
Ideology behind Media Discourse “Exploring Swiss case through CDA of Comic- Political show”

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Abstract:

This study aims to explore the relationship between language, ideology and power and how such relationships are represented through discourses. Fairclough's 3D model is applied while doing the critical discourse analysis of the interviews taken from the political-comedy show.

Key words: ideology, language, power, media discourse, comic-political shows

Introduction:

World has changed into a global village today and media is playing an important role in shaping our ideologies. Media gives insight into different national and international affairs and helps to bring social change. Public have no knowledge of actual happenings; they only knew what they are told. Media had the power to persuade people on the information which it is providing.

Discourse analysis and critical discourse analysis are the new emerging fields in linguistics. Discourse analysis is the analysis of any written or spoken language objectively. There

would be no personal view point during the analysis of that particular piece of writing. On the other hand, critical discourse analysis tackles with the same discourse with a different approach. There would be an element of personal and subjective analysis. This paper explores the nature of the Swiss money laundering case. Media and opposition raised voice against that scam and tried hard to implement punishment on the guilty but because of the authority of the pointed figures, no result deduced out of it. Different Pakistani TV channels are working with certain ideologies and all conveys meanings which are majorly implicit and not explicit for all viewers. Comic political show is taken to lessen the effect of the tension and to show that how these types of show in the lighter manner represent their ideologies.

It is beneficial in such away for the public to become well aware of the facts and the figures and as well as help them to have the knowledge of the real issue.

Literature Review:

In the theoretical domain of Critical Discourse Analysis, discourse is defined as “use of language in speech and writing seen as a form of social practice” (Fairclough, 1992:63; 1995:54). This definition can be also stated as that discourse is not only a mode of representation, but also a mode of action while situated in society (*ibid.*). Discourse is shaped by social structure by having various social relations at a societal level, by with specific to particular institutions. On the other hand, discourse is shaped socially, it play role in the construction of social identities, roles, and relationships as well as in systems of knowledge and belief (Fairclough, 1993:134). Ideology is designed as a significant or in constructions of reality made into various dimensions of the forms or meanings of discursive practices, which contribute to the production, reproduction, or transformation of relations of power and domination

(Fairclough, 1992:87). “The ideologies embedded in discursive practices are most effective when they become naturalized and achieve the status of ‘common sense’” (*ibid.*) CDA provides opportunities to recognize the relationships between discourse and society, between text and context, and between language and power (Fairclough, 2001b, Luke, 1995/1996, 2002). Nevertheless, according to Luke CDA is still considered “a fringe dweller in mainstream analysis” (2002, p.99).

History of Swiss Case:

Nawaz Sharif first initiated that case in 1998 and Benazir Bhutto and Asif Ali Zardari was found guilty of the scam that they diverted money fraudulently of \$60 million for their own use and penalty was made upon them which was the fine of \$100,000 and giving \$2million to Pakistan government but it was suspended on appeal. Later in the government of Pervaiz Musharraf (PPP) made deal with him and all the corruption cases were considered close. In 2007 Chief Justice Iftikhar Mohammad Chaudhry was suspended by Pervaiz Musharraf because he ordered to reopen the Swiss case. Daniel Zappelli, prosecutor general of Switzerland said that the Zardari cannot be prosecuted because he has particular privilege freedom. Now during the second turn of Sharif, they are trying to implement on the penalty and accelerated the proceedings of the case.

Methodology:

Fairclough’s 3D model is used while doing CDA.
Fairclough model consist of three steps:

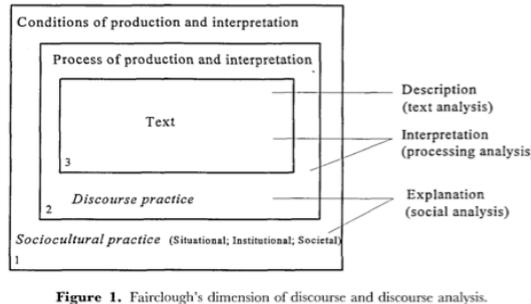


Figure 1. Fairclough's dimension of discourse and discourse analysis.

Janks, Hilary, 2002, p.330

Inner square= 1st dimension, middle square= 2nd dimension, outer square= 3rd dimension

First box is first dimension, second box is second dimension and third box is third dimension.

Fairclough model is divided into three categories:

- Vocabulary
- Grammar
- Textual

Under the caption of vocabulary we studied firstly what experiential value, do words have? Are words ideological and what significant meaning relationships are there between words? Secondly

What relational values do words share, are there euphemistic expression, informal or formal words, metaphors and what expressive values do words have?

Under the caption of grammar firstly we studied what experiential value do grammatical features have? Are there active passive sentences, positivity or negativity, transitivity features? Secondly what relational features do grammatical features have? Are there moods, relational features of modality, pronouns there? Thirdly what expressive values do grammatical features have? Are sentences linked together, what means are there for referring inside or outside the text, what logical connectedness there?

Under the caption of textual categories firstly we studied what interactional convection is used? Are there any ways through which one participant controls the term of others? Secondly what large-scale structures does the text have?

<u>TV Channel:</u>	Express News
<u>Show Name:</u>	Dar and Darling
<u>Anchor:</u>	Khalid Abbas Dar
<u>On-air On:</u>	30 th September 2012
<u>Show Time:</u>	8:03 – 9:00 PM
<u>Interviewer:</u>	Khalid Abbas Dar
<u>Interviewee:</u>	Through dummies of Yousaf Raza Gillani as (Yousaf Raza Multani) Shahbaz Sharif as (Punjab Sharif) Imran Khan as (Sonami Khan) Shahansha Akbar as (Mughal.e.Azam)

Discussions and Results:

Interview:

1. Khalid Abbas Dar with Yousaf Raza Gillani.

Dar:

Suna hai ky iwaan.e.sadar main ap ky mehmanoon ky sath koi aacha saluk nai ho raha?

Multani:

O baba gee! Aaisay sawal mat puchain main toot chukka hun, bikhar gaia hun, kash main teri beti na hoti mera matlb hai ky kash main wazir.e.azam na hota

Main jo PM kabhi hota

Tera makhoo taphta

Dar:

Sir mera kia kasoor hai? Main ny to aik sada sa sawal pucha ta.

Multani:

O khasman nu kaha gy tery sawal! Mujhay paka yaqeen hai ky tumhain mukhalfeen nay mery zakhmoon par kala namak chirakany kay liay rakha hua hai. Lay bhai buzargaa! Zindagi rai to main sar.e.aam bataun ga

O apny hi giraty hain nashaiman py biglian
Raja ny khoob farz ko anjam dia hai
Har kam hamain inam dia hai

Dar:

Multani sabh ap ko afsoos nai ho raha kay ap ny khat qun nai likha?

Multani:

O marin yah lo hamara dard suno aur enjoy karo
Ham sy badal gaia wo nighain to kia hua
Zinda hain kitny log khat ko likhay bagair

English Translation:

Dar:

I have listen that nothing is happening well with your guests in Parliament?

Multani:

O baba g! Don't ask me such questions. I am totally wretched and alienated. I wish I'll never be your daughter, mean to say that I'll never be prime minister.

If I'll be the prime minister

I see how you will survive

Dar:

Sir I am not guilty of any act, I have just ask a simple question.

Multani:

To hell with your simple question. I am quite sure that you are on the side of my opponents to torture me. Listen old fellow! If I remain alive I will tell you clearly

One's own cause damage to the seat

Raja has fulfill his duty excellently

He gave us reward of every deed

Dar:

Are you repenting that why you didn't write letter?

Multani:

Go to hell! Listen to my misery and enjoy it

He turned a cold shoulder from us, but never mind

Many survive in spite of writing letter

Analysis:

Textual analysis:

In the dialogue Dar asked questions from Gillani. In the dialogue Gillani was called Multani because he belongs to Multan. Dar uses the word ‘mehmanoon’, he is referring to the government of PPP who has completed his turn. Gillani in answer said a proverb ‘kash main teri beti na hoti’ again then he corrected it like ‘kash main kabhi wazir.e.azam na hota’ it means that as nothing happens good with daughters similarly nothing happens good with him as being a PM. Then he threatens Dar saying ‘makhoo taphta’ it is word in Punjabi language means I will never spare you if I were still PM. Then he uses abusive language saying ‘O khasman nu kaha gy’ means nothing left, again it is the abusive word in Punjabi language. Then he said ‘tumhain mukhalfeen nay mery zakhmoon par kala namak chirakany ky liay rakha hua hai’, depicting the general psychology of politicians, when any one says against them they say that they are on the side of opponents. He then further said ‘nighain badal gaia’ it is famous proverb in Urdu language it means when somebody did not give you benefit, then there is no need to remain in contact with him.

Description:

The whole dialogue is on the issue of writing letter to Swiss bank on the order of Supreme Court. Before Raja Pervaiz Ashraf, Sayed Yousaf Raza Gillani was the PM. Supreme court ordered Gillani to write letter to Swiss authorities to reopen the money laundering case against the president Zardari. He did not write letter and as a result he was guilty of the act of contempt of court and declared formally disqualified. The letter was then written by the law minister Farooq H. Naek. Dar

questions clearly depicted the situation that after his act of contempt of court, the behaviour of the parliamentarians was not good with their party members and in the answer he seemed very depressed at the situation, he is scolding Raja Pervaiz Ashraf because after him he was the PM, he also belong to the same party but he allowed law minister to write letter. He has no power and he was also charged as contempt of court, so he is no more beneficial for party and even for the members, everyone has turned cold shoulder from him.

2. Khalid Abbas Dar with Shahbaz Sharif.

Dar:

Punjab Sharif sabh! Ap to khush ho rahy hun gy ky ab hakumat khat likhny par tayar ho gai ha?

Sharif:

Dar sabh! Hamin koi khushi nai hui. Aacha bhala dosra wazir.e.azam bi jany wala ta ky sari game hi kharab kar di, kia zarurat ti khat likhny ki? Sari umeedon par pani phir gaia.

Dar:

Yani ap abi tak hakumat sy naraz hain ap hi to zaur dai rahy ty ky wazir.e.azam ko adalat ka hukam man lain chaiy?

Sharif:

Oye beta hamari hakumat hoti to ham rola dal daity, eent sy eent baja daity, yah to hain hi buzdil, aisay darpook logon ko hakumat main nai hona chaiy.

Sada Mian sher aye baqi sb hair phair aye

Multani:

Oye haira phairi aali sarkar! Tm wo sher nai balky yah sher ho

Koi sheshi bhari gulab ki patar py tor dun

Aye Punjab Sharif idhar aa tery sary pul tor dun

Dar:

Multani sabh sher bay wazan hai

Multani:

Wazan sher ich nai pul ich ay

English Translation:

Dar:

Punjab Sharif sir you were quite happy to know that government is interested in writing letter?

Sharif:

Dar sir I am not feeling happy. It will happen quite well when second Prime Minister also should also be gone. The whole game is ruined. Is there any need of writing letter, our all hopes get ended.

Dar:

So, you are still angry with the government. It was you who is forcing Prime Minister to obey the order of the court.

Sharif:

My son! If we have our own government we will create big problem. We shall create troubles after troubles. They all are coward, they did not have to be in the government. Our Mian is lion and all other are roundabout way.

Multani:

Come here you roundabout people, you are not that type of lion in fact you are this type of lion.

I'll break the full bottle of perfume by throwing on stone
Come here Punjab Sharif, I'll break your all bridges

Dar:

Multani sir! This Lion is not much of worth.

Multani:

Worth is not in lion but it is in the bridge.

Analysis:

Textual Analysis:

In the dialogue Shahbaz Sharif was called as Punjab Sharif because he belongs to Lahore which is in the Punjab. Dar asked question from him that he will be happy but he reply 'hamain koi khushi nai hui' represents the mentality of politicians that they will never happy with the any act of other parties. He

further says ‘sari game hi kharab kar di’ represents the attitude of politicians that they play games to achieve posts in government. Then he uses famous proverb of Urdu language ‘umeedon pay pani phir gaia’ means that nothing happened according to their will and strategy. He then said word ‘rola’ which is also from Punjabi language means to create troubles for others. Again proverb from Urdu language is used ‘eent sy eent baja daity’ it had same meaning as word ‘rola’ have. He in the same answer uses word ‘darpook’ means coward for PPP and then he did promotion of his own party saying ‘sada Mian sher aye’, lion is symbol of PML (N) and ‘Mian’ is Nawaz Sharif, president of party. Here Gillani interrupted him which is again the attribute of politician by saying ‘tm wo sher nai balky yah sher ho’ means that you are not real lion but your party had only the symbol of lion. Gillani then made ironic remark by saying ‘wazan sher ich nai pul ich aye’ this is in Punjabi language means that you did not do any much appreciating work except building bridges and roads.

Description:

The second interview is with Shahbaz Sharif, brother of the chairman of the PML (N). Nawaz Sharif first initiated the case in 1998 and then during his second turn, he demands to open the case and then penalty was also influenced. Shahbaz sharif made contradiction, first they were forcing PM to write letter and now they were not happy. They wanted that if second PM will also not write letter, he will be the guilty of same charge. They were called ‘the king of roads’ because they were fond of building roads, bridges and flyovers. Gillani also attacked him on this point and made remark that they are not powerful as they seem to be, they are famous because of the building bridges.

3. Khalid Abbas Dar with Imran khan.

Dar:

Sonami sabh ap to yaqeenan wazir.e.azam ky kath likhny par khush hn gy?

Sonami:

Oh meri bat suno abi PM ko khat nai likhna chaiy ta. Mari party abi kachi paki hai, hamain chay, sath mah tak time milna chaiye. Warna Sonami stock market ki tarha yak dam bait bi sakti hai.

Dar:

Han! Ap ko to time mil jaiy ga, khatra to tab ta jab hakumat khat nai likh rai ti. Ab to hakumat bohran sy nikal jaiy gi.

Sonami:

Meri bat sunain Khalid Dar sabh meri bat sunain, yahi cheez to ap ko samaj hi nai a rai. Agar khat likh dia to hakumat yak credit bi khud lay gi aur election main isay istamal kary gi. In ky vote phir barah jain gy, mery hat kia aaye ga.

English Translation:

Dar:

Sonami sir! Certainly you were happy on the decision of the writing of the letter by Prime Minister?

Sonami:

Listen to me! Prime Minister has not yet to be write letter. My party is still weak I needed six or seven months for establishment otherwise the Sonami will fell like the stock market.

Dar:

Yeah! Now you have got time. The danger was there when the government was not writing, now the government will come out of crisis.

Sonami:

Listen Dar sir, listen to me! You are not getting my point, if they have written letter they will get the credit of the whole

thing and then they will use that in election. Their votes will start getting increase. What shall I get?

Analysis:

Textual Analysis:

In the dialogue Imran Khan was called as Sonami Khan because he is full of valour, courage and he talks about change. He is chairman of PTI. He says in dialogue that ‘Sonami stock market ki tarha yak dam bait bi sakti ha’ he means to say that his party is not well established yet. He further says that ‘hakumat yah credit bi khud election main istamal kary gi’, he is referring to the conduct of political parties that whatever they did they use it in election to get elected and to make excessive lead in votes. He further says ‘mery hath kia aye ga’ means they are still weak and had not much time to do much worth appreciating before elections.

Description:

The third interview is with Imran Khan. He was at that not very powerful. His party is establishing that days. He did not feel secure and have doubts that his party will not establish. He was depicting the basic psychology of the politicians that they do everything for the sake of getting power, they exploit things to use them in such a way that they get benefit from them. He repeats same thing like ‘listen to me’ to put stress on the things.

4. Khalid Abbas Dar with Shahansha Akbar.

Dar:

Zill.e.ilahi! ap farmaiye khat likhny ky bad kia ho ga?

Mughal.e.Azam:

Aye color blind babe! Kia tumhain nai maloom jab khat likha jata hai to phir is ka jawab bi ata hai? Aur jab jawab ata hai to is main kuch bi likha ho sakta hai, yani aar ya par.

Dar:

Yani ap ka matlb hai ky Swiss hakumat ny khat ky jawab main agar accounts khol diay to aar ya par ho sakta hai?

Mughal.e.Azam:

Hakumat ny apna time pura kia hai, ab khat likho ya nai kia fark parta hai.

English Translation:

Dar:

Majesty! Please comment what will happen after writing letter?

Mughal.e.Azam:

You color blind old fellow! Did you not know that whenever a letter is written its answer should also come? And whenever answer comes, anything is written in it. It's mean this way or that way.

Dar:

You mean that if Swiss Bank would open the accounts on the basis of letter, it will go this way or that way.

Mughal.e.Azam:

Government had completed his turn. Now if you write letter or not it makes no difference.

Analysis:

Textual Analysis:

In the dialogue Shahansha Akbar is known as Mughal.e.Azam. He was the Mughal emperor of Muslims in sub-continent. He while answering says ‘jab jawab ata hai to is main kuch bi likha ho sakta hai, yani aar ya par’, at the last he uses the famous phrase ‘aar ya par’ means that either they will get their desire thing or either they will lose the whole it. He then further said ‘khat likho ya nai kia fark parta hai’ means to say that no one will do anything against the government.

Description:

The last interview is with the Akbar. He is not alive. But his name is very famous because like politicians he done many unusual things. His name is controversial in the history. He in the answer referring to the fact the answer of every letter came and the answer of this letter also received in which Daniel Zappelli, prosecutor general of Switzerland said that this case cannot be reopened because Zardari is the president. So they have power and no one can do anything against them.

Conclusion:

Every politician has given their own point of view related to the issue. Their desires and doubts are also clearly shown through dialogues. Although this is political-comedy show and the interview is not taken from the real personalities but the essence is the same. The resolution of the issues is not found yet. Sharif brother's government trying their best to get the results and to implement on the penalty given by the court but as the guilty persons have strong hold and have power, all the efforts go in vain.

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