

Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

<https://llrjournal.com/index.php/11>

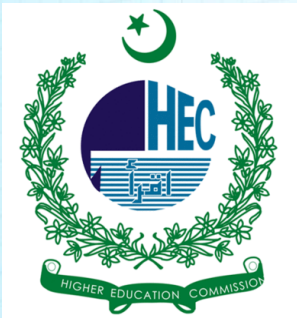
**DISCOURSE ANALYSIS OF NOVELS AND POLITICAL
SPEECHES**

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Abstract

The present study applies the Critical Discourse Analysis technique to the analysis of how language generates ideology and power in two content areas of Pakistani discourse: political speeches; post-9/11 novels. The former is an analysis of the use of rhetorical speeches of Pakistani political leaders on various occasions. The frequency of persuasive devices was quantified using qualitative content analysis in order to trace the variation within the electoral contexts. The second strand involves a comparative CDA of Home Boy by H. M. Naqvi and The Blind Mans Garden by Nadeem Aslam using the Socio-Cognitive approach of Van Dijk, which focuses on ideological frameworks, power relations and changes in political discourse following September 11. Results in both datasets indicate that language is strategically used to contribute to consent, exert power, and substantiate ideologies. Political speeches reveal contextually conditioned use of rhetorical devices to show the power and enlist the support, whereas the novels depict a significant post-9/11 shift with stereotypic attitudes, ethnic prejudice, cultural alienation, elite power abuse, and resistance of the marginalized groups. Combined, the texts demonstrate that Muslims are targets of hate crimes and derogatory media perceptions and racial discrimination, and how assimilation turns into alienation. The paper emphasizes the cognitive aspects of discourse interpretation and highlights the importance of language in influencing knowledge, attitudes, beliefs, norms, and values in Pakistani socio-political contexts.

Keywords: *language/power; political discourse analysis (PDA), rhetorical devices, Discourse Analysis, Ideologies.*

Introduction

The influence of language to serve political purposes is an essential aspect of politics across the globe, and in Pakistan. Politicians employing political rhetoric to convince people to do things in the manner they desire is strategic, as Alvi and Jalilifar (2011) note. Politicians employ their language abilities to convince the target audiences and achieve political goals. Bhatia (2006,) notes that political discourse allows politicians to attain their intended communicative objectives, whereas Chilton (2025) argues that politics relies heavily on language and that the correlation between language and political activity is so high that the two can never be separated..Discourse is however not limited to the political arena. Being a social phenomenon, it shapes the understanding, behavior, and identity by making statements, assumptions, perceptions, and shared ideas, and therefore influences the social, political, and cultural patterns. With special reference to its cognitive aspect, Critical Discourse Analysis (CDA) offers a framework to analyze how the meaning is created and transmitted through spoken, written, or sign language, and how discourse may reproduce or criticize social and political injustice, power abuse, and dominance. Since language is a central theme in politics, the study analyzes the rhetoric decisions taken by Pakistani politicians with the view of gaining an insight into the contemporary Pakistani political discourse. The paper examines speeches by prominent political leaders and concentrates on the multiple roles of key persuasive strategies: repetition, modality, positive self presentation, negative other-presentation, appeals to ethnicity, and figurative speech, including metaphor, simile and personification. It also quantifies the prevalence of such devices in order to explore how Pakistani politicians tactfully use language in various circumstances to assert power, keep identities, establish social relations, inculcate ideologies, and produce consent. The instrumental value of linguistic expressions cannot be overlooked as the

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language could be employed not only to guide people in their thoughts and beliefs, but also to control them. In order to expand this investigation, the research also takes into consideration the Pakistani fiction published after 9/11 as a complementary place of speech. The tragic events of September 11, 2001 gave rise to a spurt in novel-writing, the so-called 9/11 novels, which directly address such topics as inequality, stereotypes, racial discrimination, and political upheaval. These books discuss how Islamophobia has intensified, questions of Muslim identity, and cultural and political dilemmas experienced by Muslims after 9/11. Combined, the political speeches and literary writings provide a subtle insight into the process of creating reality, building power, and reflecting the societal, cultural, and political dynamics in Pakistan.

According to Fairclough (2000), discourse forms social realities and public perception, hence language and power are closely linked. According to Van Dijk (2004), discourse uses language patterns to sustain social dominance and ideology. According to Naz, Alvi, and Baseer (2012), political speeches in Pakistan use expressive rhetoric and ideological persuasion to convince the people

The political speeches are included only for the purpose of research. We apologise deeply to the mentioned politicians and their supporters, if this hurts them in any way.

1. Literature Review

It's well known that politics is full of different ideas, power struggles, and dominant viewpoints. Since politics is all about power, language is a key part of how things work. Some theories say that ideas are shared through conversations, but conversations can also help spread ideas and are shaped by how people form their beliefs. Language and power are really important because conversations are places where power is shown, discussed, and kept in place.

Persuading people is a key part of politics, and it's obvious that making decisions, considering other choices, and coming to conclusions all happen through the way we use language. Political groups and organizations use language in a thoughtful way to show they are in charge, influence how people view them, and create relationships within society. Research on political discourse always focuses on the importance of looking at both spoken and written messages in local, national, and global settings. Experts have studied how political language has many different parts, and they often examine speeches from important leaders to understand how they use words, what their views are on issues, and how they try to persuade others. These studies show that the words people choose are not random, but are influenced by social and political factors, as well as the purpose of what they are trying to communicate.

In Pakistan, researchers have studied political speeches to understand how leaders use words to unite people for political purposes and how they create stories that influence public opinion. Studies show that political leaders often use strong emotions and powerful ideas to connect with the general public. Some experts believe that certain political groups have become popular because their speeches skillfully use religious messages. Others say that by using methods like systemic functional linguistics to study language, we can uncover hidden meanings in political writing and how leaders use emotions and social strategies to communicate with their supporters. Some people also argue that the heavy use of persuasive language in politics shows deeper issues in the culture or mental health of the political system. Language is important in helping people develop their sense of self and how they fit into a group. Identity is closely tied to the way people speak and share their ideas. When people form their identity, they often notice differences between themselves and others. These differences are part of what makes people feel they belong to a particular group.

Van Dijk (1995) highlights that ideology is reproduced through discourse and communication; Martin (2014) explains that persuasion is an important feature of political discourse, for politicians use language strategically to influence audiences. According to Van Dijk (1995), speech and communication are the means by which ideology is perpetuated. According to

Martin (2014), politicians intentionally employ language to sway listeners, making persuasion a crucial component of political discourse. Regarding speeches of the political leaders, Naz, Alvi, and Baseer (2012) observe that Benazir Bhutto's speeches reflect democratic representation, logical thinking, and persuasion. Whereas, according to Nasir (2013), Pakistani politicians use rhetorical techniques to stir up strong feelings

Ideologies are the common ideas, beliefs, and values that people in a group share. These beliefs affect how they see the world and how they use words. Discourse can either support the way society is set up or challenge it. It is a key tool that helps individuals and groups understand and shape the world. In general, the literature shows that discourse, whether in political speeches or written works, is something that changes and is complex. It reflects and influences ideas, social structures, and power relationships. Studying discourse closely can help us understand how language is used to influence, control, and present ideas in politics and literature.

This study aims to answer the following questions: How is language used in novels and political speeches to convey meaning? How is ideology represented through discourse in both literary and political texts? In what ways does language construct and reflect power relations? How are identity and the concept of “us” and “them” created through discourse? What are the differences and similarities in the use of language in novels and political speeches? How does discourse influence the thinking and perception of readers and audiences?

2. Theoretical Framework

The concept of the language as a means of communication, as well as a method of expressing power, ideology, and social relations is the basis of this study. For this purpose, the research uses Critical Discourse Analysis (CDA) as its main theoretical approach. CDA assists in the interpretation of how language is applied in practice to influence people, shape opinions and extend or challenge power structures.

The discussion adheres to the perspective that discourse is a manifestation of ideologies, and can also be transmitted through discourse. Language is applied wisely in both novels and political speeches in order to convey some beliefs, values, and perspectives. Through the study of this language, one will be able to understand how the writers and speakers attempt to control the thoughts of their listeners and readers.

The other relevant concept to be applied in this study is the fact that discourse may be examined at various levels. First, the text itself is analyzed, such as the choice of words, the structure of the sentences, the use of literary or rhetorical devices. Second, the focus is made on the way the text is created and perceived by the readers or listeners. Lastly, the social and political background is taken into consideration as to why some of the ideas presented are presented in the manner in which they are presented.

In this study, the concepts of power and ideology will play a central role. In political speeches, the language is normally employed so as to persuade the people, win their support as well as present a positive image of the speaker or his/her party. In novels, authors do not necessarily make an attempt to persuade, but they do reflect social realities, and at times they challenge current beliefs through their own stories and their characters.

The paper also takes into consideration how identity is produced by means of language. The feeling of us and them, which is presented in both novels and political speeches, assists in creating a sense of a group and emphasizing a difference. This is significant as it demonstrates how language may encompass certain individuals and disregard others.

In general, it is this theoretical framework that assists in doing the analysis of the work of discourse in literary and political texts, respectively. It enables the researcher to investigate the manner in which language is used to convey ideas, represent reality, and affect the society in various ways.

3. Research Methodology

This paper follows the qualitative research approach because the researcher is interested in comprehending meanings, ideas, and how language is used in certain situations as opposed to working with numerical data. The study is informed by discourse analysis, specifically the Critical Discourse Analysis (CDA) that aids in investigating the ways language is used to communicate ideology, power, and social relations. This method is also appropriate in analyzing not only novels but also political speeches because it would enable the researcher to analyze the way language is used beyond the surface of the words.

The information to form the basis of this work is a selected set of novels and political speeches. The novels are selected based on the fact that they represent the social realities and have different ideologies as portrayed by characters, themes, and narratives. In the same manner, political speeches are chosen among the popular leaders, as they clearly show how language is utilized to influence the audience, gain support and build political identities. The analysis is based on different linguistic and discursive aspects, such as word choice, tone, and the use of rhetorical devices. It also explores the construction of power, ideology and identity in both genres of texts. The manner in which language forms a distinction between us and them is given special attention and which plays a significant role in establishing an audience perception and social identity.

This study employs a qualitative research approach using Critical Discourse Analysis (CDA). Nadeem Aslam's *The Blind Man's Garden* and H. M. Naqvi's *Home Boy* have been chosen for this research. On the other, Benazir Bhutto, Maryam Nawaz, and Murad Ali Shah are the selected political figures for this study. The analysis focuses on persuasive discourse, rhetorical tactics, ideology, and identity building.

The procedure of analysis is carried out in a systematic way. To begin with, the chosen texts are read thoroughly in a bid to get the general meaning and context of the texts. Then, the patterns and linguistic characteristics of importance are recognized. These features are then examined based on the concepts of the Critical Discourse Analysis. Finally, the results are interpreted to explain how language is used to construct meaning, reflect ideologies, and represent social and political realities.

Research Questions

1. How is ideology portrayed in political speeches and novels?
2. In literary and political texts, how does language build identity and power dynamics?

5. Data Analysis and Discussion

5.1 Analysis of Novels

Identity crisis, cultural alienation following 9/11, islamophobia and marginalization are revealed in the novels. Following are the few excerpts:

Home Boy:

"We were living in New York but were never fully accepted there."

"After 9/11, every Muslim became a suspect in the eyes of society."

"Identity became a burden after the attacks."

The Blind Man's Garden:

"War changed the meaning of home and belonging."

"Violence and fear shaped the lives of ordinary people."

"The characters struggled between faith, survival, and political conflict."

The discussion of the chosen novels reveal that the author employs the language creatively and indirectly to introduce the social realities and ideologies. The novel brings out various issues of different classes, imbalance of power and identities using various descriptive language, symbolism, and characterization. The words and story style enable the reader to see the roles and positions of various characters. There are some characters that are depicted as strong and dominant and some

characters are depicted as weak or marginalized and this disparity is created through language. Another theme in the novel is the notion of us and them, which brings a feeling of belonging and separation. By doing this, the writer points out social problems and has a way of influencing the thoughts of the reader.

5.2 Analysis of Political Speeches

The speeches of political leaders indicate emotional and persuasive language. Here are the excerpts

Benazir Bhutto:

"We gather together to celebrate freedom, to celebrate democracy, to celebrate the three most beautiful words in the English language: We the People"(Panhwar, S. H. (2009).

"We are gathered here today to seek change by challenging a human history that has always known poverty and suffering. Poverty is particularly distressing in that it exists side by side with enormous wealth" (ibid)

Maryam Nawaz:

"We are providing youth and workers with affordable, zero-emission alternatives that create jobs while safeguarding the planet," she added, noting that AI-powered route optimization, solar charging, and digital fare systems will support the e-mobility ecosystem."(APP weblink (<https://www.app.com.pk/domestic/cm-maryam-highlights-punjab-climate-action-at-cop-30-calls-fight-against-smog-a-mission/>)

"We are advancing towards an agriculture that meets food needs while protecting our land," she said. She highlighted AI-and machine-learning-powered AQI monitors that detect environmental hazards, supported by a comprehensive network of cameras, sensors, satellites, and a centralized digital dashboard."(ibid)

Murad Ali Shah:

"We will not compromise on the sovereignty of the country for a handful of seats and we will not allow anyone to take advantage of our weaknesses," he said, adding that the country was currently facing a tough time and needed stability more than anything else." (Daily Dawn, Feb 27, 2024).

"Mr Murad Shah said that ending terrorism, operations against dacoits in riverine areas, and curbing street crimes to improve law and order were among his priorities. He said that ensuring access to clean drinking water and education for the people of the province were also among his top priorities" (ibid)

The political speech analysis reveals that the linguistic means are utilized more directly as a means of persuasion. Political leaders are keen when wording in a bid to influence the audience, gain support and project a positive image. The speeches are usually accompanied by emotional words, repetitions and forceful rhetoric phrases to attract attention. The use of terms such as we and our makes the audience feel like they are one group and that the opponents are the other group hence creating a divide between the two groups (we and them). This demonstrates that political discourse is directly linked to power and is employed to influence the prevalent opinion.

5.3 Role of Ideology in Discourse

It is also demonstrated in the analysis that ideology has a significant role in both novels and political speeches. The ideology in novels is normally depicted indirectly by the characters, the themes, and the events. Political speeches, in contrast, are more direct and straight to the point. In both instances, language is employed to advance some beliefs and values and to neglect or to disagree with others. This shows the role discourse plays on the manner in which individuals think and perceive social and political realities (Duane Edwards, 2018).

The findings responding to the research question one show that ideology is strongly represented in both novels and political speeches. In literary texts, ideology appears indirectly through themes and characterization, while in political speeches, ideology appears directly through slogans and persuasive language. Regarding the second research question, the findings indicate that

language constructs identity and power relations. In novels, Muslim identities are linked to marginalisation and alienation following 9/11, while political speeches use persuasive discourse to create a collective democratic identity. Fairclough (2000) explains that discourse helps to maintain authority and social power.

The results further show that ideology is significantly represented in both political speeches and novels, providing an answer to the first study question. Ideology can be found directly in political speeches through slogans and persuasive language, but it can also be found indirectly in literary texts through themes and characterization. By demonstrating how language shapes identity and power dynamics, the results also address the subsequent research question. Muslim identities are related to marginalization and alienation in novels following 9/11, whereas political speeches use persuasive discourse to create a collective democratic identity. Van Dijk (2004) believes that discourse influences public perceptions and ideological understanding, while Fairclough (2000) claims that discourse helps uphold authority and social power.

5.4 Comparative Discussion

Generally, the language in both novels and political speeches is used in such powerful ways, but the aim of such use is different. Novels are primarily a social reality and enable the readers to think about various issues, whereas the goal of political speeches is to persuade and influence the audience. In spite of all these variations, both types of discourse demonstrate some underlying ideologies and power structures. This renders them significant in comprehending the manner in which language performs in the society.

6. Conclusion

This paper has discussed the use of language in novels and political speeches using discourse analysis. The results indicate that language is not only a means of communication but also a strong instrument of expressing ideology, forming identity, and establishing power relations. Discourse is used in both the novels and in political speeches in order to manipulate the way people think and perceive social realities.

The analysis has shown that novels tend to introduce ideology in an indirect manner using characters, themes and plots so that the reader would be in a position to reflect on the social issues. Political speeches use straightforward language to convince people, win their support, and connect with the public. In both cases, the way words are used, the tone, and the techniques to persuade have a big effect on how people think and feel.

The study also shows that identity plays a big role in how people see themselves and others. This shows how language can help people feel included or left out, and affect how they see their place in the world. The study also shows that language and power are closely connected. Language can be used to support or oppose how society works.

In short, analyzing how language works in different situations shows how powerful it is. Using examples from literature and speeches, it is clear that language shapes our ideas and the world around us.

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Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

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