5: *You know sometimes in aggression he uses inappropriate words in his language. For example once he called Zardari as “BEEMARI”. It’s ridiculous. I think he should not use these types of words for the other politicians in his language. But this type of language firstly started by NOON LEAGUE. Imran Khan uses appropriate language during interviews and addresses at any foreign country but in Pakistan he mostly uses inappropriate language as a leader.*

According to participant P 5 Mr. Imran uses very ridiculous and satirical language for the Pakistani politicians. His language is not appropriate being a leader of Pakistan. He calls Asif Ali Zardari as a “BEEMARI” (meaning “disease” in Urdu). Overall, the text suggests that while Khan’s language can sometimes be viewed as overly aggressive or inappropriate, it is also influenced by the contentious nature of Pakistani politics. At the same time, his more measured tone in international settings reflects his awareness of the importance of diplomatic language.

4.24.36 Theme 4f: Political and Discourse Oriented

According to participant of 6 (P6) Mr. Imran uses political and discourse oriented language. He uses political features in his interviews and in his speeches. There are so many political varieties in his language.

P6: *Being a part of politics over the past many years you know his language is political and political discourse makes a leader. Mr. Imran Khan prefers political discourse to other. His language is appropriate I think for the domain of politics. His political discourse contains variety and it varies from time to*

time. You know its convention of our country to communicate according to the context. So, Imran Khan uses polite and aggressive language in his interviews and speeches. Mr. Khan''s language makes a bulwark to defend his vision. When he is at international level his production is different and when he is inside his country premises his discourse differs.

According to participant P 6 Mr. Imran uses discourse oriented language as a leader which is appropriate language. Sometimes he uses harsh language and on the other hand according to the context he changes the language into polite way. So it varies situation to situation and context to context. His language is coated with political features. According to the society he selects the discourse and uses it in language. Pakistan has multi cultures so according to the context he changes his discourse.

4.24.37 Theme 4g: Visionary Language

Participant of 7 (P7) expressed that Mr. Imran has visionary language. He uses this skill for the promotion of Islam even his language is a paragon of his thoughts and he presents his county positively inform of the world. He is also concerning with his nation like other international leaders.

P7: *Yes, he possesses a visionary language as a leader. His crispy combination of man of honor with a charismatic personality works as cherry on the top and makes his language more impactful and forceful. His language is appropriate. I want to share with you one thing I have listened Barak Obama, Donald Trump and Joe Biden. They are the leaders of the world. When I compare them with Imran Khan I found one similarity all is*

very concerning to their nation including Imran Khan. Imran Khan has a competence over language and he has become the leader of the Muslim world because of language. I think you know President of Turkey Tayyab Urdgan he also once said Imran Khan is a true presenter of Muslim world.

According to participant P 7 Mr. Imran's language is appropriate and it makes him the visionary leader of the world. The "erispy combination of man of honor with a charismatic personality" is presented as enhancing the impact of his language. "Man of honor" implies integrity and moral authority, while "charismatic personality" suggests his natural ability to attract, inspire, and lead followers. Together, these traits are seen as making his language more "impactful and forceful," reinforcing his authority and influence as a leader. The participant mentions having listened to speeches by global leaders like Barack Obama, Donald Trump, and Joe Biden, and finds a "similarity" in their approach with Imran Khan specifically, that all of them are "very concerning to their nation." This comparison suggests that Khan, like these well-known figures, is deeply focused on the welfare and interests of his country, presenting him as a nationalist leader who prioritises his nation's needs and values.

4.24.38 Theme 4h: Visionary Language

According to the participant of 8 (P8) language of Mr. Imran as a leader is appropriate and professional. But in national level during interviews he uses inappropriate words for the other politicians.

P8: *Of course his language is appropriate you know when he gives interviews to the foreign countries he uses very professional language and attitude as a leader. I don't think so he uses*

inappropriate language in interviews or in international speeches. But on national level he consciously he uses inappropriate words for Bilawal, Maryam, Shabaz Sharif and Nawaz Sharif. I ask you do you think they deserve polite language they are mafia and Imran Khan uses accurate words for them they deserve it. You know in his address at China he uses very appropriate language and he expressed his view especially about Covid 19 very perfectly.

According to participant P 8 Mr. Imran's language is appropriate and it makes him successful leader of Pakistan. But on some occasions he uses inappropriate words for opponents like for Bilawal, Maryam, Shabaz Sharif and Nawaz Sharif. The participant justifies Khan's aggressive language against figures like Bilawal Bhutto, Maryam Nawaz, Shahbaz Sharif, and Nawaz Sharif by labeling them as a "mafia," suggesting that their actions do not merit polite or respectful discourse. This defense reflects a view that Khan's harsh language is an honest expression of his opposition to what he perceives as corruption and wrongdoing. His attitude and language becomes professional when he visits any international country like in China he uses the language of a leader and he talks about Covid 19 in a leadership language.

4.24.39 Theme 4i: Rationality and Originality

According to the participant of 9 (P9) Mr. Imran uses very rational language in his interviews. He has an art how to make influence on the minds of the people and this uniqueness makes him different from the other politicians.

P8: *Yes, Imran Khan as a leader has greater influence on the minds of young people through language. His rational attitude is what*

makes him different from others. He uses rational language as a leader. The best examples are his famous replies to the super power USA

1. "Absolutely Not" 2 "No More" 3. "We are not slaves".

According to participant of P 9 Mr. Imran's language is full of rational attitude and words. He is the only leader of Pakistan who has a great impact on the minds of the nation through language. He tackles the difficult questions through rational approach. This is a quality of Mr. Imran which makes him different from the other political leaders of Pakistan. He rationally responded to the international anchors about different issues. His phrases got promoted by the youth which he uttered during international interviews. He straightforwardly denied to give air bases to American army and he uttered "Absolutely not". He also boldly responded to the international anchor who asked him to do more for Americans against Afghanistan war and he uttered "No More". His last statement was also got promoted by the youth of Pakistan when he uttered "We are not slaves". Pakistani's are not slaves of America. Khan's statements, such as "Absolutely Not," "No More," and "We are not slaves," are seen as expressions of a proud and independent stance against foreign influence, particularly that of the United States. These phrases encapsulate a broader narrative of sovereignty, dignity, and resistance to external pressure, which resonates deeply with a nationalistic audience and strengthens his appeal as a leader who is unafraid to defend Pakistan's interests.

4.24.40 Theme 4j: Courageous and Impressive

According to the participant of 10 (P10) Mr. Imran uses very courageous language in his interviews. His words make the audiences bold and hopeful for the future.

P10: *He always speaks as a courageous leader. He gives hope to his supporters. His selection of words is very impressive and attractive. His language is full of figurative aspects. The best quality of Imran Khan is that he always successfully convinces his audiences to accept his point of view. I found universality in his language. If we do comparison of his language to the other politicians we will find that he has great knowledge about any topic.*

According to participant of P 10 Mr. Imran's language is full of motivation. His selection of phrases is full of enthusiastic elements and after listening the interviews people have a solid trust on Mr. Imran. No other politician has a competence over language but Mr. Imran has a God gifted qualities about usage of language in different contexts.

4.24.41 Theme 5a: Aggression and Harshness

Participant of 1 (P1) stated that after the vote of no confidence Mr. Imran uses very aggression in language, which is not digestive for the other political leaders. He called them, three stooges, traitors, cherry blossom, Fazlu.

P1: *I think little bit harshness for the answering of stereotype questions. He is directly criticising the other politicians like Nawas Sharif, Zardari, and Fazlu-Rehman. There is aggression in his language like he called FAZLU to Fazlu-Rehman even he also called him diesel, Cherry blossom to Shahbaz Sharif. I think these politicians were the part of the conspiracy so that's*

why he is using peevish and harsh language in his language.

He also mocks on Hamza Shabaz by saying KUKRI.

According to participant of P 1 attitude of Mr. Imran is very harsh for his rivals. His words are reflection of his aggression and harshness. He is not digesting the ouster from the prime minister post. He states these rulers made conspiracy against his premier ship and they involved in the international conspiracy. Fazlurehman is also a leader of JUf (Jamiet Ulmaye Pakisatn) and Imran Khan calls him Fazlu, and he also calls him diesel in aggression. He also uses critical words for the other politicians like Shabaz Sharif as a cherry blossom and Hamaza Shabaz as a Kukri (Hen). So according to the participant Mr. Imran uses very harsh language for the political leaders who are opponents.

4.24.42 Theme 5b: Critical and Bold

Participant of 2 (P2) sated that language of Mr. Imran now days is full of criticism. He will not accept the other political leaders to rule country who are looters according to Mr. Imran's point of view. He is also criticising the army by calling neutral.

P2: *Full of aggression. There is anger in his language. You know nowadays he is criticising our military by saying "NEUTRAL" to Janwar hota ha. I don't think so he should use this type of language against our institutions. He also criticises the decisions of Supreme Court. There is very severe harshness in his language now days. Its childish attitude I think. Pakistan is in very critical situation. He should avoid for these type of language because he is famous leader of Pakistan, he should not use the wrong words for institutions.*

Participant 2 asserted that Mr. Imran's language is now full of hate for the institutions of the country. The text begins by characterising Imran Khan's language as "full of aggression" and "anger," highlighting a notable shift in his communication style toward a more confrontational and emotionally charged approach. The repeated use of words like "aggression," "anger," and "harshness" emphasizes the intensity of his rhetoric. The participant specifically points out that Khan has criticized the military by saying, "NEUTRAL to Janwar hota ha," which translates to "only an animal is neutral." This statement is directed at the military's stance of political neutrality, implying that such neutrality is a form of cowardice or lack of moral clarity. The participant disapproves of this type of language, suggesting that it is disrespectful and inappropriate to use against a key national institution like the military. Similarly, the text mentions Khan's criticism of the Supreme Court's decisions, which indicates a broader pattern of attacking state institutions that he perceives as being against him. The concluding statement underscores the belief that Khan "should not use the wrong words for institutions." This reflects a view that his language is inappropriate and potentially harmful, especially when directed at entities like the military and judiciary, which are essential to the functioning of the state.

4.24.43 Theme 5c: Revolutionary and Fearless

Participant of 3 (P3) explained that language of Mr. Imran now has become revolutionary language. He is getting more bold and fearless after the ouster from the post of prime minister. He is not ready to accept the new government by blaming them conspirators.

P3: *Imran Khan, after being ousted from the office, has emerged more bold, revolutionary and fearless, linguistically spurring a wave of revolution. The mechanism of propaganda, however,*

has remained constant, the evidence of which is his speeches in various gatherings where he is breathing criticism on the newly-formed government. And you know there is chaotic environment in our country after the ouster of Imran Khan. It is not a good step took by the opposition

Statement of participant 3 explores the aftermath of Imran Khan's removal from office, emphasizing his evolving political role and the impact on Pakistan's political environment. It describes how Khan has become more vocal, assertive, and revolutionary in his language while suggesting that the political climate has deteriorated since his ouster. The text begins by stating that after being ousted from office, Imran Khan has become ~~more~~ bold, revolutionary and fearless.” This implies that his removal from power has intensified his resolve and radicalized his political stance. He is portrayed as embracing a more confrontational and uncompromising leadership style. The phrase ~~linguistically~~ spurring a wave of revolution” suggests that Khan’s speeches and public statements have become a driving force for political activism or resistance among his supporters. His use of language is seen as inspiring and motivating people to demand change, potentially leading to a larger political movement. The term ~~mechanism~~ of propaganda” suggests that Imran Khan has consistently employed a strategic communication approach to shape public opinion and mobilize support. Despite the change in his official status, this approach has "remained constant," indicating that he continues to use similar messaging tactics to maintain his influence. The text portrays Imran Khan as a leader who has become more assertive and defiant following his ouster. His language is described as revolutionary and powerful, serving to galvanize his supporters and keep the

momentum of his political movement alive. This rhetoric is seen as fueling a wave of discontent and pushing for significant changes in the country's political landscape.

4.24.44 Theme 5d: Witty and Alluring

According to the participant of 4 (P4) Mr. Imran language has become more witty during his speeches he criticises the female politicians very mockingly. He has become very outspoken and his choice of words now full of wit.

P4: *I think there is no difference as far as his style of speech is concerned. You know his language for the opposition gets a little witty and harsh sometimes. For instance, he recently pointed out to Maryam Nawaz in a procession and asked her not to take his name many times as her husband may feel about it. Hahaha. His body language has become more confident than ever. He has become outspoken about establishment and Judiciary and speaks of fearing God only.*

Participant 4 said that language of Mr. Imran has become so much witty for the female leaders even he criticises the PMLN Mariyam Nawaz in a speech. He directly criticises her by saying don't take my name again and again because by doing this your husband will get angry on you. It is a very direct criticism on a female politician. His body language is more powerful and he outspokenly criticising the judiciary and establishment. He is now fully confident and his language is a reflection of his boldness and confidence.

4.24.45 Theme 5e: Hopeful and Optimistic

According to the participant of 5 (P5) Mr. Imran is still hopeful and optimistic. He is also motivating the youth by using sayings and rhetorical words. During interviews he looks more confident and hopeful than ever.

P5: *His language shows that he will not give up. Imran Khan is still motivated; his language shows that he will again be a Prime Minister of Pakistan. I was listening his speech on ARY he was saying “JAB ALLAH NEY APKO PER DIYE HAIN TO PHIR KUIN ZAMEEN PEY REENGTEY HO”. So, I think he is more powerful he is stronger now.*

Participant 5 explained that language of Mr. Imran shows his hopefulness and his optimism. He feels no regret for the ouster and he is motivating the nation by using the phrases of Mulana Roomi (A Sufi). He knows if the nation will be remaining optimistic he will again be a prime minister of Pakistan. He uses persuasion for the nation by saying “when God has given you feathers so why you creep on the earth”. His language is full of inspiration and optimistic for the future of his party.

4.24.46 Theme 6f: Usage of Figurative Language

According to the participant of 6 (P6) Mr. Imran now uses strong verbs and action verbs in his language to motivate the nation for the revolution in Pakistan against the other politicians. He gives hope to the youngsters by saying it's a trail but after this trail there would be ease for our next generation. He uses figures of speech in his language.

P6: *Imran Khan used strong Modals, “must”, “need to”, “have to” as he was telling his supporters that it was in no way a fair*

trial. And he used figurative devices, metaphors, to carry his idea over and to fix it to the target from where he was conspired and made the target. He used bold words, “Real freedom” “Saying good bye to slavery” “We are free nation” “Imported Government” “Puppeteers” “Looter” “Mafia”. These terminologies show he used these words the other way round to highlight his opponent those are bringing the nation to chains.

Participant 6 asserted that Mr. Imran uses strong modals and action verbs in his language during interviews and speeches to motivate the nation for the next step of change. He uses figurative language and bold words and his main goal is to give hype to the emotions of the nation by using figurative language. He convinces the nation by saying “we are not slaves”, “the ruling party is imported government”, and we are “fighting for actual freedom”, and by using the other convincing terminologies like “looters” “mafia” “puppets of Americans”. He uses very strong metaphors in his language like BOOT PALSHIA.

4.24.47 Theme 7g: Resilience and Determination

Participant of 7 (P7) asserted that Mr. Imran will not accept the defeat he will fight for the nation. His tone is very aggressive but he is still determined and he has a firm belief about the change and he will do it.

P7: *I know one thing and I would like to share with you the thing is Imran Khan is not a name of loser. He will win again. His tone is very aggressive because as a political entity he never stands behind the wrong doings or decisions. He showed*

resilience and determination through his speeches. He wants accountability of the politicians who looted the country. You know in his speeches mostly he uses the term of three stooges. I think he is a true leader and he wants to make our country a prosperous country

Participant 7 stated that Mr. Imran's language is full of determination and he knows that if the nation is with him he will change the country into prosperity. In his language he demands the accountability of those politicians who looted the country and how weaken the country. According to the participant Mr. Imran is a last hope for the Pakistani nation and through determination and resilience he will make the difference.

4.24.48 Theme 8h: Convincing and Aggressive

Participant of 8 (P8) asserted that Mr. Imran is using convincing language with full of aggression. He urges the youth come out for the future and through language he tell the people it's a turning point of Pakistan secure it and make it prosperous.

P8: *He uses very convincing and aggressive language as he says this is turning point for our country rise up for your future. And even nowadays he is criticising the Judiciary, military and other Pakistani institutions because I think they involved in the conspiracy with Americans against Imran. I think it's all because of this corrupt system which has been prevailed in our country. Imran Khan through his language has been convinced the world that we should take initiatives for climate change and the world endorse it. I think he is a brave leader.*

Participant 8 stated that Mr. Imran Khan uses convincing and aggressive language, suggesting that his speech is both persuasive and forceful. The word "aggressive" implies a style that is direct, assertive, and perhaps confrontational, which is intended to rally and energize his supporters. The use of the phrase "this is a turning point for our country, rise up for your future" illustrates how Khan frames the political situation in Pakistan as a critical juncture, urging the public to take action for the sake of their future. This kind of language is aimed at creating a sense of urgency and mobilizing people around his cause, portraying the present moment as an opportunity for significant change. This perspective suggests admiration for Khan's bold approach and his ability to communicate effectively with both the Pakistani public and the international community. The participant appreciates his willingness to address systemic issues within Pakistan while also advocating for broader global concerns, positioning him as a leader with both national and international significance.

4.24.49 Theme 9i: Honesty and Solidarity

Participant of 9 (P9) explained that Mr. Imran is honest man and his language is an embodiment of his honesty. His words are symbol of his fairness there is no corruption against him. And his language is also source of firm belief on Allah.

P9: *He has become inevitable. His strong believe in Allah S W T is inspiring youth. Another important factor which adds in to his popularity is solidarity and loyalty for the country and not been pressurised by the foreign powers. Most of our young generation follows him because of his leadership quality. There is no case against him as you know our most of the politicians are corrupt and they looted the country. As you know he again filled the Great Iqbal Park once again you know people want to*

listen him they like his communication which is full of emotions.

According to participant 9 the statement begins by positioning Imran Khan as an "inevitable" figure, suggesting that he has become an essential or unavoidable leader in Pakistan's political landscape. This notion reflects a belief among his supporters that he is a necessary force for change. The mention of his "strong belief in Allah" emphasizes his faith and spirituality, which is seen as a source of inspiration for the youth. His frequent references to Islamic principles and trust in divine guidance resonate with a religiously inclined segment of the population, portraying him as a leader with moral integrity and a higher purpose. Khan's emotional communication style and public engagement efforts are highlighted as key factors that reinforce his popularity, illustrating his ability to connect with the masses and present himself as a leader who genuinely cares about the country's future. The text reflects a strong pro-Khan sentiment, positioning him as a symbol of hope and change in Pakistan's political landscape.

4.24.50 Theme 10j: Harsh and Illiterate attitude

Participant of 10 (P10) explained that Mr. Imran uses illiterate language against the female politicians of Pakistan which is not suitable for a famous politician. During speech or interview mostly he uses very harsh words for the female.

P10: *Imran Khan is using harsh language for his opponents, which is not good. He should not use illiterate language against female politicians. He seems illiterate when he criticizes the female politicians. But in his recent speech he commented on Maryam Nawaz's speech which I really condemn. There is so*

much aggression in his talk. But I think he should control his emotions because he is a most prominent leader of Pakistan.

According to participant 10 Mr. Imran uses harsh language for his opponents," indicating that his communication style can be overly aggressive or confrontational. This is viewed as "not good," suggesting that some individuals believe his language does not align with the decorum expected of a leader. The disapproval is particularly focused on his use of "illiterate language against female politicians." The term "illiterate language" is likely a reference to language that is perceived as crude, unrefined, or disrespectful. This criticism reflects a concern that his rhetoric may cross the line of acceptable political discourse, especially when directed at women. However, the participant calls for Khan to exhibit more restraint and control over his emotions, reinforcing the idea that a leader should maintain a higher standard of conduct, especially in public discourse. The underlying suggestion is that his behavior should reflect the dignity and composure expected of someone in his position.

4.25 Summary

The chapter has presented the findings representing the linguistic construction of language of leadership and identity. Generally, the core themes, interpretations and explanations of spoken texts and in-depth interviews were almost similar. Mr. Imran Khan uses the pronouns frequently in language to attain his different aims like sharing responsibilities, maintaining identity and promoting patriotic feelings with regard to the way the audience should view their country. There are other pronouns used along with *we* such as the possessive pronouns *our* and *their* and object pronouns such as *us* and *them*. The pronouns *I*, *him*, *me*, and *him* are distributed differently with different frequency, still their use is interesting as he used them in showing himself as the best

political leader in comparison to other Pakistani leaders. Concerning spoken texts and thought presentation, the analysis illustrates that direct and indirect representations play a role in foregrounding and backgrounding information in texts, especially foregrounding desirable aspects of self-presentation and identity construction through social roles and positions. For instance, the analysis presents instances where Mr. Imran constructs Pakistani identity through language as a prime minister in relation to the way he defines an ideal prime minister of Pakistan and the way he negatively presents his opponents. The next chapter discusses the findings of the study about the spoken discourse of Mr. Imran Khan used at international platforms.



CHAPTER FIVE

DISCUSSION

–A great leader's courage to fulfill his vision comes from passion, not position” (John C. Maxwell, 2007, p.89).

5.1 Introduction

The following chapter discusses the findings of the study on leadership language and Pakistani identity through the former prime minister's discourse and the public of the former's image. It discusses how Mr. Imran Khan used language as (former) political leader of the nation on international platforms.

5.2 Research Question One: What are the linguistic features in the spoken texts of Mr. Imran Khan that describe his language of leadership which reflects the Pakistani identity?

The following section of the study will discuss the findings to the research objectives and questions.

Given that the language used by Mr. Imran Khan at international platform contains various linguistic features. As Wodak (1999) asserted that language used in political discourse highlights interests, ideology and identity of the speaker. Interesting, the collected data under the light of Fairclough's three dimensional model clearly indicates language and linguistic features employed by former Prime Minister Mr. Imran Khan in his spoken discourse which reflects his interests and leadership. His use of language reflects his identity.

According to Robinson (2001), leadership is exercised in the use of language. Therefore, the use of linguistic features highlights the leadership and identity in his political discourse. It is interesting that in exploring the linguistic features of Mr.

Imran Khan there are evidence which asserts that Mr. Imran Khan uses controlled, decent and relevant vocabulary according to the nature of the platform. In addition to this, the lexical choices made by Mr. Imran Khan are understandable by layman. It is also interesting that in the addresses delivered on economic platforms, various words are used by Mr. Imran Khan which suggests objectives of Mr. Imran Khan. There are various lexicons related to economic interest and mutual cooperation used by Mr. Imran Khan which suggests political approach and objectives of Mr. Imran Khan. It indicates that language and selection of words by Mr. Imran Khan is multi-layered with political influence. This reflects the view that political discourse attempts to highlight economic, social, racial and political interest (Khalil et al., 2017).

The present study indicates that there are various words used by Mr. Imran Khan in the spoken discourse highlights the vision of Mr. Imran Khan and how he aims to make Pakistan a prosper state by implementing Islamic law and order of State of Medina. It is evident in the literature of the selected international addresses and interviews that Mr. Imran Khan believes in bringing peace and prosperity under the light of teachings of Islam. This supports the view that political discourse helps the politician to obtain objectives and aims (Bhatia, 2006 and Dunmire, 2012).

In addition to this, there are several instances where lexical choices in the discourse of Mr. Imran Khan show his struggle and efforts as a sports man and specifically political leader. The view reflects the literature as Van Dijk (1998) asserts that thinking is visible in discourse, Mr. Imran Khan's thinking and approach as a leader is evident in his spoken discourse.

There are various lexical choices made by Mr. Imran Khan which suggests promising and positive image of Pakistan and its people. The use of effective and promising words in the discourse of Mr. Imran Khan depicts his approach and mindset as a

leader of strategically important state. A leader has a view for his people and he delivers it through the medium of Language. Similarly, they use various devices and techniques (Robinson, 2005). Similarly, the findings of the study suggest that with the use of language Mr. Imran Khan casts an impact on the audience. Interestingly, Peela (2005) asserts that political figures use language to influence people.

In addition, there are various lexicons used by Mr. Imran Khan in the literature of international addresses and interview which indicate the concerns and fears of Mr. Imran Khan as a political leader and former Prime Minister. Vocabulary in the literature of Mr. Imran Khan suggests vast and deep understanding of challenges and issues faced by the country and the world. According to Dijk (1997) political leaders try to spread their own ideologies to the masses and struggles to win their hearts by gaining trust of public. In order to win the hearts of common people leaders use carefully selected words to spread their ideologies and convince common people. Similarly, Mr. Imran Khan uses controlled and selective words in his spoken discourse of international platforms which attracts the audience as it is mentioned by number of participants of the current study. This is in line with the use of specific linguistic choices speaker conveys more than what is said verbally (Bucholtz and Hall, 2004; Edward, 2009).

Under text analysis of discourse of Mr. Imran Khan's international speeches and interviews, it is evident that various words are repeated by him in his language at same platform. Repetition of words, phrases and sentences suggests concerns and approach of Mr. Imran Khan as a leader. Recurrence of words is one of the most effective linguistic devices which are used to put emphasis or to highlight the importance of particular content. In accordance to the collected data, there are number of words repeated by Mr. Imran Khan on issues regarding Islamophobia, Afghan

crisis, global warming, US invasions, Pak-India relations, economic development in Pakistan, mutual relations with China and other significant international affairs this is apparent in the spoken discourse under research. His speeches often include references to Islamic teachings, phrases like "Insha'Allah" (God willing), and quotations from the Quran. This aligns his leadership with the religious sentiments of the majority Muslim population in the world, reinforcing a shared identity rooted in faith.

In addition to this, in spoken discourse of Mr. Imran Khan, repetition is used as rhetorical devices to bring attention of the audience to the repeated idea and content. Even in the brief and composed addresses various words and phrases are highlighted with the use of rhetorical device of repetition. The use of repetitive words is one of the most effective linguistic devices to gain attention of the audience. In spoken discourse repetition is used as rhetorical devices to highlight the content of the address by Mr. Imran Khan as a leader. This is in line with Fukuyama (2018) as he asserts that leader use proper language and words to gain political identity. In political domain leaders are known by social, linguistic and cultural grounds but leaders cannot be classified individually because their identity is influenced by social, religious and language.

Further, the findings of the research show how he uses language to negotiate his identity. As (Cameron, 2001) asserts that communication in built and interpersonal relations defines identity. Similarly, Mr. Imran Khan's use of linguistic devices reflects his identity as a leader. He often uses assertive language to convey his stance on issues like corruption, injustice, and governance. Terms like "fight," "struggle," and "resistance" illustrate his leadership as bold and uncompromising, aligning with the resilient spirit of the Pakistani identity. He frequently speaks in a tone that

promotes collective identity, using words like "we," "our nation," and "our people." This inclusive language emphasises unity and solidarity, presenting himself as a leader for all Pakistanis.

Rhetorical devices are used to convince, persuade and win the audience by appealing their emotions. Mr. Imran Khan uses facts and figures to prove and provide evidence of the messages he tries to convince the audience. With the use of figures and facts audience get convinced and persuaded because statistics suggests reason and logic which creates a room for understanding to delivered argument. He uses rhetorical devices such as repetition, parallelism, and antithesis to strengthen his arguments and make his points more persuasive. His speeches often include personal stories and anecdotes, which humanise him as a leader and make his messages more relatable to the audience.

Interestingly, other rhetorical devices are also employed by Mr. Imran Khan in his political discourse on international platforms delivered around the world. It is used to convince and persuade the audience by appealing their emotions. There is extensive use of facts and figures to provide evidence of his messages and claims, in attempt to convince audience. With the use of figures audience get convinced and persuaded because statistics suggests reason and logic to mind.

Mr. Imran Khan presents promising image of Pakistan and also uses figures to present logical base of his arguments and messages in the literature of the spoken discourse. As Mr. Imran Khan states, "Pakistan today is a country of over 200 million resilient and enterprising people". There are various instances in the literature of the international addresses and interviews of Mr. Imran Khan which presents advanced and dynamic image of Pakistan. For instances, he uses references of resources in Pakistan, investment destinations, tourist points, different climate zones, young and

skilled man power. Mr. Imran Khan as a leader believes that youth is future of the country and attempts to highlight these features of his country at international grounds. The language used by Mr. Imran Khan suggests a lot about political identity and leadership. It fulfills Paltridge (2014) definition of critical discourse analysis as he describes it uncovers race, identity and ideology in text.

Khan's frequent use of inclusive pronouns (we, our, us) mirrors the findings of Fairclough (2000), who argued that political leaders use collectivist language to establish solidarity with their audience. This rhetorical strategy presents Khan as a leader who is integrally connected to the people, reinforcing his leadership as participatory and representative. Similar strategies have been observed in the discourse of leaders like Barack Obama (Charteris-Black, 2018) and Narendra Modi (Javed & Mahmood, 2020), where pronoun use serves to unify the leader's vision with national identity.

Under text analysis of the international speeches and interviews it is examined that Mr. Imran Khan has used pronoun I, our and we repeatedly in his language on international platforms. Extensive use of these pronouns asserts a lot about Mr. Imran Khan and his leadership approach. Mr. Imran Khan as a leader represents his country and his government on international platforms.

The use of the pronoun we shows that Mr. Imran Khan does separate himself from Pakistan and its people. In addition to this, it suggests that Mr. Imran Khan as a leader represents his nation at international platform with the agenda of bringing economic prosperity and peace in Pakistan. This linguistic feature connects him with people of Pakistan. This is not limited to one address or interview, this is extensively apparent in all ten addresses and ten interviews. Similarly, this is also observed in the in-depth analysis that people of the country also feel represented by him at international

grounds. This further suggests, how involved Mr. Imran Khan as a leader is in representation and wellbeing of the country. The strategy of using referential nomination is effectively used by Mr. Imran Khan in the literature of the interviews and addresses under study. Therefore, it indicates approach on leadership of Mr. Imran Khan and it also shows how he represents his Nation and administration on international platforms around the world. The strategy of referential nomination is effective in the literature of the interview. The use of we and I is apparent throughout the interview. This show Mr. Imran Khan Nation and administration is well represented in his spoken discourse.

Therefore, it is evident in his spoken discourse that Nation is well represented in his use of language on international platforms. There are several instances where he uses I in the spoken discourse which further depicts identity of Mr. Imran Khan as a leader.

Khan's reliance on rhetorical questions to engage the audience and shape public perception aligns with studies on political persuasion. According to Van Dijk (1997), rhetorical questions function as cognitive prompts, leading audiences toward implicit agreement without direct imposition. Previous research on the speeches of Western populist leaders (Wodak, 2021) also highlights the effectiveness of such discursive strategies in fostering engagement and controlling narratives.

Following statements are made by Mr. Imran Khan in response to the allegations of Indian government. This is important to mention that at the time of this address Mr. Imran Khan was Prime Minister of Pakistan. Therefore, the devices used by him define his leadership and identity of Mr. Imran Khan.

–What benefit would Pakistan have from such acts at a stage when we are progressing towards prosperity?”

–What benefit would we gain from such an act, at this point when terrorism is subsiding and Pakistan is becoming prosperous?”

Imran Khan employs a rhetorical question to assert Pakistan’s developmental trajectory. By using terms such as “progressing towards prosperity” and “becoming prosperous,” he constructs a national identity centered on economic and social advancement. The emphasis on progress and prosperity serves to frame his leadership as instrumental in steering Pakistan toward stability and economic growth. This aligns with political narratives that seek to legitimize governance by associating it with positive national transformation.

Furthermore, the phrase “when terrorism is subsiding” reflects a deliberate attempt to contrast the present with a previous state of crisis. By highlighting the decline in terrorism, he situates his leadership within a broader historical context of national security improvement. This strategic discursive move strengthens his authority by positioning his government as a stabilizing force, reinforcing a nationalist identity that prioritizes peace and progress.

By asking “What benefit would we gain from such an act?” Khan appeals to rationality and pragmatism, discouraging any actions that might disrupt Pakistan’s perceived trajectory of stability. This reflects a leadership style rooted in political realism, where decisions are framed in terms of national interest rather than ideological extremism. The implicit argument is that any disruption would be counterproductive to Pakistan’s goals, thus creating a moral and logical justification for his stance.

–Should not there be discussion on this in India too?”

It introduces an external dimension to the discourse. By posing this rhetorical question, Mr. Imran shifts the focus to India, implying that discussions on similar issues should take place there as well. This statement serves multiple functions:

It establishes a contrast between Pakistan’s self-perceived rational approach and India’s perceived lack of discourse on the matter. This binary opposition constructs Pakistani identity as more reflective and mature in comparison to its regional counterpart. However, the statement also functions as an implicit critique, suggesting that Pakistan has already engaged in self-reflection while India needs to do the same. This aligns with a broader geopolitical discourse where leaders strategically frame their nations in opposition to others to consolidate national unity and assert diplomatic positions. Khan’s discourse overall position him as a leader advocating for stability and rational policymaking. His discourse aligns with the classical traits of political leadership prudence, economic vision, and diplomatic engagement. The repeated use of rhetorical questions serves not only to persuade but also to shape public perception by presenting his leadership as both proactive and rational in contrast to potential adversarial narratives.

Through his discourse, Imran Khan constructs a leadership identity that emphasises national progress, economic stability, and rational decision-making. His statements strategically frame Pakistan as a nation moving towards prosperity while implicitly contrasting it with India, thereby reinforcing a nationalist ideology. By employing rhetorical questions and positive framing, he legitimises his leadership and presents Pakistan as a responsible, forward-looking state. These discursive strategies reflect broader themes in political communication where leaders seek to maintain authority,

consolidate national identity, and engage in geopolitical positioning through carefully crafted narratives.

The collected data from the spoken discourse of Mr. Imran Khan highlights identity and leadership approach also with the use of grammatical aspects. According to the findings, spoken discourse of Mr. Imran Khan provides insight to the strong stances and leadership approach of Mr. Imran Khan on important and significant topics of the time concerning national and global interests. The use of active voice to convey the message clearly and without any ambiguity states concerns of Mr. Imran Khan as a leader. These topics includes his views on withdraw of US from Afghanistan, relationship with India, Islamophobia, Kashmir issue, crimes rate, relationship with China, relationship with India and climate change. The findings of the research reveal that various statements of Mr. Imran Khan in active voice which suggests that he does not hide agent of the sentence. Garrie (2019) asserts that Mr. Imran Khan will change the traditional mindset and no other political leader in Pakistan has intense impact on people. Further, Siddique (2019) claimed that Mr. Imran Khan delivers powerful speeches on critical and significant topics.

It is evident in the findings of the research under the light of linguistic devices used by Mr. Imran Khan that he makes bold statements on significant topics and sensitive topics in his addresses and interview. He attempts to shares his views on various topics of great importance to deliver his stance to the audience without any ambiguity at international platforms. For instance, he has been continuously talking about the need of mutual settlement between Taliban and Afghan government, consequences of 9/11, mindset of Modi and relations with CIA. His approach towards these topics remained same throughout the literature of spoken discourse under study.

Further, the findings of the study suggest that responses of Mr. Imran Khan as a leader of a strategically important state are loud and clear and it presents his strong leadership. The vision of Mr. Imran Khan as a leader is also apparent in his language throughout the spoken discourse. The data collected from the analysis of spoken discourse of Mr. Imran Khan depicts leadership and how he acknowledges the past suffering and tough times of Pakistan. Further, it is apparent that he aims to align other countries only on matter and affairs of peace and prosperity. Under the findings it is apparent that Mr. Imran Khan persuades the audience by providing them facts and figures to understand his stances and claims. This is also present in the in-depth analysis of the interviews of research participants. Thus it suggests that background of Mr. Imran Khan as a leader and his approach on various political and global matters makes his spoken discourse at international platforms crucial.

In addition to this, the findings of the study suggest that Mr. Imran Khan as a former Prime Minister and leader does not want his nation to step in any conflict as this may damage country's economy.

Furthermore, there are several instances in the spoken discourse of Mr. Imran Khan where he uses discursive strategies to stress on the content and seek interest such as on the relationship of Pakistan with India and China and Islamophobia. He boldly quotes example of Pakistan alignment on the issue of Afghanistan which badly affected the country and resulted in economic crisis and damage of image of Pakistan after 9/11. His message to the world as a leader is clear that he and his nation will not become part of any conflict. His global recognition is based on his approach on leadership and politics. The political opportunism of Mr. Imran Khan as a leader is the reason for his popularity and public support (Coll, 2018). This goes parallel to views of Raja (2018), as the findings of the spoken discourse of Mr. Imran Khan

states that he is a proud leader and people even consider him second best after founder of Pakistan Quaid-e-Azam (Shah, 2020). Hence, linguistic features in Imran Khan's spoken texts are integral to his leadership style and the construction of his public persona. By leveraging a mix of national, cultural, religious, and emotional elements, he effectively communicates his vision and connects with the Pakistani identity. His language reflects a leadership style that is inclusive, assertive, and deeply rooted in the socio-cultural context of Pakistan, thereby enhancing his appeal as a national leader.

5.3 Research Question Two: How does the language in the spoken texts of Mr. Imran Khan describe his leadership?

The language in the spoken texts of Mr. Imran Khan's addresses and interviews depicts his leadership. As Yukl (2006) asserts that leadership is a process which influence others and it agrees about the need of actions to facilitate his objectives.

According to the research findings there are several instances in the literature of the spoken texts which highlight the stance of Mr. Imran Khan on international grounds. It influences the both national and international audience according to the research participants. Raising voice for the Muslims of the world at international platforms conveys approach and mindset of Mr. Imran Khan as a leader. According to the findings, spoken discourse of Mr. Imran Khan shows his courage and strengths as a leader. In an interview under study to an American TV channel, Mr. Imran Khan talks about significant yet sensitive issues including Islamophobia, Kashmir issue and relations with neighbouring country, India. Imran Khan's spoken texts often stress the importance of national sovereignty and self-determination. He frequently speaks against foreign intervention in Pakistan's internal affairs, using phrases like "Pakistan will not fight others' wars" and "we will not be a puppet state." This rhetoric appeals

to a global audience familiar with the concepts of sovereignty and self-determination and positions Khan as a leader committed to the autonomy and independence of his country.

Khan's discourse integrates moral and religious appeals, aligning with previous research on the role of ethical rhetoric in political leadership. Chilton (2004) argued that moral appeals enhance a leader's credibility by framing their leadership as principled and just. In the context of Pakistani politics, studies by Iqbal and Jabeen (2021) highlight the significance of Islamic references in constructing political legitimacy. Khan's use of religious and ethical discourse reinforces his leadership as value-driven, echoing similar rhetorical strategies employed by leaders in ideologically influenced political systems.

Khan's use of terms like "imperialism" and "colonial mindset" is designed to resonate with post-colonial states and the broader Global South. By framing Pakistan's challenges in the context of historical injustices and external exploitation, he aligns himself with countries that have experienced similar struggles, thereby positioning Pakistan as a leader among developing nations. He frequently uses his platform to address global injustices, particularly those affecting Muslim-majority countries. For example, he often speaks about the Kashmir issue, the situation in Palestine, and the plight of Rohingya Muslims, using terms like "human rights violations," "genocide," and "oppression." These appeals are intended to resonate with international audiences, human rights organisations, and global media, positioning him as a global advocate for justice.

The decision making quality of Mr. Imran Khan is apparent in the spoken discourse of Mr. Imran Khan. It is evident in the findings of the conducted study that his stance on relationship with neighbouring countries India, China and Afghanistan is clear.

In addition to this, Mr. Imran Khan's leadership is also apparent in spoken discourse of Pulawama Attack response in which he boldly rejects the blames and allegations of Indian government. As a leader of Islamic and nuclear armed country he acknowledges the outcome of crisis and unsettlements between both countries thus he offers peace and his assistances in order to keep peace and harmony instead of war.

It is evident in the findings of the conducted study that linguistic choices are meaningful and loud even his brief spoken encounters at international platform are loud, clear and bold. There is extensive use of pronoun I in the Pulwama attack address by Mr. Imran Khan. The findings of the study show how he defends his country as a prime minister.

Similarly, there are several other instances in the spoken discourse of Mr. Imran Khan in which he asserts that Pakistan will only partner with other countries on matters of peace, harmony and economic wellbeing. He uses terms such as "peaceful resolution," "diplomacy," and "negotiation" to convey his support for peaceful engagement rather than confrontation. This language positions him as a leader who is committed to regional stability and global peace.

It is evident in the findings that he stresses on economic interests in his various speeches and interviews in the spoken discourse. Findings of the conducted study assert that Mr. Imran Khan aims to uplift economic condition of his country. He stresses to need of lifting economy of Pakistan and here he acknowledges the role of friendly neighbour, China.

The approach and vision of Mr. Imran Khan is also apparent in his spoken discourse where he put emphasis on the need of bringing reforms in the country.

Mr. Imran Khan's introspective and farsighted approach is evident in his spoken discourse. Northous (2010) asserted that leadership is a process to influence people in order to achieve shared goal. Under this definition of leadership, Mr. Imran Khan influences and attracts common people on national and international grounds. His loud and clear stance on sensitive topic of Islamophobia has influenced people around the world. He often addresses the issue of Islamophobia, particularly in Western countries, and calls for global action against hate speech and discrimination. By using phrases like "fight against Islamophobia" and "respect for all religions," he presents himself as a defender of Muslim rights worldwide and a voice for the Muslim community, which enhances his global profile and moral authority.

As a strategic and action oriented leader, Mr. Imran Khan acknowledges the good, stable relationship between Pakistan and China. He acknowledges the role of China to uplift economic growth in the country. His support for the China-Pakistan Economic Corridor (CPEC) and participation in multilateral forums like the Shanghai Cooperation Organisation (SCO) reflect this approach. This has resulted in deeper strategic and economic partnerships, particularly with China, enhancing Pakistan's economic prospects and geopolitical leverage in Asia. Khan's diplomatic overtures toward Russia also suggest a diversification of Pakistan's foreign policy, aimed at reducing dependence on Western alliances. His vision of peace and prosperity is apparent in the spoken discourse of Mr. Imran Khan.

In addition to this, the collected data from the spoken discourse under study indicates that there are several instances in the literature which shows power at textual, discursive and societal level. The use of I in the spoken discourse suggests power and his dominating status. Findings of the study also show extensive use of we in spoken discourse. It is used to gain support of his people and to reflect his nation on global grounds.

In addition to above mentioned traits of leadership in spoken discourse of Mr. Imran Khan, there is concern apparent in spoken discourse, as Mr. Imran Khan excessively uses inclusive ‘we’ to induce the global community on significant global issues. These issues include climate change, invasions in Afghanistan, negative branding Islam and other important concerns. Under the findings of the conducted study it is highlighted that Mr. Imran Khan is a pacifist and environmental leader on international spoken discourse of international platforms.

Imran Khan's language on the world stage is characterised by a blend of advocacy for justice, sovereignty, and human rights, combined with a strong stance on climate change, diplomacy, and global equity. He uses a strategic mix of simple, direct language, religious and cultural references, and data-driven arguments to position himself as a leader with a global vision. His emphasis on peace, cooperation, and sustainability aims to project a balanced and ethical leadership style that appeals to both Western and non-Western audiences.

Overall, Khan's spoken texts on international platforms reveal a leader who seeks to navigate complex global dynamics while advancing Pakistan's interests. By presenting himself as a principled, knowledgeable, and globally aware leader, he aims to enhance Pakistan's stature and influence in the international community.

5.4 Research Question Three: What are the Pakistani individuals' views on Mr. Imran Khan's language of leadership?

Leadership is “process of influencing others to understand and agree about what needs to be done and how to do it, and the process of facilitating individual and collective efforts to accomplish shared objectives” (Gary Yukl, 2006, p. 8).

According to Lemke (2008) speaking is not at all possible with the constitution and what we believe, find ourselves in the systems of ourselves social classification (p.72). Similarly, the spoken discourse of Mr. Imran Khan also describes his values and beliefs as a leader of a strategically strong country.

According to the findings of the research, Mr. Imran Khan's language shows his bold and confident leadership. They assert that Mr. Imran Khan's spoken discourse also depicts his command on language. Many individuals view Khan's language as charismatic and emotionally engaging, a finding consistent with previous research on charismatic leadership. According to Shamir, House, and Arthur (1994), charismatic leaders' use emotionally charged language to inspire and mobilize followers. Similarly, studies on populist leaders such as Donald Trump (Moffitt, 2024) and Narendra Modi (Hashmi & Ishaque, 2024) highlight that emotionally resonant language fosters a strong leader-follower connection. Khan's speeches are often perceived as passionate and direct, reinforcing his appeal among supporters.

As a leader, Mr. Imran Khan never fails to represent positive and promising image of Pakistan on international grounds. As critics assert that Mr. Imran Khan know how to mould his actions as per the need of the time.

However, there are few responses of the participants which suggest that Mr. Imran Khan's spoken discourse contains several instances in which his language is not formal or up to the level of Prime minister in spoken discourse delivered on national grounds. In addition to this, Participants add that language inappropriate even on local addresses does not suit his personality, though they acknowledge that he only uses this language on national addresses.

Respondents frequently highlight Khan's use of we, our, and us, which constructs a collective national identity. This linguistic strategy aligns with Fairclough's (2000) argument that inclusive language strengthens social cohesion in political discourse. Ahmed and Mahmood (2022) similarly found that Pakistani leaders often use nationalistic rhetoric to foster a sense of unity and collective responsibility. Khan's language is thus perceived as reflective of Pakistani identity, reinforcing his positioning as a leader who represents the people.

According to the participants, as Mr. Imran Khan has command on language. This helps to easily elaborate his actions and stances on international platforms, as it is apparent in his various addresses and interviews. For instances, during an interview with international media he replied absolutely not to defend his country. The findings of the research suggest his loud and clear message to the world.

Participants suggests that despite of using inappropriate language for his opposite parties Mr. Imran Khan's approach and vision is future of Pakistan.

According to participants, Mr. Imran Khan's spoken discourse reflects true challenges faced by the country; this is what attracts the young generation of the country. In addition to this, participants suggests that Mr. Imran Khan as a leader knows how to control mind of listeners/ audience through the medium of language. His language use shows power in his spoken discourse.

Khan's language frequently contrasts his leadership with past administrations, a feature that respondents interpret as a sign of his authenticity and commitment to reform. Reisigl and Wodak (2001) argue that contrastive framing is a common strategy for legitimizing leadership. In the Pakistani political context, Siddiqui and Iqbal (2024) found that leaders who present themselves as reformers against corrupt systems tend to gain public trust.

Khan's discourse is often seen as transparent and honest, reinforcing his image as an anti-establishment leader.

In addition to this, according to the participants there are several evidences in the spoken discourse of Mr. Imran Khan where he uses facts and figures. This shows his hard work, research and understanding of the issues. Similarly, according to the responses of the participants this also attracts the audience by providing logic and factual grounds on various arguments.

Many Pakistanis appreciate Khan's straightforward and candid language. They view his speeches and statements as a refreshing change from the often perceived insincerity and corruption of previous political leaders. Terms like "corruption-free" and "accountability" resonate with those who feel disillusioned with traditional politics. Khan's emphasis on integrity and anti-corruption has bolstered his image as a leader who is committed to addressing systemic issues.

Public perception suggests that Khan's use of rhetorical questions and persuasive techniques enhances his credibility and relatability. Van Dijk (1997) noted that rhetorical questions in political discourse serve as cognitive triggers, guiding audiences toward agreement. Studies by Wodak (2021) on populist rhetoric confirm that rhetorical engagement enhances a leader's persuasive impact. Many Pakistani individuals interpret Khan's rhetorical questioning as a sign of his critical thinking and political acumen, which strengthens his leadership image.

Conversely, some critics argue that Khan's rhetoric may sometimes come across as overly idealistic or impractical. They may view his promises as lacking feasibility or concrete plans, questioning whether his language translates into effective governance. For

example, promises about creating a “Naya Pakistan” (New Pakistan) are scrutinised for their implementation and real impact.

Khan’s emphasis on Pakistan’s sovereignty and independence is widely supported among those who feel a strong sense of national pride. His statements criticising foreign interference and advocating for Pakistan’s autonomy resonate with those who view these issues as central to national dignity and self-respect. Terms like “self-reliance” and “independent foreign policy” are viewed positively by those who support a strong nationalistic stance. Some participants argue that his strong nationalist rhetoric can sometimes alienate Pakistan from necessary international partnerships and support. They may view his language as overly confrontational, potentially affecting Pakistan’s diplomatic relations.

According to the participants, his well-structured communication style and detailed addresses gives motivation and hope to the common people of the country. Participants add that spoken discourse of Mr. Imran Khan reflects his vision and hope for the country. Further, spoken discourse of Mr. Imran Khan constructs his strong identity as a leader of strategically important state.

According to participants, he adds quotes and references in his spoken discourse. They add that this approach of using rhetorical devices shows his concern for the country and its people. There is apparent concern and affection in his spoken discourse on international platform for his government and his Nation.

Data collected from the participants show that there are several instances in spoken discourse of Mr. Imran Khan which reflect him as an egoistic, straightforwardness and overconfident leader.

Participants assert that Mr. Imran Khan's language is very aggressive and controlling at several instances in his spoken discourse. Participants respond that there are instances in the interview where Mr. Imran Khan stands bold and firm on significant and critical affairs including hypocrisy of Indian based on Nazi ideology. In addition to this, participants say that his discourse highlights significant current issues which are not only faced by people of the country but the whole world.

According to the participant, language choices by Mr. Imran Khan are intellectual and bold according to the nature of the time. Participant says that Mr. Imran Khan is famous for his use of controlled/ composed words and language used at international platforms. He boldly responds during interview with Jonathan when he did question for establishing air bases against Afghanistan. Therefore, participant of the conducted study also assert that Pakistan is a first priority of Mr. Imran Khan as a leader. His spoken discourse asserts that he will never allow anyone to disturb peace in Pakistan especially after outcome of past destructive alignments of early leaders.

According to the research participants Mr. Imran Khan mostly uses polite and controlled words during his interviews on international platforms. This according to observation of participants attracts and won the heart of the Muslim all around the world not only in Pakistan by speaking on issues faced by Muslims around the world. He raised the issues of Jammu & Kashmir and Palestine fearlessly and asks the world to resolve these emerging issues and crisis. Participants state that Mr. Imran Khan's interview to CNN on dispute of Jammu & Kashmir is a hope of the people who are dreaming for freedom.

Participants mention that Mr. Imran Khan's spoken discourse is full of determination and he acknowledges that if the nation is with him he can change the country by bringing economic prosperity. According to the participants there are several

instances in his interviews where Mr. Imran Khan's discourse reflects his vision of bringing prosperity in the country. Further participants mention that his spoken discourse shows he boldly demands the accountability of corrupted politicians who looted the country, in the result of which country is still in crisis. According to the participants Mr. Imran Khan is a last hope for people of Pakistan. They add that with his intense determination and resilience he can make the difference in the country.

According to the few participants, Mr. Imran Khan's charismatic style and his ability to connect with the masses through speeches and media appearances are viewed positively. His use of informal language and storytelling is appreciated for making complex issues more accessible and relatable to ordinary people. But other participants respond that Khan's style can be inconsistent or overly dramatic. They may feel that his speeches sometimes lack depth or fail to address the nuances of complex issues. There may also be concerns about whether his style is suited to the gravitas required for high office.

Many Pakistani individuals view Khan's frequent references to justice, honesty, and Islamic values as a reflection of his moral leadership. Chilton (2004) suggests that ethical and religious appeals enhance a leader's legitimacy, especially in culturally and religiously driven societies. Studies on Pakistani political discourse (Almahasees & Mahmoud, 2022) indicate that moral rhetoric strengthens public perception of a leader's integrity. Khan's discourse is perceived as aligning with the ethical expectations of Pakistani society, contributing to his credibility.

In simple words, according to participant, Mr. Imran Khan's spoken discourse is strong as he speaks boldly and fearlessly at international platforms. He raised the most sensitive global issues and crisis. These issues include Islamophobia and Blasphemy on international grounds with full confidence and force. He has shown the world the

real image of Pakistan by presenting positive image of his country in spoken discourse delivered on international platforms.

Participants state that Mr. Imran Khan uses strong modals and action verbs in his spoken discourse during international interviews and addresses to make his argument strong and loud. To conclude, he uses figurative language, bold approach, strong modals, and rhetorical devices, strong word selection, use of facts and figures, references, history of the country and composed language reflects strong leadership of Mr. Imran Khan. Overall, Khan's language has played a significant role in shaping both his public image and the broader political discourse nationally and internationally, reflecting his leadership style and the challenges he faces in translating his rhetoric into actionable policy outcomes.

5.5 Summary

The findings of the study reveal insightful information about the spoken discourse of Mr. Imran Khan used at international platforms.

The findings of the conducted study highlight linguistic features and traits of leadership in spoken discourse of Mr. Imran Khan. Spoken discourse of Mr. Imran Khan reflects several linguistic features. It includes linguistic patterns and rhetoric devices, references and identity of Mr. Imran Khan as a leader.

In addition to this, the results of the study reveal that spoken discourse of Mr. Imran Khan reflects promising and positive image of his nation on international platforms. The findings of the study also suggest that he tries to counter the negative propaganda against his country and reveal the true image of his nation globally. In addition to this, on some occasions Mr. Imran Khan while addressing to the audience does come out as over confident, and also out of touch from ground realities of his country. This

however seems to be Mr. Khan's belief on himself and his vision for his country, for example his stance on war in Afghanistan does not change throughout his political career, and recent events proved his solution of not using military as a solution but rather find solution through dialogue, which seems a much viable option (Ahmed, Amir & Ahmad, 2021).

According to the research participants, spoken discourse of Mr. Imran Khan reveals his vision for the people of Pakistan. In addition to this, the use of rhetoric devices, quoting verses from Quran, sayings of founder of Pakistan Quaid-e-Azam Muhammad Ali Jinnah and references from past conflicts and crisis of Pakistan state his concerns for his people as a leader. The next chapter of the study provides the research limitations of the study, conclusion and implications of the current study.



CHAPTER SIX

CONCLUSION

“Language is an integral facet of the political scene and not simply an instrument of describing events but itself a part of events, strongly shaping their meaning and helping to shape the political roles which officials and mass public see themselves as playing” (Edelman, 1977, p.21).

6.1 Introduction

In exploring leadership language and identity of Mr. Imran Khan and the Pakistani as a nation it is significant to understand how language contributes to shaping identity and image of the people. The preceding chapters have attempted to demonstrate that spoken discourse of Mr. Imran Khan reflects Pakistani identity and language of leadership. In addition to this, the finding collected from the research participants suggests useful insights about leadership of Mr. Imran Khan.

This reflects on the leadership of Mr. Imran Khan based on what has been presented in the previous chapters. It also discusses the implication of the study and limitations. It ends with some discussion on future researches and summary of the chapter.

6.2 Reviewing Language of Leadership and Identity

In exploring the spoken discourse of Mr. Imran Khan, it is important to understand how language is used and how his identity and leadership is demonstrated at the national and international platform. The past studies explored the perspectives of power and ideology by focusing on the linguistic devices and rhetorical tools used by Mr. Imran Khan. However, the basic objective of the conducted study is to examine spoken discourse of Mr. Imran Khan used at international platforms to understand his leadership and identity.

Under the approach of critical discourse analysis the use of language is focused in examination to interpret the text and meet the objectives. In addition to this, interviews are conducted of the research participants to gather insights of audience and discuss the finding collectively. Black (2005) asserts that political leaders depend on the spoken language in order to convince common people for their own political interests. Therefore, it uncovers the leadership and identities of Mr. Imran Khan by analysing language in circumstances and considering its variations and functions.

Language and selection of linguistic devices used by Mr. Imran Khan in his international interviews under the theoretical and conceptual frameworks and in depth analysis of interviews of participants suggests that he is not afraid of western kingdom in pursuit of the goals he wishes to achieve as a leader for his nation.

There are number of issues and fears repeatedly touched by Mr. Imran Khan throughout the set of twenty speeches and interviews which effectively represents his leadership and identity. These issues surprisingly encompass wide range of significant issues which needs to be acknowledged and resolved. The efforts of Mr. Imran Khan on national and global crisis are stressed in his spoken discourse.

There are several occasions in the literature of the spoken discourse where Mr. Imran Khan shows his concerns for his nation. His vision is once again brought into light as he can predict that poverty will force he developed countries to take drastic actions to keep migrants away from their borders.

Mr. Imran Khan as a political leader stands for the betterment of the country and its people. His language shows his willingness to manage and rectify issues. In addition to this, it is apparent in the in depth analysis of the interview of participants that his language in spoken discourse shows he speaks for growth of the country and for the

betterment of Muslims of the world. In addition to this, there are instances where he reflects his leadership and acknowledge the state and situation of his nation. As research participants say that Mr. Imran Khan is different from the other political leaders as his efforts and instrumental for social change.

Spoken discourse of Mr. Imran Khan repeatedly reflects his determination. According to the participants the content of his addresses and approach and conduct in interviews shows his confidence and leadership approach. He boldly rejects the terms of slavery and any harmful partnership with any other country and he references to the aftermath of past alignments with US to clarify his stance. Under the in depth analysis of interviews, participant's state that his language is clear and easy to understand and there is no ambiguity or confusion in his spoken discourse delivered at international platform.

He boldly rejects the idea to providing air bases to American army. His response to these questions is loud and clear. His brief reply 'Absolutely not' reflects his leadership and identity. The image reflected in his spoken discourse reflects him as a selfless leader, who believes in providing best to his people. This is also supported by approach towards depicting his nation at international platforms. He describes positive and developing image of the country in order to attract other people for investing and other purposes which may result in lifting up the economic state.

Mr. Imran Khan has endured a tough start as prime minister as economy was fragile, lack of accountability and corruption was at its peak. He managed to avert on balance of payment. One of the major challenges for him was to increase tax rate. Despite of increase in inflation and high taxes people find his approach as a leader different from others. Participants find his approach, attributions and qualities of language like any other strong global leader. The language and linguistic devices used by Mr. Imran

Khan depicts concern about his nation. In addition to this, participants add that his language has universality and his language put great impact globally.

According to participant his discourse is full of rational attitude and words. He is the only leader of Pakistan who has a great impact on the minds of the nation through language. He handles complex questions with rational conduct. This is a quality of Mr. Imran Khan makes him different from the other political leaders of the country. There are several instances in the literature of the spoken discourse where he skillfully defends his country at international platforms. It is discussed in the last chapter that few participants indicate that Mr. Imran Khan uses inappropriate language in his spoken discourse at national platforms. However, there are no such instances where Mr. Imran Khan uses inappropriate language at international platforms.

There are few instances mentioned by the research participants at national level where Mr. Imran Khan uses harsh language for his opponents even female opponents. In addition to this, they also mention that his aggression is apparent in his spoken discourse at local platforms. However, research participants also add that revolutionary and motivational facts and words are present in his discourse at international level.

According to the participants his criticism on corrupts, judiciary and establishment shows his confidence and it also reflects him as a bold leader. Further, the use of strong modals during his interviews and speeches engage audience. In addition to this, use of figurative language and bold words contributions a lot in defining him as a leader. His spoken discourse is full of determination and he acknowledges that if the nation is with him together they can bring prosperity in the country. In addition, participants assert that Mr. Imran Khan's language is convincing and persuasive. He uses strong words for the youth and Muslims of the world motivate audience.

Mr. Imran Khan's deep knowledge about various national and global pressing issues can be seen when he puts forward a 'global' addresses and interviews. Regarding Islamophobia, Mr. Imran Khan puts forward the idea of a global debate to decelerate this rising issue. As Islamophobia is a global issue, the idea of a global debate shows his deep understanding and acknowledgement. As to how serious issue of Islamophobia is, Mr. Imran Khan gives example of India, where it is at its peak, resulting in extreme human rights abuse to the extent that the demography of Muslims majority 'Kashmir' area could be changed. He also stresses in spoken discourse delivered at international platform that end or result of Islamophobia could be convinces decade of extreme violence.

The findings of this study both align with and challenge previous research on leadership language, political discourse, and national identity construction. Consistent with Fairclough's (1995) Critical Discourse Analysis (CDA), the study confirms that Mr. Imran Khan's discourse constructs power dynamics through pronoun usage, rhetorical strategies, and lexical framing, reinforcing Pakistani identity. Similar to van Dijk's (2006) socio-cognitive model, the study highlights how Khan employs us-versus-them polarization to distinguish between patriots and adversaries, reinforcing nationalist narratives a pattern also observed in populist leadership studies (Moffitt, 2016).

However, the findings also diverge from prior research that primarily categorizes populist leaders as anti-elite but politically polarizing. Unlike traditional populist discourse, Khan's language incorporates Islamic references, moral justifications, and code-switching (Urdu-English) to construct a hybrid leadership identity, blending traditional nationalism with global diplomacy. While previous studies on Pakistani political discourse (Zulfiqar, 2020) focus on policy-driven narratives, this study

emphasizes linguistic persuasion and identity reinforcement. The findings suggest that Khan's discourse extends beyond populism, functioning as a transformational leadership model, shaping collective identity and ideological mobilisation in Pakistan's socio-political landscape.

6.3 Implications of the Study

In relating the discussion to the study objectives, critical discourse analysis plays a very important role in analysing written and spoken text/discourse. The basic objective of the conducted study is to examine spoken discourse of Mr. Imran Khan used at international platform to understand his leadership with the use of tools provided by CDA.

First, under the approach of critical discourse analysis the use of language is focused and analysed to meet the objectives of the study. Further, it stresses on the social aspects and how people achieve their goals, build trust and persuade others. With the help of CDA, it is easy to expose the implicit ideas of famous political figures. Concerns and interests of Mr. Imran Khan are highlighted in the course of the study.

Secondly, the adopted approach for the current study stands useful and significant to establish the objectives of the study. It helps to examine the language in real life situation which highlights identity and leadership of Mr. Imran Khan in his spoken discourse. Fairclough's three dimensional model helps to conduct the analysis of the language to determine how meaning is created in real world. The analysis and findings of the current study helps to gain understanding of spoken discourse of a prominent cricketer turn politician, Mr. Imran Khan. The research focuses on social and linguistic aspects of the spoken discourse. Instead of relying on smaller units of language Fairclough's model stands appropriate and enables to focus on the entire set

of ten international interviews and ten international speeches at three different levels or stages.

Thirdly, this conducted study is unique in its nature as no research has been contributed on spoken discourse of Mr. Imran Khan concerning his leadership and identity particularly delivered at international platforms.

Analysis of single text is not sufficient to draw results for a leader of strategically important state like Pakistan. Therefore, keeping in mind the methodologies, theoretical frameworks conceptual frameworks and sample size of the previous studies needs to be taken into account. This current study examined twenty texts delivered by Mr. Imran Khan at the international platforms.

Analysing larger sample can provide more insight into the leadership discourse of Mr. Imran Khan. It is important to explore the hidden identity and leadership of leaders particularly of strategic important states. In the current era, people are evolved in changing identity and roles; therefore, the conducted study examines leadership and identity of Mr. Imran Khan with the help of critical discourse analysis of the language or spoken discourse of Mr. Imran Khan. It aids to investigate the linguistic devices/ tools, discursive practices and social aspects. There are several studies and researchers in the literature which have analysed the spoken discourse of Former Prime Minister Mr. Imran but they have evaluated the ideological aspects, linguistic features and socio-political perspectives of the speeches and other features except identity and leadership. This conducted study and findings particularly deals with that how do the language in the spoken texts of Mr. Imran describe his leadership with regard to identity and nation. However, the current study presents results which reflect identity and leadership of Mr. Imran Khan in his spoken discourse delivered at international platforms.

The aspect of identity remains hidden in the field of research. The findings of current study may contribute to provide awareness of identity of Mr. Imran with regard to his leadership and nation. In other words it contributes to provide knowledge of identity and leadership of Mr. Imran and of his nation.

In addition to the findings of analyse of spoken discourse, the study also collects data from in depth interviews of participants selected through purposive sampling. Findings of the analyses reveals what common people of Pakistan think of leadership of Mr. Imran Khan through his spoken discourse. These interviews add views of the common people of the nation on Mr. Imran and his language used at international platforms as a leader. Therefore, the data collected from the interviews of participants help to support the interpretation of spoken discourse of Mr. Imran using Fairclough's three dimensional model.

Reviewing the exciting literature related to studies on Mr. Imran Khan suggested a need of study on identity and leadership. The current study fulfills the need for exploring identity and nation in language used by Mr. Imran at international platforms. It is important to acknowledge that Mr. Imran Khan's political party broke the traditional records of elections and stood against all odds, that is why it important to investigate his language to show how his spoken language describe his leadership with regard to identity and nation on international grounds.

6.3.1 Theoretical Implication

The theoretical implication of this study provides profound understanding of how language functions as a medium for leadership, identity construction, and social influence. It offers a multidisciplinary and interdisciplinary perspective that intersects political science, sociology, linguistics, and cultural studies, enriching theoretical

frameworks and informing practical applications in political communication and leadership development.

6.3.2 Practical Implication

The analysis of Mr. Imran Khan's discourse in the context of leadership and Pakistani identity has practical implications over various fields like in political strategy, media, leadership training, education, policy-making, and community engagement. By understanding how language constructs leadership and national identity, practitioners can develop more effective communication strategies, engage the public more adequately, and foster a cohesive and resilient national identity.

6.3.3 Methodological Implication

The methodological implications of analysing Mr. Imran Khan's discourse are multifaceted, requiring a blend of qualitative and quantitative approaches, longitudinal and comparative studies, and interdisciplinary integration. These methodological innovations can provide a deeper understanding of the language of leadership and its role in shaping Pakistani identity, offering valuable insights for political scientists, sociolinguists, communication scholars, and cultural studies researchers.

6.4 Limitations and Future Research Studies

The conducted study has specific limitations, along with its strengths of carrying out a detailed and comprehensive examination of spoken discourse of Mr. Imran Khan. The study is limited to the political speeches delivered by the speaker at international platforms. In addition to this, the speeches and interviews taken for conducting the research are recent. Therefore, it does not include the spoken discourse used or

delivered in early days of his political career. Further, it also does not include addresses and interviews of Mr. Imran Khan before becoming Prime Minister of the country.

The data or literature of spoken discourse of Mr. Imran Khan is limited only to those interviews and speeches which are delivered or published on international grounds. There are great number of interviews and speeches which are delivered by him at national grounds. National interviews are also significantly important to analyse leadership and identity of Mr. Imran Khan. It is highlighted by the research participants that Mr. Imran Khan's spoken discourse or use of language at international platforms is composed and controlled as compare to language used by him at national platforms.

The conducted study is limited to the speeches and interviews delivered by Mr. Imran Khan in English language as they are delivered at global platforms. This analysis encompasses significant, controversial and diverse interviews and addresses. However, further studies can be conducted on spoken discourse delivered on national platforms and most importantly in national language. There are several local addresses and interviews delivered by Mr. Imran Khan of similar nature in Urdu.

Further studies might, use different approach or frameworks to analyse spoken discourse of the speaker. There is delimitation of scope of investigation which may suggest several other scopes to conduct future studies. Since Fairclough's model is a more linguistic oriented framework. Therefore, other approaches can also be employed to analyse the spoken discourse. In addition to this, the current study is limited to analysis of spoken discourse related to identity and leadership of the speaker. Several other aspects can be analysed in the language used by Mr. Imran Khan reflected at international grounds/ platforms.

In addition to this, the current study is limited to the well-educated Pakistani research participants. Future researches can be conducted by collecting data from international participants through interviews, surveys and questionnaires to obtain opinions of general public or audience. Further, studies could also involve vast and diverse participants to enhance the finding of this conducted study.

The data collected from the research participants and research findings provides comprehensive and detailed insights into the language of Mr. Imran Khan used at interactional platforms. Most of the speeches and interviews under study are delivered or given after becoming Prime Minister of Pakistan. The conducted data and findings are of significance as that highlight the leadership of the speaker while he stands as head of the government. However, there are several other aspects which could further highlight his leadership and identity particularly after vote of no confidence. In addition to this, data conducted from participants indicate that language used by Mr. Imran Khan at local addresses and interviews is different and even inappropriate at few instances. Therefore, this suggests various other aspects to analyse language used by the speaker.

6.5 Summary

This thesis has discussed the research work on Mr. Imran Khan's language use that reflects not only his leadership language but also the identity of himself and the Pakistani as a nation. The findings of the study are based on Fairclough's three dimensional model and participants from well-educated backgrounds. The insights on the study are mentioned in the above chapter. In the study spoken discourse is analysed in order to examine identity and leadership of the speaker delivered at global platforms. Language of Mr. Imran Khan reflects bold and complex identity and leadership approach. He forms a shared vision for the future of his nation. In addition

to this, he presents viable strategic plans for developing and changing the economic state of Pakistan. His approach and vision as a leader is also dynamic, his vision is not only limited to his own country and nation. He raised his voice on sensitive topics and his point of view and efforts are acknowledged as indicated by the research participants.



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Appendix A

List of International Speeches

1. Prime Minister's Address as Guest of Honour at the China International Import Expo Shanghai (Nov 5, 2018)
<http://www.pakbj.org/pdf/Prime%20Minister%27s%20Address%20as%20Guest%20of%20Honour%20at%20the%20China%20International%20Import%20Expo%20Shanghai.pdf>
2. Pakistan PM Imran Khan warns India of retaliatory action (Pulwama attack) (Feb 19, 2019)
<https://indianexpress.com/article/pakistan/pakistan-pm-imran-khan-pulwama-attack-crpf-kashmir-blast-jawans-killed-india-5591184/>
3. PM Imran Khan Complete Speech at World Government Summit in Dubai (Feb 10, 2019)
<https://www.youtube.com/watch?v=zg480jTX3Q0>
4. Address by Prime Minister Imran Khan at opening ceremony of Second Belt and Road Forum (Apr 26, 2019)
http://en.ce.cn/main/latest/201904/26/t20190426_31950072.shtml
5. Statement by Prime Minister Imran Khan at SCO Council of Heads of State Meeting (June 14, 2019)
https://www.pmo.gov.pk/pm_speech_details.php?speech_id=100
6. Prime Minister Imran Khan's Key Note Speech At World Economic Forum Davos (Jan 22, 2020)
<https://insaf.pk/news/imran-khan-speech-world-economic-forum-2020>
7. PM Imran Khan speech at 20th anniversary of SCO (Sep 17, 2021)
<https://www.globalvillagespace.com/pm-imran-khan-speech-at-20th-sco-summit-full-text/>
8. PM Imran Khan's speech at 76th session of United Nations General Assembly (Sep 25, 2021)
<https://arynews.tv/pm-imran-unga-speech-76-session/>
9. Prime Minister Imran Khan Addresses OIC Summit 2021 (Dec 19, 2021)
https://www.youtube.com/watch?v=-AB5_EPlus
10. PM Imran Khan speech in OIC Summit, 2022 (Mar 22, 2022)
<https://www.youtube.com/watch?v=Bo00oxr3o6k>

Appendix B
Transcript Sample of Prime Minister Imran Khan's Address at
Opening Ceremony of Second Belt and Road Forum

Excellency President Xi Jinping,

Esteemed World Leaders,

Distinguished Participants,

Ladies and Gentlemen,

It is my privilege to speak at the Second Belt and Road Forum for International Cooperation.

I congratulate President Xi Jinping and the Government of People's Republic of China for organizing this important event.

As the Belt and Road transforms from vision into reality, this gathering of partners and friends affords a useful platform for taking stock and setting the agenda.

In a world of geopolitical uncertainty, of rising inequality and barriers to trade, the BRI offers a model of collaboration, partnership, connectivity and shared prosperity.

Ladies and Gentlemen,

BRI marks a new and distinct phase in the onward march of nations of the world along the path of globalization.

The presence of so many world leaders today is proof that we choose hope over despair and cooperation over confrontation.

122 States and 49 International Organizations have signed on to BRI's vision and this is historic and monumental development.

Distinguished Participants,

Pakistan is proud to have partnered and pioneered with China in this transformational endeavor.

We have been among BRI's earliest and most enthusiastic proponents.

The China-Pakistan Economic Corridor, one of BRI's major components and one of its earliest manifestations, has made substantial progress.

Pakistan's energy supplies have increased massively. Our critical infrastructure gaps are being plugged.

Gwadar, once a small fishing village, is transforming rapidly into a commercial hub. The Gwadar Airport will be the largest in the country.

Together, Pakistan and China are entering the next phase of CPEC, with greater emphasis on socioeconomic uplift, poverty alleviation, agricultural cooperation and industrial development.

We are expanding the frontiers of knowledge through closer engagement and deeper cooperation in the fields of education, innovation and technology.

Along the length of the Corridor, Special Economic Zones are set to come up, offering opportunities for investments for Pakistani, Chinese and foreign entrepreneurs.

Supplementing the next phase of CPEC, we are signing an expanded Pakistan-China Free Trade Agreement.

We are changing Pakistan's economic landscape and Insha-Allah the destiny of our people. I want to thank China and its leadership for their unwavering support for Pakistan.

Our deep-rooted friendship, partnership and brotherhood with China remains strong, resilient and unbreakable, standing tall in the face of every challenge. I take this opportunity to invite all of you to avail of our liberal foreign investment regime and participate in our economy, in particular infrastructure, railways, dams, IT and manufacturing.

Distinguished Participants,

As the Belt and Road Initiative takes a further concrete shape, I suggest we direct our efforts and focus on the peoples of our countries, and towards addressing impediments on their way to sustainable growth. Some of these points have already been touched upon by President Xi Jinping in his speech. I suggest the following:

Firstly, to undertake joint efforts to mitigate climate change. In our Khyber Pakhtunkhwa province, we successfully planted a billion trees. President of Chile has already elaborated on this. We launched a nationwide project to plant 10 billion trees. I suggest we launch a joint project to plant 100 billion trees in the next two years, so that we can mitigate the effects of climate change for our coming generations.

Secondly, to establish a BRI Tourism Corridor to promote people-to-people contacts and inter-cultural understanding.

Thirdly, to establish an office of Anti-Corruption Cooperation to combat the scourge of white-collar crime. White-collar crimes are devastating the world.

Fourthly, to create a Poverty Alleviation Fund that supplements national efforts in the fight against poverty and malnourishment. In Pakistan, we have recently launched a targeted poverty alleviation programme called Ehsas, or feeling. The aim should be to emulate China's spectacular success in lifting 800 million people out of poverty within a matter of decades.

Fifthly, to take concerted efforts to further liberalize trade and investment flows encouraging our private sector and businesses to collaborate in projects.

Distinguished Participants,

China's marvelous civilization has given the world wisdom, harmony and prosperity. It has gifted to humanity, great inventions, art and aesthetics and a culture of compassion and co-existence.

As a famous Chinese proverb says, 'The Ocean is vast because it rejects no rivers.'

Pakistan will continue to work on the basis of mutual respect and equal opportunity, with China and other BRI partners, for a better future of our people.

Pakistan will partner with all those who share the vision for a peaceful and prosperous world.

We will work together to realize a future of hope and happiness.

Thank You!



Appendix C

List of International Interviews

1. PM Imran Khan Complete Interview to America, Big Announcement And Decision Interview Release (Jun 21, 2021)
<https://www.youtube.com/watch?v=-2dDObK92ac&t=491s>
2. Prime Minister of Pakistan Imran Khan's Exclusive Interview with French Journal Le Figaro (Feb 15, 2022)
<https://www.youtube.com/watch?v=CAYcFWRnwmE&t=299s>
3. Prime Minister of Pakistan Imran Khan's Exclusive Interview on CNN with Fareed Zakaria (Feb 14, 2022)
<https://www.youtube.com/watch?v= QTE2DqS6l0&t=199s>
4. Prime Minister of Pakistan Imran Khan Exclusive Interview with RT Worlds Apart with Oksana Boyko (Feb 22, 2022)
<https://www.youtube.com/watch?v=Ik0OptRL1il&t=517s>
5. Exclusive Al Arabiya interview with Pakistani PM Imran Khan (February 17, 2019)
<https://english.alarabiya.net/features/2019/02/17/WATCH-Full-interview-and-transcript-of-interview-with-Pakistan-s-PM-Imran-Khan>
6. Full interview: Pakistan Prime Minister Imran Khan | CNBC International (Jan 23, 2020)
<https://www.youtube.com/watch?v=4NbSeKMCWtg&t=195s>
7. Opinion | Opinion Q. and A.: Imran Khan Urges a New U.S.-Pakistan Bond (June 25, 2021)
<https://newsontheflipside.com/analysis-comment/opinion-opinion-q-and-a-imran-khan-urges-a-new-u-s-pakistan-bond/>
8. Exclusive Interview of PM Imran Khan to the Director of Fudan University China (Feb 10, 2022)
<https://www.youtube.com/watch?v=5C2pFYGGV04>
9. Prime Minister Imran Khan's Full interview to CNN Anchor Becky Anderson –(Sep 16, 2021)
<https://www.youtube.com/watch?v=XvO4mCq3E5U&t=79s>
10. In an exclusive interview with Deutsche Welle Editor-in-Chief Ines Pohl (Jan, 19, 2020)
<https://www.dw.com/en/exclusive-pakistani-pm-imran-khan-says-escalation-of-iran-conflict-would-be-disastrous/a-52021938>

Appendix D

Transcript Sample of Prime Minister of Pakistan Imran Khan's Interview with Al Arabiya

Al Arabiya: Mr. Prime Minister, thank you for being with us.

Imran Khan: My pleasure.

Al Arabiya: Mr. Prime Minister, the Saudi Crown Prince's first stop in his Asian tour was Islamabad and he will be treated as a leader, beginning with yourself receiving him in your own personal car and ending with being decorated with Pakistan's highest medal. How do you see that?

Imran Khan: Let me first say that the people of Pakistan have always, always felt this special relationship with Saudi Arabia and that relationship has two dimensions to it. One is Mecca and Medina. So whatever happens, Mecca and Medina, you know, is in their hearts and Saudi Arabia is that country. So every Pakistani Muslim wants to go to Mecca and Medina. So therefore, that's one relationship. So whatever happens, we will always have this relationship of the heart with Saudi Arabia. Secondly, Saudi Arabia has stood by Pakistan in some of our most difficult times. Most of the times we have created our bad times because of our bad policies but then there have been other times when devastation, war, earthquake, floods, you know, natural disasters that occur... always Saudi Arabia has been a friend. So we have this special relationship with Saudi Arabia. And to have the crown prince coming to Pakistan, I can assure you that he will get the best welcome, people are really looking forward to his visit.

Al Arabiya: Mr. Prime Minister, more than nine MoUs have been signed during the crown prince's visit which is worth about \$32 billion and investments everywhere in Pakistan. Where is the Saudi-Pakistani relationship going in the new era as the foreign minister described it?

Imran Khan: What we want to do, why we say it's a new era and time for a new level of relationship is because we want to have and play to each other's comparative advantage. Pakistan has a different type of advantage to Saudi Arabia. We have probably, even today, the most educated Muslims in the world are Pakistanis. Most of them – 8-9 million Pakistanis – are abroad, expatriate Pakistanis. But amongst them, are scientists, in every field Pakistanis excel working abroad. So we have human capital in every field, so Pakistan is the only Muslim country that had the capacity and ability to build a nuclear bomb, nuclear reactors, missile technology. So, in a lot of ways Pakistan is ahead of the other Muslim countries.

Saudi Arabia has capital, it has oil. Pakistan has entrepreneurship, businessmen in different areas. We have labor. So if we play on each other's advantage, the different advantages both countries have, then both countries can benefit.

Al Arabiya: What level do you want to reach when you say you want to raise it to a higher-level?

Imran Khan: Higher level means trading and investing in each other, where both countries benefit. If you have strong trading partners then both countries can. I remember in the European Union, when I was in the university in England when the EU was formed, but all the member states the standard of living went up because they opened up the trade because the more they traded the more the standard of living went up. Similarly I think Saudi Arabia and Pakistan need to look beyond the relationship they had in the past we trade, we invest with each other, we do joint ventures and I think it will raise the standard of living in both countries.

Al Arabiya: Pakistan has invited Saudi Arabia to be a part, as a third-party, in the CPEC project. Why choose Saudi Arabia? What role do you want Saudi Arabia to play as a third-party?

Imran Khan: Well, what is CPEC? CPEC is basically a connectivity with China. China now is the fastest growing economy in the world. At the rate China is growing, in the next 10 years it will even take over the US. It's the second biggest economy right now. It's predicted to be the biggest economy. CPEC connects Pakistan with China. Along the CPEC, we are in the process of developing special economic zones, that's where Saudi Arabia stands to benefit, by participating in these special economic zones. Because then it has this access to China, benefitting from these special economic zones with special benefits. So, that's what Pakistan wants to do, wants to invite its friends from UAE and Saudi Arabia to invest here.

Al Arabiya: What kind of benefits are we talking about here? What will they gain?

Imran Khan: I think these special economic zones will have operations that are isolated from the bureaucratic red tapes, it'll just be easier to invest. The facilities will be provided there. Concessions, maybe lower taxes, so all that framework is being developed. So the idea is that, here's an opportunity for Saudi Arabia. And then they have the biggest market of China.

Al Arabiya: Basically one of the main concerns of any investors in entering any markets is the taxes. Are there any plans or promises to reduce the tax rates for Saudi investors who are willing to invest in Pakistan?

Imran Khan: Well, let me just give you my philosophy. How has Pakistan changed when you say Naya Pakistan, how has that changed? Unfortunately for Pakistan from the seventies onwards, a socialist mindset came in. The one aspect of socialism is great where you feel that growth should be equitable. It should not be rich getting richer and poor getting poorer but the wealth creation should be spread out so that you lift people from the bottom tier. But the other problem we had with the sort-of socialist government we had was in the seventies was that it nationalized everything. That nationalization affected our growth rate, it affected wealth creation, affected the way Pakistan was rising above. We had entrepreneurs, banking families, we were growing faster than any other country in the region. The thing that affected Pakistan the most of all was this mindset that making money was a sin. That it was a crime to make big profits. It's a crime to make profits when you don't pay your taxes and when a society doesn't help in lifting its poor people up.

Like China, China lifted 700 million people out of poverty in 30 years. They made money but that money was shared to lift the bottom people up. Unfortunately in Pakistan, this mindset came that it was, you know, it was a crime to make a lot of money. So that affected the whole way, how the bureaucracy functioned, the political class functioned, and the whole atmosphere was against profit making. What we want to do know is to allow investors to make money. We would want them to make profits. Because if they made profits, more people will come and invest. I mean, you don't do business for charity, you do business to make money. So we will allow and create the conditions so people can make money.

Al Arabiya: Sorry to take you back to taxes again. How about for the Saudi goods, they're also high. Sometimes reaching from 20-50 percent high. Are there any plans to change the rates?

Imran Khan: So I'm still... I come back to it. Clearly we want them to make money. They won't be able to make money if the taxes are too high. So that will be part of it and other ways where we will facilitate them. The whole idea is to facilitate our investors. And when the investors do well, other people will flock to invest in your country.

Al Arabiya: There are some voices who say that Prime Minister Imran Khan chose Saudi Arabia to be his first international because he was, or Pakistan was, desperate for loans. How do you challenge that?

Imran Khan: No, that's true. I mean, the Pakistan we inherited, what the previous government left behind was bankrupt. We had a really bad balance-of-payments situation. We would have defaulted. We didn't have enough money to pay or service our debts or for our imports. And when one is in that situation, one goes to one's friends. So Saudi Arabia, UAE and China, they were three countries, and I must say that none of those three countries let us down. They helped us. That's

what friends are for. Of course you don't want to keep going back to friends for loans. What we hope now is that the reform process which we have set in will gradually enable us get out of this debt-trap and Pakistan will, Inshallah, make such growth rate, wealth creation that we will never have to go and borrow money.

Al Arabiya: How does Pakistan, both government and the people, how did they react towards countries that reject Pakistan for loans and financial support?

Imran Khan: Actually, we only went for three countries. We only decided to go to China, because China has stood with us through all our bad times. Both UAE and Saudi Arabia, there are a lot of Pakistanis working in both UAE and Saudi Arabia who have in the past... maybe not in the UAE in the past 10 years, but in the old times have always been good to us. So we only went to these three countries. All three countries, I must say, must thank them because they didn't let us down.

Al Arabiya: Did you go with confidence that you wouldn't be let down?

Imran Khan: Well, you never know. I've only been in this chair for six months. So I can't say what others would have thought. But we worked out which other countries over difficult times would help us. Our cabinet all felt that these are the three countries we should ask for and all three countries gave us loans and also we are in future investment projects with them.

Al Arabiya: Back again to what you mentioned about the missiles and the military field, as Saudi crown prince is coming to Islamabad, will there be more, military-wise, relations or MoUs between Pakistan and Saudi Arabia?

Imran Khan: Saudi Arabia, with Mecca and Medina there, I can assure you that- forget our military- the people of Pakistan would want to defend Saudi Arabia if anything happens to them. That you can rest assured. But you see for Pakistan, the role we want to play now is that we want to play the role of a country that brings other countries together.

This whole division in the Muslim world, Muslims fighting Muslims. You just look back in the last 15 years, the devastation that has taken place in the Muslim world. The last thing we want is more conflicts. Pakistan wants to play the role, and Pakistan can play the role because Pakistan has probably one of the best militaries. We are a nuclear armed country, we have a military that just won us a very difficult war on terror where almost 70,000 Pakistanis lost their lives. Great intelligence agencies and a strong military, but we want to play the role of bringing countries together. We would like to play a role with Saudi Arabia of putting out fires in the Muslim world, getting countries together. It's unfortunate, the bad blood between Saudi Arabia and Iran, we would like to play a role there. Yemen, definitely, it's a conflict that is consuming resources. It could go on and on and a lot of human suffering.

Just like now, Pakistan is playing its role in bringing an end, or trying to bring this reconciliation in Afghanistan with helping the US and the Taliban get on the dialogue table, getting a peace process going and getting a government somehow of political reconciliation to end this conflict of 17 years. I think that is the role which we want to play.

Al Arabiya: Will we be seeing JF-17 in the Saudi airports, maybe?

Imran Khan: Well let's see... we are quite proud that we manufactured this jet and yes let us see it depends on the crown prince and the Saudi government.

Al Arabiya: Now Mr. Prime Minister, in an early statement you said reforms are painful. What pain Pakistanis will face in your version of reforms?

Imran Khan: Always reforms are painful. A problem Pakistan faces is that we have huge deficits which we inherited from the previous government. Record fiscal deficit, record current account deficit. And when you have that sort of deficits, and to correct that imbalance, you have to make reforms in cutting down your fiscal deficit. You have to reform your tax machinery, you have to be able to raise your revenue and cut down your expenditure to balance your budget and that is painful. You know you cannot have reforms without pain. Hoping to have reforms without pain is like, as someone said, someone wanting to go to heaven without dying. You have to have pain when things are out of balance. But you know, if people feel that they will for a while go through this pain and the pain is shared and that's it's not just that the poor people are hurting and a small elite is enjoying life, if everyone sacrifices during the bad times and they feel if they make these painful reforms then life will get better, then people will accept the pain.

Al Arabiya: Aren't you afraid to face rejection from old mindsets, people who are afraid of what is new coming?

Imran Khan: Yes there is a possibility you know when you have pain people, especially the status quo the main resistance we will face is from the status quo which means the people who have been benefitting from the corrupt system. They are already making a lot of noise right now. It is a small class but it is powerful and they will try everything to sabotage the reforms. But you see I feel that the people of Pakistan are ready, they have seen what is happening in Pakistan in the last ten years where corruption has destroyed state institution, when we have gradually gone deeper and deeper into debt. Pakistan debt is unprecedented. So to correct that every country which wants to correct that situation has to go through a painful period of reforms. When you go through this pain you can make it easier by people sharing the pain. The only challenge you take on the status quo is that you do not allow them to cash in on this situation where people are going through pain and then normally they would reverse the process. So then, you know, you have a

revolution people get tired of the system, they revolt. But sometimes there is a counter-revolution and the status quo comes back. What we have to be careful with is the people that brought Pakistan to this state should never ever be able to come back and again to what they did to our country.

Al Arabiya: How clear is the vision to the new generation, the majority of the Pakistani people? How are they understanding it, how are they taking it?

Imran Khan: I think this is the strength of Pakistan. We have the second youngest generation in the world. When you have 60 percent of Pakistanis under the age of 30 that means that you have an idealistic population. The youth is what made me win the elections against the status quo. And it is the youth which we will inspire and mobilize to help us in this reform program. I think that already they are behind us and that once we start a reform program we will communicate to the public exactly what steps we are doing. And if you have the young people with you... the forefronts of change, anywhere in the world, are the young people.

Al Arabiya: Since Mohammed bin Salman is in Pakistan, how similar is Pakistan to the Saudi Vision of 2030?

Imran Khan: So we are on the same page as far as corruption goes. Prince Mohammed bin Salman is trying to modernize Saudi Arabia much needed reforms and I have shared some of the things we are doing, and what he is doing. I think it is very impressive we wish him all the luck because we want Saudi Arabia to get stronger, and a reformed Saudi Arabia with universities and colleges and young people who can compete with the world in the 21st century.

Al Arabiya: Are there any mutual understandings on both reform plans for both countries?

Imran Khan: You see we are different in the sense that Saudi Arabia is a rich country. They have this oil wealth. Pakistan is actually a very rich country but at the moment, having a very huge population we are two hundred and ten million people. Saudi Arabia is a much smaller country but with this huge population we have different challenges. Our biggest challenge is to develop our human beings. Saudi Arabia has different challenges. I think what they need is to make people wean off just living off oil, and that is what I think is happening by what Prince Mohammed is doing in Saudi Arabia.

What we have as a different challenge is that we have to develop our human resources, spend money on education, on health, on skills, skill development so that young people can be employed. We want employment for our young people. Then we want to develop our resources, tourism being one. We have vast mineral resources, but we haven't had the investment in excavating these mineral resources so we have different challenges but the idea is the same to reform the countries.

Al Arabiya: So actually the corruption is really giving you a hard time?

Imran Khan: No corruption, the reason why countries lag behind other countries is corruption. Because what corruption does is it destroys the state institutions. If I am in power, I cannot be corrupt unless I destroy the institutions below me. So in destroying state institutions, that is the only way I can make money. But not only do I make money, but everyone else makes money. People get robbed. And so the money that is supposed to be spent on human beings, gets siphoned off into foreign bank accounts and offshore accounts.

So that is how countries fall behind and then merit disappears. There is no meritocracy because if I want to rob a country, I need weak institutions. I can only have weak institutions, if I put corrupt and inefficient people on top of these institutions. So as the Chinese say, the fish rots from the top. Once you have a corrupt elite, then they corrupt the whole system and that destroys the potential of a nation.

Al Arabiya: Islamabad, the city I have seen is so beautiful the streets are so beautiful, they are so clean it has great weather as we were talking earlier. What does Pakistan need to attract tourists? To this beautiful country?

Imran Khan: Pakistan is going to attract tourists because the world has been changed by social media. Pakistan already has in the last three years, our tourism has doubled, tripled although it is not much from world standards. But compared to what it was three years ago, it has gone up three times and it is because of social media. What happens is people come here and we have probably the best mountain scenery in the world. You cannot compare Switzerland to Pakistan. Pakistan's mountain scenery is unpatrolled. What happens is, and these places were not known to the tourists. So when people go to these places they have these mobile phones which have changed the world and social media, they post these pictures on the Facebook and then people see these northern areas and other places and that is what have sparked off tourism, we haven't promoted tourism in Pakistan. It is just that Facebook and social media, because of that tourism has tripled.

But what now we are going to do is have proper tourism, organized tourism, where we will be able to display on our websites all the tourist sites. We have religious tourism in Pakistan, we have Buddhism, Buddhist sites, Sikh, probably the most sacred sites of the Sikh religion, of Hinduism, of Sufism, and their ancient sites of these religions.

We have the best mountain scenery, coastal tourism, a thousand kilometers of coastal untouched coastal tourism. And then we have historical tourism like Pakistan has one of the oldest civilizations. The Indus Valley civilization is five thousand years old. We have cities like Lahore and Karachi, not Karachi, but Lahore, Multan, and Peshawar are some of the oldest cities. It offers different things to different tourists but we have never promoted it before. But now we are

organizing it and will promote it properly through our website to be able to book places where they want to go. They will know exactly... whoever is interested in a particular type of tourism, we will be able to provide them guides.

Al Arabiya: Minister Fawad Chaudry, the minister of information, gave a very interesting statement when he said: Pakistan is changing from the haven of terrorists, to the haven of tourists. How far do you think you can succeed in implementing that slogan?

Imran Khan: With things changing in Afghanistan, this area will become as peaceful as it always was before the Afghan jihad started. Until the soviets came into Afghanistan and then the Mujahideen went and trained and went and fought in Pakistan in the 80s. Before that Pakistan was one of the most peaceful countries in the world we never had terrorism in Pakistan we never had this sort of extremism which came after the 80s but specifically after 9/11 but that was because what had happened in Afghanistan. As Afghanistan moved towards peace, I think this area will settle down and become how it was before the 80s.

Al Arabiya: Mr. Prime minister, going across quickly the Pakistani media, there is a lot of harsh criticism, self-criticism of the Pakistani government. Don't you think that the Pakistani media plays a great role in giving the wrong impression about Pakistan?

Imran Khan: It is unfortunate but what has happened in Pakistan is that we had this big split in Pakistan. Since 2014 public opinion became divided into two camps – one was this reformed camp which wanted change, led by our political party, and the other one was what the old status quo, what the old political parties and their supporters.

So this divide took place. In the last few years, it has been a big struggle. Very rarely is there a democratic change like there was in Pakistan. Normally if you have an entrenched status quo, you cannot remove it through democratic means: it is either a bloody revolution, or a military coup. This is the only time that the political struggle removed the status quo. So we still have the remnants of the other camp, as I said counter-revolution, they want the power back. So you see this acrimony in the media but that won't last long. I give it maybe six months, a year, a year and half and then things will settle down.

Al Arabiya: And probably they will be busy with something more useful for the country?

Imran Khan: It will settle down because you know as Pakistan moves ahead. Pakistan is now moving ahead, investors are coming in here visa regime has opened up, 60 countries can get visa on arrival, which never happened before.

Al Arabiya: Including Saudis?

Imran Khan: Including Saudi of course, of course Saudi. And so things are changing here now. So these remnants of the status quo will be left far behind.

Al Arabiya: Mr. Prime minister, my favorite question is for the last of course. You were sportsmen; you were captain of the Pakistani cricket team. You were a sports legend. I attended one of your games when I was a small kid. Now from a sports legend to a political leader, is politics a fast run or an accurate strike?

Imran Khan: Politics is a struggle. There are two types of politics- One you can do is the normal type of politics which happens in England, you know, very civilized politics, you go there and say nice things and so on....you know ... it is a civilized politics where you have conservatives.. You know one point of view and then you have another point of view then they debate and then they go home. Pakistan is a struggle between ...you Pakistan is a state where an elite, a corrupt status quo had captured Pakistan which is why a rich country like Pakistan is in this economic situation. So therefore, here it poses struggle, I struggled for 22 years, and I would not have been able to struggle had I not learnt how to struggle on the sporting field. Sports teaches you how to fight, it teaches you how to struggle, it teaches you how to win, and then it teaches you how to take a loss... how to lose with dignity and how to learn from defeat. So, no other...none of my opponents were equipped like I was to fight, to struggle. Because I learned it the hard way: international sports is ruthless, you are up against the best in the world. So I had that struggle behind me otherwise I would not have been able to struggle in politics like I did for 22 years.

Al Arabiya: Mr. Prime minister thank you so much for this great interview.

Imran Khan: Thank you

Appendix E

Invitation for Participation by E-mail

Dear Sir/Madam

I am Faisal Irfan a PhD candidate in the School of Languages, Civilisation and Philosophy in the Universiti Utara Malaysia (UUM). My research title is, ~~–~~“Making sense language of leadership and Pakistani identity through Mr. Imran Khan’s Discourse”. If you wish to participate in this study, I will appreciate your assistance. You are requested to specify a suitable time; I will be morally obliged to you.

Thank You.

Faisal Irfan

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E-mail: faisal.irfn@gmail.com



Appendix F

Participant Consent Form

I have been asked to participate in the research (in-depth interviews) on the title of –Making sense language of leadership and Pakistani identity through Mr. Imran Khan’s discourse”. I hereby declare that I agree to participate in an interview session that will be conducted by Faisal Irfan. I am well informed about the purpose of the interview. I am fully aware that the interview session is taped recorded and confidential.

Participant Name:

Respondent Code/Pseudonym:

Signature:

Date:

Appendix G

In-depth Interview Questions for Pakistani Respondents

1. How do you feel about Mr. Imran Khan's language as a Prime Minister?
2. What leadership communication style do you think Mr. Imran Khan is using?
3. What do you think about his way of speaking when he gives a speech and responds in an interview?
4. Do you find Mr. Imran Khan's language appropriate as a leader?
5. What do you think about the way of speaking of former Prime Minister Imran Khan after being forced to leave the government?
6. Do you think the vision of Mr. Imran Khan is still alive and apparent in his language particularly in the current political scenario?



Appendix H

Form of Validation

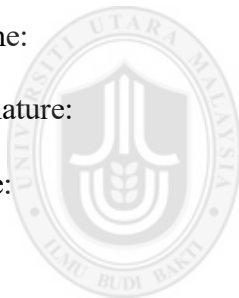
This form is intended to verify interview transcriptions. Read the following statement and sign your name, indicating your approval please.

I hereby declare that I have proofread the interview transcription given to me. I have agreed and approved the interview transcription.

Name:

Signature:

Date:



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How the Pakistani military feel about Imran Khan after protests?

I and many others had supported Imran Khan, hoping for a change, but now, I feel betrayed by the very person I had championed. His irresponsible and inflammatory rhetoric fuelled the hatred and violence that has rocked this country

4 June 2023

By Farhat Javed,

BBC Urdu, Islamabad

