

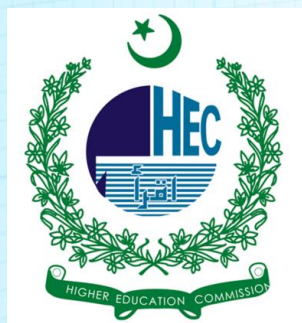
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Exploring Mass Manipulation through Language in William Shakespeare's *Julius Caesar* and Pakistani Media: A Comparative Analysis



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Abstract

The current study aims to investigate political ideology in William Shakespeare's play *Julius Caesar*, and its nexus to Pakistani print, electronic, and social media in terms of creating common people's perception. The study uses Deconstructionism as a literary concept to analyze primary and secondary data. Jacques Derrida stated in his Deconstructionist theory, that there is no absolute and final meaning of text or sign, the meaning may differ based on context of time. The study affirms that there is no fixed meaning of the political speeches in *Julius Caesar*, likewise, Pakistani media's language has layers of meanings in terms of political thoughts. The study deals with the close reading of the primary text to unhide new meanings. Deconstruction of the text of *Julius Caesar*, and Pakistani Media's language are the integral elements of the study. Rhetorical language of the text is examined to find absent meanings

Key Words: Deconstructionism, Rhetorical speech, Political ideology, Pakistani Media.

Introduction

William Shakespeare (1564-1616) is an unparalleled contributor, not only in English literature, but he is also recognized as a universal literary figure, due to the nature of his works. Shakespeare was a prolific literary figure, as a playwright, actor, and poet he paved a strikingly different approach towards drama, and poetry. He is regarded as "the bard of Avon", and national poet of England. William Shakespeare was born in Stratford-upon-Avon, Warwickshire. His dramatic works are divided into history, tragedy, and comedy. Shakespeare's tragedies are the unconventional contributions in English literature. His tragic play, *Julius Caesar* is a political one, written in five acts. Caesar's charismatic personality, and lofty ambitions make the senators insecure, therefore, they planned to eliminate him. Caesar is killed in the parliament, his death causes anarchy in Roman Empire.

Background

William Shakespeare authored his masterpiece plays during Elizabethan era, English literature witnessed significant changes in drama, and poetry, therefore, Elizabethan era is called as English Renaissance. The writings of Shakespeare are generally based

on the culture, history, and politics of 16th and 17th century Europe. He depicted his people and society in such a universal way, that even today his works are relevant, and can be analyzed in present-day context. Elizabethan period is also regarded as early modern, and Shakespearean era, The current academia gives vital place to Shakespearean period in their literary concepts due to its versatility in style, language, and subject matter. Jonathan Dollimore, and Alan Sinfield's *Political Shakespeare, Essays in cultural materialism* (1985), and *Renaissance self-fashioning* (1980), by Stephen Greenblatt are among the numerous writings, which confirms the importance of Shakespearean era.

Theoretical Approach

Deconstructionism is a literary theory developed by Jacques Derrida (1930-2004). He takes the word "Deconstruction" from Martin Heidegger's (1889-1976) concept of *Destruktion*. Derrida comes up with highly unique and different concept regarding text and meaning. He asserts that there is no fixed structure of sign, signifier and signified. The meanings of sign may vary in certain times or context. There can be multiple signified of a single sign therefore, the theory of structuralism by Ferdinand de Saussure is negated on the above given ground. Sofi (2023), We'll never get to the 'end' of signifying and figure out what it means, since we'll be confronted with yet another signifier, not the signified. Derrida drastically changed the notion of meaning, which was previously presented by Ferdinand de Saussure. In his critical work, *Of Grammatology* Derrida (1967), surfaced a contrary opinion regarding text and its meaning, as compared to *Course in general linguistics* (1916) by Saussure. Derrida also coined a word "Aporia" for "to be or not to be" situation in life, it illustrates that the final meaning is delayed, meaning is not absolute, Derrida states that there has always been indecisiveness in terms of meaning in language. He believes in the metaphysics of absence, it means the text should be read to surface the absent meaning, Derrida calls it "differance". The trace is in fact the absolute origin of sense in general. Which amounts to saying once again that there is no absolute origin of sense in general. The trace is the differance which opens appearance [l'apparaître] and signification (Derrida, 1997). He further elaborated his theory concerning binary opposition. According to Saussure there is a fixed structure of meaning due to the dichotomy of black/white, man/woman etc. Deconstructionists declined the idea on

political ground, they believe that the dichotomy of binaries is developed to maintain a particular power structure in society. “Arche-writing” in Derrida’s approach towards speech versus writing, he believes that speech is more effective than writing. He exemplified it through ancient philosophers, such as Plato, Aristotle, and other renowned Greek philosophers, who persuaded people with their rhetorical style of speech.

Literature Review

William Shakespeare is among few distinctive English playwrights who gained universal recognition, and admiration. Bradbrook (2013), his phenomenal characters make him peerless individual, each of his character is strikingly different than the others, due to their particular expression in words. Shakespeare’s universality lies in the depiction of human nature through his magnificent characterization. His universal themes, and unique writings style in his plays echo his innate genius. The writings of early modern writers are specially focused and reexamined in the current social and political context by research scholars, after the advent of new literary concepts in academia. The present study investigates William Shakespeare’s play *Julius Caesar* in relevance to Pakistani Political thoughts. The multiplicity of meanings in *Julius Caesar* is extensively unfolded through deconstructionist concept. The researcher focuses on the blustering, and rhetorical expression of various characters, these rhetorical speeches shape the opinions of common people. Derrida argues, that there is no fixed signified at all, because one signified may be a signifier for another signified, and that is how the final meaning is infinite. *Julius Caesar* is a political tragedy; politicians use certain styles to convince people on their standpoint. Tatjana (2022), asserts; In *Julius Caesar*, the effective use of rhetorical skills sways the common people. Gayle Greene (1980), and Kim Ballard (2016), indicate that rhetoric in *Julius Caesar* is essential for the central political problems in *Julius Caesar*. Almost all of the major characters in *Julius Caesar* reflect craftsmanship in rhetorical style in their spoken discourse.

As Derrida asserts that there is more than one possible meaning of a text. The current work unveils that Derrida’s theory of “Difference” is reflected in the speeches of Brutus, he tries to convince society with the apparent meaning. It is an established phenomenon that every nation in the world has its political narrative or ideology, right

from the early ages. Political thoughts are spread among the subjects to unify people on the given agenda. Political leaders are the master of wordplay, their expertise and persuasive expressions could easily move masses towards their political motives. Similar to the scenario of *Julius Caesar*, Pakistani political apparatus is multifaceted, it's not an easier task to untie the complex web of political ideology of Pakistan. Derrida's insight is used to surface the binaries of political speeches, which are instilled into the minds of common people through mass media. Tactful use of words is something common between *Julius Caesar*'s characters and Pakistani political actors. Rhetorical speeches are applied to make people believe in the present meaning, deconstructionists always prefer to find the absent meaning, which is not obvious of apparent. Critical analysis of *Julius Caesar*, and Pakistani media results in number of new meanings.

Politics through language in *Julius Caesar*

The study reveals that language plays vital role in shaping the opinions of almost all of the characters in *Julius Caesar*. Caesar, Brutus, Mark Antony, and Cassius, use their specific way to express their thoughts. Romans are moved through persuasive language in the play. William Shakespeare's writings are unfolded with myriads of meaning due to his mastery over diction. The play *Julius Caesar* has numerous instances of self-contradictory statements in the rhetoric speeches of characters. Tatjana (2022) affirms in this regard; William Shakespeare was cognizant of the significance of propaganda in politics; he knew that numerous elements in politics depends on which term or expression is used in the name of certain activities. The characters in *Julius Caesar* use rhetorical language to influence people's thoughts. Close reading of the text reveals, that there can be multiple possible meanings. Including Julius Caesar, all of the major characters are expert in the use of rhetorical language to influence the opinion of common people, there is no absolute reality or fixed meaning in their expressions. Since noblemen were all but defined by competitive ambition, as Shakespeare underpins in his writings that feature Roman stoicism, the space kept for the classical virtue of friendship is all but stamped out (Tatar 2022, Cox 2008, p 3). Derrida constantly returns to the assertion of Aristotle, which is in fact considered to be recorded by Diogenes Laertius: "Oh my friends, there is no friend" (Tatar, 2022). In *Julius Caesar* a word "friend" may have political

meaning. Caesar is a friend of Brutus, it may mean that he is his contemporary in politics, and can be helpful in achieving certain goals. There is no absolute truth of their discourse throughout the play. Friends is word apparently used for a companions who stand in hard times for each other, but the deconstructionist approach to the stated word may means that the term is used for personal, or political objectives.

Derrida (1981), certain binaries are fixed in language to legitimate the power structure of society. Binaries in the play, such as protagonist/antagonist, public/private, autocracy/democracy, show the absence of one thing in relationship to the other. Derrida believes that binaries are developed in classical philosophies to legitimize the superiority of one over the other. The study reveals that there is no final justification about the hero figure in the play. Julius Caesar and Brutus both have traits of a hero, whereas some elements of antagonism in their personalities make it hard to decide that who is the hero of the play. Being one member of the Caesar/Brutus and the Brutus/Cesar binaries, each of the two heroes is at the same time an amalgamation of the features of the hero and the antihero, but without firmly holding on to one status (Yousef, 2021). The binary structure in language is not only due to the opposition, but it is also because there in at least one element absent at one side. Deconstructionists declined the idea of opposition, it led to the superiority of one, over the other, such as slave/master, black/white etc. There is a great deal of contradiction in the characters of *Julius Caesar* in hidden and apparent meaning.

Cassius makes Brutus believe that the killing of Caesar would bring peace and liberty back in Rome. Caesar is a sword lurking always over our heads. Brutus doesn't have any hidden motive apparently, that is why he is always reluctant to commit the crime. As it is affirmed in the study; for Brutus, to get associated within this disruptive and hideous murder, Cassius cunningly plots, following tactful ways, including defaming Caesar's chivalry, scaremongering of Caesar's alleged brutality, and disregarding Caesar and elevating Brutus (Shehabat, et al, 2022). Close analysis of the text unhide the other meanings, Cassius plots to step Brutus forward, it may be a good decision for him, but not for Rome. With the help of his tactful spoken discourse Cassius succeed to persuade the senators with the intended meanings. After the elimination of Caesar, there was no tangible reason to justify the murder, that is why, common people are perplexed regarding the assassination. Later on, people are

led towards civil war by an emotional speech of Antony. It will always be the matter of discussion, that who is the savior, and who is the selfish character in the play. As it is argued in the study; fake dilemma fallacy played a crucial role in changing the series of events in Shakespeare's *Julius Caesar* with Brutus' stance of his bosom friend (Shehabat, et al, 2022). Deconstruction of any idea in the play, leads us to a new interpretation, and there it becomes a series of possible meanings. Derrida prefers logic over emotion, rhetorical speech takes people away from critical thinking, they act upon the obvious and present meaning, whereas, Derrida states that one should deconstruct the apparent structure of language, and reconstruct it for new meaning. The literary concepts unveil that reality is constructed through language, there is no finite truth which can be considered as fixed and final. Language, and certain effective expressions are used to present a subjective reality in the current literature and media.

Public Perception Development through Media Language

Media creates certain meanings, through their use of language, particularly developed for amplification purpose. A comparative analysis of *Julius Caesar* and Pakistani media shows great pertinence of Shakespeare's works to the present-day Pakistan. Media has crucial importance in shaping people's opinions, unconscious mind of the masses is conditioned through constant presentation of intended or subjective reality. Specific language is used as an instrument to disseminate any political and social narrative. There were no T.V, social media, and other electronic sources to spread message across in 16th century, therefore, the major source of entertainment and propagating was theatre, but now Mass media, Social media, such as Facebook, Twitter, Instagram, Tiktok, and many other applications are used to influence and shape political ideology of common people. The content of Pakistani media has indefinite meanings to be deconstructed. Studies affirms that the economic, social, political agendas of the privileged class is defended and propagated through various programs (Herman, & Chomsky, 1981). Deconstructionist analysis of the study unveils, that print and electronic media reporting, news programs, drama, and entertainment programs are sponsored and controlled by ruling elites. Derrida believes in metaphysics of absence, not in metaphysics of presence. He asserts that text should be deconstructed for absent meanings. Media reports apparently show one thing and contrary to the similar report one can notice the opposite one. similar to

Julius Caesar, there are various dichotomies in terms of meaning in Pakistani media programs. Apparent meaning stands in contrast to meanings which is taken by audience in many cases. Reality/exaggeration, mass media/social media, democracy/dictatorship are the binaries, which develops a situation in which ultimate reality cannot be adhered to any concept of incident. As it is stated here; many private TV channels are initiated since 2000, however, international renowned firms have always been skeptical regarding the governmental domination and severe influence, and regulation on print and electronic media, regarding the freedom of press (Mughal, 2021). The deconstruction of media language unearths multiple interpretation of media content. As it is noticed in *Julius Caesar*, language is used not only to communicate but also to persuade, similarly Pakistani media channels use certain rhetorical, and sensational spoken and written style to persuade people to their standpoint regarding any political narrative. Shahzad (2021) asserts, that channels use rhyming words, interesting idioms, sarcastic comments and humor to register specific perspectives and build a mindset. Political content of mass media is interpreted by social media in numerous ways. Majority of social media users express dissenting worldview to the mainstream media content. Mughal states (2021), Social media has provided the Pakistani youth with various chances to unfold and hear marginal and under-represented voices. Traditional Media coverage of political speeches are mostly shown with the subjective approach of certain media outlets, T.V channels use particular interpretation of political speech based on their personal interest. As it is stated in the study; political campaigns, and political speeches and rallies portrayed by media outlets have always influenced opinion of common people. Political culture is deeply rooted in the veins of Pakistani citizens. Politicians' methods of appealing masses remain in the exploitation of their emotions through emotional slogans, language, and propaganda through media outlets (Mahar et, al, 2023).

Deconstructionist approach to Media language results in other meaning than the intended one. anchor persons and reporters of media groups are trained to disseminate a specific worldview among the majority. As portrayed through the character of *Julius Caesar* in the play, Pakistani media outlets know how to play with the emotions of people, not only to enhance their rating, but also to prevail specific political thoughts in common people. Shah, & Shah (2023), states that post-industrial

economies have experienced a redirection of political activity outside of the legislative and political party structure, it results in the formation of “new politics”. (Dahlgren, & Gurevitch, 2005). Pakistani political figures always claim, that they seek power only to strengthen the state politically, and economically. Major elements of their political slogans are related to the elimination of corruption, Islamic ideology, meritocracy, and freedom of speech. Contrary to their political slogans, nepotism, corruption, uncertainty, restriction on individual’s freedom of speech are witnessed since the advent of Pakistan as a free country. The study explores that political slogans lead people to think other than the existing meaning.

Deconstructionist perspective of the study surfaces, that mass media’s use to shape the unconscious mind of masses is not limited to Pakistani social and political arena, Traditional media’s use to shape opinions is an international phenomenon, for instance Eurocentric media groups present subjective image of Islam. They mostly present Muslims as fanatic and dangerous people. Certain incidents are presented with exaggeration to generalize it against the whole Muslim community around the world. Rhetorical speeches of politicians from Western world shape common people’s opinion about Muslims. Ex-prime minster Imran Khan tried to counter Eurocentric version of Islam, with his convincing style. of words delivery, he is internationally acknowledged as an expert of the art of speech. As it is argued; Prime Minister Imran, successfully tackled with all Eurocentric ideas of extreme Islam in the Western world, he emphatically declares that, there was only one authentic Islam. He repeatedly stated that the concept of extremism in Islam didn’t exist and was an illustrated image of the West (Falki, & Asrar, 2023). Effective use of language shapes the meaning of words; therefore, it can be rightly said that there is no fixed meaning or signified of any sign, even facial expression can change the meaning of certain words.

Deconstructionist study of Pakistani media reveals that specific content is developed to develop specific worldview among the common people, privileged political figures use their influence on main stream media to fix certain standpoints among the majority, regarding their performance. The study affirms that a single speech of any political leader is interpreted in various ways on different T.V channels. Social media is an emerging platform where people give their infinite views about any political event in Pakistan. The researcher reveals that there is no fixed ideology, no

fixed meaning can be adhered to a phrase “Pakistani political ideology” in the context of Derrida’s deconstructionist concept. Political ideology of Pakistan is in “to be or not to be” situation. Political apparatus of the state is in doldrum in various phenomena, such as religion/secularism, and dictatorship/democracy. Rais (2013), believes that there is no fixed and final social and political ideology and social narrative in Pakistan, religion/secularism, and democracy/ dictatorship, are the binaries which go parallel in Pakistan’s governing system. Waqar et al. (2020), argues that Pakistani newspaper cartoons to unhide how National Interest Agenda is prevailed through the newspaper's caricatures. The political jokes which are printed in DAWN and The Nation (dailies) were compared to unearth the phenomena (Sajid.et al, 2021). Due to excessive experimentation from the stakeholders, no concise state policy is developed to create an inclusive public perception. Common people are persuaded through some skilled orators, who use language in such a way that, they mold and redirect perspectives of common people. As Johann van der Merwe (1997-2023), stated Sapir’s view about language; “language, as part of the social communication structure of interaction, becomes not just a tool of factual transmission, but explicitly a tool of ‘communicative behavior that encompasses a ‘complete referential apparatus’ capable of ‘locating’ the socially determined meaning of all referents”. The use of particular style of speech acts in *Julius Caesar*, and Pakistani media make it possible for them to convince others, irrespective of the factual elements of the stated phenomena. Derrida’s emphasis on the hidden and absent meaning enables critics and academia to unfold language and its application in numerous ways.

After the emancipation of Pakistan, the country witnessed the emergence of many social developments and political revolutions, these developments remain useful and harmful in various ways. A part of these series of events includes the 1969 political revolution in East Pakistan to take freedom from West Pakistan, the 2007 Lawyers' strike, and Tehreek-e-Taliban, which began after the 9/11 is as yet a severe hazard to the nation's presence (Stewart, 2012, Usman (2023). Main stream media’s excessive subjective presentation of political narratives results in gradual decrease of its credibility. During the reign of a political party, Pakistan Tehreek e Insaaf (P.T.I) people are polarized by two major news channels, Geo, and ARY. Geo presented

Pakistan Muslim League (P.M.L.N) centric ideas, whereas, ARY remained in favor of P.T.I, till the end of P.T.I regime. The language of journalists in these channels change according to the policy of the channel's owners. Pakistani citizens are uncertain about their real identity as nation, due to the contradictory media propaganda. As it is stated by Shahzad (2021) GEO news is tilted toward PML (N) party. It is due to its interest as Geo news got heavy payments in the form of advertisement during PML (N) era (2013-18). On the other hand, ARY can be taken where it simply boycotted PML (N) leaders as guests in current affairs programs. In return, ARY did not get any government advertisement during PML (N) era (2013-18). The deconstructionist study of *Julius Caesar*'s character unhide new interpretations, that they are more inclined towards their personal like and dislike based on the benefits and loss. In a similar way, Pakistani news channels use tactful and manipulative language, to prevail certain political perspective among common people for their personal goals.

Research Methodology

The study is proceeded through a specific research strategy. Purposive sampling technique is adopted for the study, because the research is descriptive in nature. Primary sources of the current research are the play of William Shakespeare, *Julius Caesar*, and Pakistani media. Secondary sources are relevant research articles, magazines, dissertations, newspapers, and YouTube videos. Initially the work is opted through purposive sampling technique, secondly, relevant data is collected through internet browsing. Then the available data is minutely examined through the lens of Deconstructionism, presented by Jacques Derrida.

Analysis of the Text from *Julius Caesar* and Pakistani Media

The current study is developed by close reading of the text. The study compares and contrasts *Julius Caesar*, with Pakistani Politics. "Close reading" of the text is one of the major components in Jacques Derrida's theory. The researcher pays extensive attention to the text and structure of the sentences of the relevant text to unhide the hidden meanings. The text of *Julius Caesar* has infinite semantic variation. *Julius Caesar* is interpreted in multiple ways in terms of meaning, the researcher finds that there is no final and single concrete meaning in any of the assertions in the play. Brutus's language doesn't have fixed meaning, it can be interpreted in other ways. For instance, he is not mentally ready for what is he about to act.

...”But, alas, Caesar must bleed for it. And, gentle friends, Let’s kill him boldly, but not wrathfully; Let’s carve him as a dish fit for the gods,This shall make Our purpose necessary, and not envious; , We shall be called purgers, not murderers. (*Julius Caesar* p,180)”. The speech of Brutus can be interpreted as an alleviation of people’s anger; Brutus tries to justify his action as an act for a greater cause. In the above stated lines, it can be revealed that Brutus tries to convince himself on what he says. His inner conflict with his outer action is expressed through his language. As the senators have prepared a plan of Caesar’s assassination, Brutus is not firmly determined for that action, therefore, his statements are self-contradictory.

After the murder of Caesar, Brutus makes the use of persuasive language to lead Romans towards the intended direction. Caesar’s achievements are nullified by saying that although he was a friend of mine but his fatal ambitions could have led Rome to a terrible state. Brutus says; “As Caesar loved me, I weep for him; as he was fortunate, I rejoice at it; as he was valiant, I honor him: but, as he was ambitious, I slew him.”(*Julius Caesar*, p, 117). Cassius effectively use language, such as pun to create an emotive effect on Brutus. He says that it would be unfair that a great country surrounded by great wall, would belong to one man. He further says that it will be Room not Rome. “then, it is a Room; not the great Rome: When went there by an age, since the great flood, But it was famed with more than with one man?.....(*Julius Caesar*, p 23)”.

After the speech of Brutus, Mark Antony comes forward for his speech to Romans. Mark Antony’s rhetoric speech turns the table against the senators, he instigates the people against the assassins with his skillful use of language. It is revealed that meaning of language is a sort of game, played by its speaker Being a genius character, Mark Antony knows how to stir the emotions of mob through a particular selection of words. He casts spell over the Romans, which leads them all to act against the conspirators. Caesar’s nephew Octavius Caesar, raises an army against Cassius and his companions. Civil war takes place which ends in the victory of Octavius Caesar. Octavius Caesar is a close friend of Antony, and chosen heir of the throne after Caesar’s death. Antony begins his speech with these moving words; “Friends, Romans, countrymen, lend me your ears. I come to bury Caesar, not to praise him. The evil that men do lives after them; ... So let it be with Caesar. The

noble Brutus.....(Julius Caesar, p, 82,93)”.

Manipulative language and its use can be traced thousands of years back into human’s history. As language is considered to be the system of signs, and every sign has a fixed signified, according to Ferdinand de Saussure. Contrary to Saussure’s findings, Derrida comes up with the discovery of numerous possible signified, a single word can have more than one possible meaning, therefore, meaning can never be fixed. As it is analyzed in the play, that Cassius use of words and its arrangement makes an emotive effect, but on the other hand, it may indicate his intention to clear his way in politics, by eliminating Caesar from the scene. The stated lines from the play, reflect the contradiction between action and language; “Caesar must bleed for it! And, gentle friends, Let's kill him boldly, but not wrathfully; Let's carve him as a dish fit for the gods, Not hew him as a carcass fit for hounds:(Julius Caesar, p 61)’. Thirteen daggers stabbed Caesar’s body, and killed him brutally, but Brutus calls it an act of sacrifice. He convinces himself with the words which can be interpreted according to his actions.

The researcher argues that political games are played through language both in Western and Eastern parts of the world. Similar to the politics in *Julius Caesar*, Pakistani political actors make an effective use of language to persuade and convince common people. Pakistani politicians’ language against his opponent in political campaign, is different than his personal meetings with him. An enemy can be friend in politics, if there are any expectations of political gains in future. There is no friend or enemy in politics. The dichotomy of friendship/animosity can be deconstructed in terms of Politics. Derrida stresses on the absent meaning. As it is witnessed in the Pakistan’s history, that Pakistan Muslim League Noon (P.M.L.N) was the major power to eliminate Muttahida Qaumi Movement (M.Q.M), but now they are making alliance for election. Pakistan Observer (Newspaper) reported on 8th November 2023, the news about the alliance of the above stated political parties for the upcoming prospective election. M.Q.M Pakistan, made an alliance with P.T.I in previous government, and they succeed to have federal ministry in Sindh. Batool & Ashfaq (2018) investigates various Pakistani news channels to find out biased and subjective journalism. They stated that Pakistani media promote a particular political party, and they prevail their political slogans. Media channels make the use of their influential

anchor persons, who have mastery over persuasive and catchy language.

Conclusion

After the detailed and comprehensive examination of the primary and secondary sources of the study, the researcher concludes that there is a great deal of similarity in William Shakespeare's play, *Julius Caesar*, and Current Pakistani political apparatus. The role of media is a new addition in the current world, to spread any idea in a rapid way. Characters in *Julius Caesar* shape people's idea through language. Presently, main stream media channels, print media, and social media are used to inject any specific political thoughts in people's minds. Rhetoric is an effective weapon to deliver targeted meaning. Political ideology in *Julius Caesar* and Pakistani media is infused in common people through rhetoric. As it is argued; Van Dijk (1995, 2006) argues that rhetoric is the art of speaking or writing persuasively. Its purpose is to hegemonize the target audience's mindset and make them behave in a desired manner (Sajid, et al, 2021). Pakistani political actors and the actors of *Julius Caesar* are similar in terms of using language to express a particular meaning. Their craftsmanship enables them to persuade people for any specific objectives. The study concludes that political ideology of Pakistan cannot be defined with one fixed direction, due to the possibility of multiple interpretations, just like the cause of Julius Caesar's assassination in Roman history. Deconstructionist study of *Julius Caesar* and Pakistani media's role in politics results in myriads of signified, and signification which never end; therefore, one should not be moved with rhetoric in language in the current political scenario of Pakistan. Language plays crucial part in molding opinions of common people, concerning any matter of state. The study concludes that the characters of *Julius Caesar* are found in current Pakistani political apparatus, Pakistani political actors use language as an effective tool to make common people believe in any political slogan. Derrida stresses logic more than emotions, therefore, new meaning can be explored in any rhetorical speech with logical approach.

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