

# 1 Our Words are Never Neutral

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4 *Received: 16 December 2012 Accepted: 4 January 2013 Published: 15 January 2013*

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## 6 **Abstract**

7 The intended end of this study is to trace the connection between language and ideology and  
8 how these connections are advocated in the evaluation of spoken texts, in keeping with the  
9 Socio Cognitive Model (2002) of Van Dijk. This study is also intended to explain that the  
10 political talk shows telecast by various private TV channels are apparent and conducive devices  
11 of ideology and concealed contexts and meanings which are not always vivid for readers and  
12 the viewers. The researchers attempted to explore how the ideologies are portrayed in these  
13 shows through the analysis of a programme of a very popular talk show of a private television  
14 channel of Pakistan. It also suggests that these talk shows bewilder the agency of systems by  
15 using various tactics. In other words, critical text analyses reveal how these selections lead  
16 debaters to manipulate the relations of agency and power in the representation of action to  
17 create specific connotations which are not always vivid for all readers and the viewers.

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19 **Index terms**— TV channels, power, CDA (critical discourse analysis), socio cognitive model, ideology.  
20 Introduction "...using a language involves something that goes beyond the acquisition of structures and the  
21 ability to make appropriate choices in the realizations of the particular language functions." ??Yalden, 1987)  
22 A salient feature of language phenomenon is that it has the capability to evaluate the type of utterances and  
23 expressions which are formed by others. In natural discourse utterances, like the oral discourses, utterances are  
24 always extempore. It means they are often found with wrong starts, pauses, un-ended remarks, etc. They are  
25 not correct grammatically, nor are they considered so by the grammarians. Whenever someone comes to know to  
26 the dialogues, specially the "recorded" ones, as they are usually in use of a critical analysis because the human  
27 mind is apt towards errors, the recordings would carry out many deductions and amongst them would be the  
28 commencement of the fact that, not a single piece of recording would be really Author ¥ § : Department of  
29 English University of Sargodha, Pakistan. E-mail : anayakhan35@yahoo.com making any sense. In other words,  
30 they are the deficient, incomplete sentences in grammar. In linked or joined discourse, the word "utterances"  
31 is commonly taken into consideration, what the people actually say take in terms of 'write'. This term does not  
32 confine to any kind of sentences, in fact, it covers all types of it, even, small sounds like "uh-huh", "hmm",  
33 etc. impart the whole meanings as they convey a complete sense.

34 "?there has been a widening of the field of research to include the external functioning of the verbal code as well,  
35 what people do with words. The emphasis in such an approach shifts from structure and grammar to function  
36 and communicative competence, from assembling structures to doing things with utterances, from sentence in  
37 isolation to the utterance in context. This, then, is the domain of discourse analysis ?? The description of process  
38 whereby we create and relate, organize and realize meaning." (Riley, 1985, It is important to note that Discourse  
39 analysis is not completed, without difficult structures just as coherence and cohesion which complete the whole  
40 procedure of analyzing the discourse in written from or in speech. The former implies to the idea of derivation  
41 of the given context with the involvement of text with the participant. Context matters a lot as it gives the  
42 knowledge to the reader about that particular relation, culture, intensions, etc. in which something was being  
43 written or said. Cohesion may refer to the linking devices, which add up to the meaning of coherences into the  
44 discourse or text.

45 **1 II.**

46 **2 Aims of Discourse Analysis**

47 It is one of the major complexities of language that it has so many concealed, functional and morphological  
48 meanings which are not obvious at times. Discourse analysis just helps us to reveal those hidden meanings, be it  
49 any position or in form of the text. One of its major purposes is to demonstrate how some specific linguistic  
50 items tend to enhance the skilfulness of language users in their communication. Discourses can be containing  
51 one or two words but it is nevertheless, full of secret meanings. Discourse analysis enables us to encode that very  
52 code which is embedded even in messages like, "PRAYER TIME" (It denotes that there will be a short interval  
53 on the score of offering prayer). Language cannot be confined to a single phenomenon and its application has even  
54 broader span. The term "discourse" can be used in a wider sense. It connotes something spoken or written in  
55 routine practice of language. Denotative meanings are ever different from the contextual and real meanings and  
56 the purpose of discourse is to reveal how speech patterns are functioning in a specific frame work and how they  
57 are being practised in the public.

58 **3 Global**

59 **4 G**

60 **5 Critical Discourse Analysis**

61 The very name of this kind explains itself. It refers to the introduction of the idea where discourse analysis is  
62 observed critically in order to trace out the power control by which the discourse is affected.

63 "Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way  
64 social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social  
65 and political context." ??van Dijk, 2001, p. 352) The facts are emphasised through Critical discourse analysis  
66 when it is evaluated critically. These facts and figures serve as a key role to reveal the ascendant powers which  
67 are either in the forms of organizations or are found on an individual level. Through CDA the manipulations  
68 or the texts which are being used otherwise in the political settings are magnified. All these manipulations are  
69 very much conducive in determining the sociological influence of a group of people over the society or on another  
70 group of people.

71 Van Dijk (1996), opines "one of the central tasks of CDA is to account for the relationships between discourse  
72 and social power" (p.84). According to Van Dijk (2000), "If there is one notion often related to ideology it is  
73 that of power" (p.25). Social power refers to the hold of one group, be it an organization or an institution,  
74 over another. Whatever we say, our each and every utterance has a particular knowledge hidden inside it. Dr.  
75 ??cGregor (2004) in his paper states that "our words are never neutral". Critical discourse analysis observations  
76 are conducted as to how different meanings in a society are conveyed through text or by the demonstration of  
77 power. This makes the fact even more vivid and clearer.

78 "CDA (Critical Discourse Analysis) sees itself as politically involved research" ??Titscher et al, 2000, p.147).

79 One of the aims of CDA is to help the analyst to decode the concealed boundaries and the ideologies which are  
80 prevalent in the society and have established their own school of thought. It is considered that attitudes influence  
81 the way we behave in a society. Media, as an instrument for reshaping attitudes, "are not simply vehicles for  
82 delivering information. They guide the ideological stance of the reader" ??Reath 1998, p.50). Different media  
83 affect our understanding and knowledge of the world we live in, when they employ a specific language. In effect,  
84 the language of media is not authentic since it is determined and administered by dominant world-views or  
85 ideologies or as Fowler (1991, p.11) said, "The world of the press is not the real world, but a world skewed and  
86 judged" Furthermore, within a society the parties or the organizations have their own personal interests. In  
87 addition to this the ones in power are brought forth and are unmasked in terms of their agendas. Owing to this,  
88 the ones downtrodden and wronged are also given a chance to have their say and raise their voice publicly.

89 **6 IV.**

90 **7 Application of cda**

91 Basically the present research paper aims at critically analyzing the veiled objectives of politicians and the  
92 involvement of anchors via analyzing certain talk shows telecast on private television channels. In this study,  
93 as Fowler (1991) maintained, "I am not gunning for the (media)" but scrutinizing the structures of a selected  
94 political talk show of TV channel for the aim of making clear relationship between structure and meaning."

95 V.

96 **8 Sample**

97 Show: \* "Tonight with Jasmeen" Telecast on:

98 January 22, 2013. Samma T.V. Anchor: JasmeenManzoor Guests:

99 Mehreen Anwar Raja (PPP) Aabidshair Ali (PML, N) UmerRiazAbbaasi (PAT) VI.

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## 100 **9 Opening and Background**

101 It is one of the most viewed shows in Pakistan and it aims at shedding lustre upon the "other side" of the political  
102 stage of the country. Use of "intended" pun, Derogatory remarks and playing with words is made use of in the  
103 said show, whereby CDA is applied and the power domination of certain parties shall be exposed via unmasking  
104 the concealed designs.

## 105 **10 VII.**

## 106 **11 Topic under Discussion**

107 The said show was telecasted on January 22, 2013 on Sama TV at 20.00 hrs in the wake of a whole new hot-issue,  
108 "Islamabad Long March Declaration, and Dr.Taahir-ul-Qadri's statements". This said issue at that time and  
109 perhaps still is, one of the most "hotly debated" causing a major unrest on the political scenario of our country.  
110 The topic of discussion may be, 'The difference in Dr. Taahir-ul-Qadri's sayings and Actions'. Dr.Qadri's  
111 statement;Text.

## 112 **12 English translation:**

113 Come to me and answer me.These robbers don't dare face Tahir-ul-Qadri. They and their falserepresentatives  
114 speak sub-rosa on TV channels"

115 The number of guests participating in the show was three, all representing different and major political parties  
116 of Pakistan. Each one of them representing his/her party was defending his side and raising his Volume XIII Issue  
117 W III Version I views to overthrow the other specially Dr Tahir-ul-Qadri. In addition to these three, there was  
118 a representative of P A T {PAKISTAN AWAMI THEREEK MINHAAJ-UL-QURAN} named UmerRiazAbbasi.  
119 He was there to answer the question raised by the anchor and to defend Thereek-e-Minhaj-ul-Quran as well as  
120 their leader Dr Tahir-ul-Qadri.

121 First of all the anchor showed some video clips of Dr Tahir-ul-Qadri's current statements on the political  
122 system and the political leaders of Pakistan.Theanchor focussed on the guests one by one to reveal how the  
123 parties in oppositionwill react to the statements and also to the questions raised in the episode. Their expression,  
124 the selection of their words andtheir complete dominance over the subject matters and the hidden agendas is  
125 intended to be exposed in this section.

126 VIII.

## 127 **13 Analysis**

128 Dr. AllamaTahir-ul-Qadri has been a cleric, a Religious scholar for a long time.

129 Dr. AllamaTahir-ul-Qadri is a Pakistani writer, religious scholar, political, scientist, poet,doctor, educationist,  
130 professor, social reformer and human rights activist. He is the founder of Pakistan Awami Tehreek and chairman  
131 of Minhaj-ul-Quran Movement International.

132 Pakistan Awami Tehreek is a unique political party of Pakistan having a network at the gross root level in all  
133 provinces of Pakistan and abroad as well. The workers and supporters of the Tehreek are contributing in social,  
134 religious as well as a political sector of Pakistan under the guidance of their leader.

135 Minhaj-ul-Quran Movement International has established its network in more than eighty countries around  
136 the globe, as a non-political, spectral movement or N G O.

137 Before his departure to Canada, Dr. TahirulQadri had been in Pakistan for a long time. He is in possession of a  
138 Canadian Nationality too. Recently he came to Pakistan and delivered a successful address at Minhaj-e-Pakistan  
139 Lahore on 23 rd Dec 2012 which definitely created a hustle and bustle in Pakistani Political scenario. He floated  
140 his famous slogan "I have come to save the state, not politics" and majority of the masses swallowed the bait.

141 Thus he seemed to emphasise on change and revolution. Dr Qadri landed in Pakistan at a critical juncture of  
142 our domestic politics. It raised a question in everybody's mind why he chose this very time??

143 Secondly, the most striking feature of his Islamabad Long March Declaration was the agreement between him  
144 and Govt.

145 This declaration was termed as a revolution. Thousands of people of the LONG MARCH who staged sit-in  
146 before parliament house included women and children and they bore the brunt of the extreme weather for several  
147 days.

148 The terms agreed to unanimously include a provision of 30 days for preclearance and security of nomination  
149 papers by election commission according to 62 63 of the commission.

150 The treasury will submit two names for the caretaker prime minister of Pakistan, who ought to be honest and  
151 impartial.

152 It was also agreed to implement electoral reforms as contained within the constitution and Supreme Court  
153 order of June 8, 2012.

154 Dr.Qadri asked President Zardari to send a delegation to hold talks over his demands or 'lose the last chance  
155 of saving peace'

156 It is also mentioned in his declaration that no criminal charges will be made against any member of the long  
157 march.

## 15 ENGLISH TRANSLATION

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158 This was all the background of it. The most striking news in media at the time is:  
159 1. The difference in Dr Qadri's statement is matter of religion too.  
160 2. Long march was a very excellent start to resume his political career in the country.  
161 3. The worth of his agreement.  
162 The anchor then starts off by raising different issues and points from Dr Qadri's statements and his Islamabad  
163 Long March Declaration.  
164 The anchor has also shown a video clip of Dr Qadri's giving a Fatwa some fifteen or twenty year ago.  
165 She highlights his statements on long march warning the govt against its diffidence to negotiate with him.  
166 She also highlights Dr Qadri's accusations against the govt with abusive language. He said that the rulers are  
167 robbers and rascals and have no courage to come before him to answers the allegations against them.  
168 But suddenly Mr. Qadri's tone and attitude took a U-turn when the govt delegate came to negotiate with him.  
169 He offered them a warm welcome. They embraced one another. They also did not hesitate to praise one  
170 another who seemed to have a lot of bad blood a short while ago. After accusing and threatening them constantly  
171 for four days, his hugging them could not be rationalized by many if not all.  
172 Then she highlights the fact that Minhaj-ul-Quran is registered as a capital N G O and its charter says that  
173 you cannot perform any political activity by raising the funds from public. She asks how Dr. Qadri can say that  
174 people even sold their gold and devote their passions. Thus she tries to bring out a stark contrast between his  
175 saying and actions.  
176 The anchor refers to one of Dr Qadri's statements:

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178 This sort of phrases is helpful in detecting the hidden incentives through CDA. It is enough to warn others not  
179 to be taken in by this kind of joke.  
180 This statement has its own critical value as he is praying to God and directly saying nothing to anyone. He  
181 is not supposed to answer to any one regarding this. However, sub-rosa and indirectly he means a lot when he  
182 terms govt of the time and president Asif Ali Zardari as ZALIM (CRUEL) and YAZEED respectively.  
183 Thus his invoking to GOD to dethrone the Yazeed seems nothing more than a demagogue's slogan is replete  
184 with irony.  
185 He was calling the president of Pakistan Asif Ali Zardari Yazeed flagrantly sheer to fulfil his demands which  
186 were formed Islamabad Long March Declaration. He pretends that these demands are made for the welfare and  
187 benefit of the entire nation. On the other hand he calls all coalition parties corrupt and dishonest. After the  
188 settlement of the terms of Declaration he thus expresses his rapture: "Congratulate that Long March which saved  
189 the assemblies and also paved a way to the reforms...."  
190 This statement of his can be driven out of two possibilities First, that this Long March has made the way to  
191 refine the corrupt electoral system and assemblies of Pakistan.  
192 Secondly, he may be saying that he is succeeded to derail the PPP; the most corrupt party, because they are  
193 in govt and he has been accusing the govt body.  
194 According to the terms of Declaration, the assemblies will be resolved any time before 16 th March 2013 And  
195 after that the Articles 62 and 63 will be implemented on electoral system. Consequently, according to the terms  
196 of Declaration the corrupt assemblies will come to an end. Now the anchor raises the issue of contrast in Dr  
197 Qadri's statements and shows her audience an old video clip of him, in which he is saying, "The Holy Prophet  
198 PBUH came to me in my dreams last night and he was so angry. He said to me that he was angry with all  
199 the Pakistanis. He PBUH said the religious leaders and religious scholars invited him but they did not host him  
200 well and that he was angry with Pakistan and was going back. At this, I implored the Holy Prophet PBUH and  
201 sought his for giveness. Then he PBUH told me that he would stay if only I arranged his residence, food, travel  
202 and the air ticket to Madina."  
203 Now the issue was raised what he wanted to covey by this statement and this FATWA. The question arises in  
204 every body's mind that:  
205 Holy Prophet PBUH, says the anchor, is a light for the entire Muslim community irrespective of age and  
206 boundaries of the globe. We need Intercession of the Holy Prophet PBUH to seek forgiveness from Allah. We  
207 believe that he have angels at hands in his service. How ridiculous, how nonsense piece of fabrication is it! How he  
208 PBUH could ask demagogue for resident ticket and all that? How far is it possible? So this is a big contradiction  
209 in Dr Qadri's statements. On one hand, he has written hundreds of books in the love of the Holy Prophet PBUH  
210 but on the other hand what he is saying about him PBUH.  
211 Abid Sher Ali from PML [N], one of the guests, commenting on that Says;

## 212 15 English translation

213 He is the one who stated in Denmark that the blasphemy law is merely implemented on Muslims and not on  
214 Non-Muslims. Then he stated after coming in Pakistan that blasphemy law is implemented on everyone. Can  
215 this be called the Love for Holy Prophet (PBUH)???? IX.

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## 216 16 Analysis

217 Now we can easily figure out two or three possibilities or meanings from this kind of comments and criticism.

218 First of all we cannot prove one wrong after looking on just the selective and cut short lines and video clips of  
219 someone, without studying the whole story.

220 They just include some of cut short lines of Dr Tahir-ul-Qadri just because of his entry in politics and his  
221 direct attack on present govt and laws.

222 They are politicians of the time. How can they all prove him wrong in one way or the other?

223 Secondly, Dr Tahir-ul-Qadri says that he was not consulted during the rule of General Zia-ul-Haq.

224 So according to this he is not involved in making decisions of blasphemy law. So his statements shown in the  
225 programme can be said to be contradictory.

226 The 3rd and the most important thing is why Dr Qadri is being so much criticised by govt, PPP, PML [N]?

227 Now point to be noted is that a well known great religious scholar having his NGOs offices in more than 80  
228 countries of the world is all of a sudden being criticised badly, especially, by the politicians?

229 Is it on the basis of that only long march he has held in Islamabad?

230 There are always others factors behind it i.e And according to another statement of Aabid Sher Ali PML [N]  
231 in the same show:

232 Dr Qadri had once worked for Mian Nawaz Shreef in his mosque and Mr. Shareef helped him to go to America  
233 for the medical check-up of his heart ailment. So now they have a reason to turn against him as he had been  
234 their supporter. But now he is going against his benefactors and even accusing them publicly and calling the  
235 govt corrupt and fulfilling his demands by using the poor and innocent public.

236 Mehreen Anwar Raja from PPP at this instant says that according to Dr Sahib this Long March was arranged  
237 from heavens, So if it was arranged by GOD and heavens, why GOD sent rain on his poor creature already  
238 bearing the freezing weather. Dr Qadri says: English translation X.

## 239 17 Analysis

240 This statement of him may have resulted out of the fact that he is assuring the leaders of the political parties to  
241 be disloyal un-courteous, robbers and much more.

242 And as if they have no courage to face the truth [Dr Qadri] and they cannot come before he constantly used  
243 giving warnings to come to him.

244 And when the delegation of so-called corrupt and dishonest people came to him, he embraced them and praised  
245 them and signed an agreement with them.

246 It offers a stark contrast between his own statements as he had been calling them "robbers, rascals, yazeeds  
247 erstwhile ago but now he is embracing them and exchanging smiles with the same people.

248 Another statement of Aabid Sher Ali in the same show comes:

249 Dr Qadri sent congratulations when Supreme Court ordered the arrest of prime minister Raja Pervaiz Ashraf  
250 and then Dr. Sahib went to the same prime minister for his signature to approve the agreement.

251 So the signature ought to be void for Dr Qadri and his party because they no longer wanted Raja Pervaiz  
252 Ashraf to be the PM of Pakistan and they became so happy at the Supreme Court order of arresting the PM.

253 So here comes the obvious contradiction between the words and the actions of Dr Qadri when he is seeking the  
254 PM signature for the approval of his Islamabad Long March Declaration.

## 255 18 XI. Discussion

256 All TV shows have got the use of different strategies to expose the hidden truth and to propagate them to the  
257 public. In both of these shows the ways adopted in order to project the manipulated truths differ from one  
258 another. In the first case the anchor starts off by engaging the representatives of different parties in a hot topic.  
259 On the other hand, the second show was anchor-based show because it had a great deal of anchor's own self  
260 involvement in order to dig out the truth from the online guest. From both these analyses, there are several  
261 things deducible. Firstly, the nature of these shows varies and one may see it very clearly. The show is perhaps  
262 limited to the anchor and the one-on-one communication; where only the anchor poses the questions for the one  
263 she is communicating on the telephone. On the other hand, the show had a completely different pattern because  
264 there the anchor was actively involved with three other guests, and there the host was deliberately offering a  
265 punch to the sentiments by giving the opposite party, or the one in power, the most beneficial position. Secondly,  
266 the use of telephonic conversation is there in both the shows. This kind of conversation has its own importance.  
267 Apart from the cross communications, it also tends to shed lustre on the fact that the one on telephone has no  
268 option to choose but dropping the line in order to escape the questions pelted on him/her.

## 269 19 XII. Influential Source of the Research

270 Many a model has been constructed on CDA till this present day and researchers will continue to do so in the  
271 future as well. In this research, van Dijk's model for political and media discourse is used. For he aims at the  
272 fact that in our daily lives, we tend to forget how important words such as "our" and "them" are, as their usage  
273 can give birth to certain debatable points which, when observed with a critical eye, have a greater chance of  
274 colouring it all otherwise. He thus opines:

275        "events and actions maybe described with a syntactic variation that are a function of the underlying  
276        involvement of the actors (e.g. their agency, responsibility and perspectives)."

277        We can therefore conclude that it is the very fact of the whole being of this paper as it determines the very  
278        hidden traits of individuals who are here analyzed and their possible outlook is magnified as to make a difference  
279        between what "is" and what "it actually was".

280 **20 XIII. Conclusion**

281        This fact is to be acknowledged that each show or anchor and their respective agendas do serve as an epitome  
282        of a single public-dominated society. For gaininga social power and the favour of public, there are some tactics  
283        which should be adopted. Given the power of the written and spoken CDA aims at describing, "Tumhary andar  
284        agar ikhlaaq he sach he, me ne tumko daavat di the tmaam syasi jamaaton k leader mery samny aakar bethain"  
285        \*By unmasking these truths CDA scholars' aims to support the victims of such oppressionsand encourage them  
286        to transform their lives. The objective of CDA is to unmask and uncover the social and ideological assumptions  
      that are hidden in words or oral speech and CDA scholars are exercising power over the words."



Figure 1: &

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