

A Critical Discourse Analysis of Imran Khan's and Narendra Modi's Inaugural Addresses

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Abstract: Critical Discourse Analysis (CDA) is a set of methods used to study language and discourse accounting ideologies, and the production, contest, and significance of unequal power relationships within society and groups...This study is focused upon investigating inaugural addresses of Imran Khan and Narendra Modi. The research focuses on how language is employed in political speeches to produce, fight, and indicate uneven power relations. Similarly, the study attempts to find out the relationship between politics, power, ideology, manipulation, and CDA. This study is based on the Sociocognitive model of Critical Discourse Analysis for the analysis of speeches and this study makes use of qualitative research tools and design. The results show that he proposes divergent structures of ideologies for having a rapid influence on the minds of people.

Keywords: Critical Discourse Analysis, ideologies, political speeches, language

Introduction

Former cricketer turned current Pakistani Prime Minister Imran Khan Niazi. Currently serving as prime minister of India is Narendra Damodardas Modi. Prior to entering politics, Imran Khan played cricket. He led the Pakistani national cricket team to the 1992 Cricket World Cup win. Van Dijk has experience in text linguistics, discourse analysis, and critical discourse analysis. Recent research has concentrated on critical discourse analysis, which typically examines political discourse. It is usually found that the numerous discussions about political discussion themselves are mainly influenced by the interaction between social environment, spokesperson ideas, as well as linguistic strategies rather than organizational discourse or educational discourse study. The majority of studies on critical discourse analysis concentrated on institutional cases of discourse, including those in the publishing Safitri 2015, politics Lawson 2008, Horváth 2011, Aschale 2013, priatmoko 2013, organization 2015 and business Rashidi 2010. According to Litosseliti 2010 studies into cda clearly look at how speech functions within organization and political discussion, such as that found in education, organizations, the media, and the government, to mask social inequality in interpersonal interactions. Critical Discourse Analysis research is important because it offers oblique details on a case of disproportion through societal background. Additionally, according to Van Dijk, 1998 the logic behind why so many scholars are interested in CDA is that it concentrates more on public issues and political matter in contrast to it does on complicated pattern along with trends.

Fairclough also expressed a similar notion 1995 in this situation it is through a macro-level of analysis using cda that we are skilful to identify the principles underpinnings with respect to speech within the

larger sociopolitical and sociocultural contexts within which language is entrenched. The most important point to note is that political discussion concentrates on the misuse of such potential, particularly authority, or the ways where one individual or one community can influence people's opinions and behavior in order to further their own interests or those of dominant groups. Political discussion is also a venue for the prevailing group in society to influence a subordinate group. On the other hand, some socioeconomic settings that highlight inequality and power are incorporated in political discourse. The ways speech structures implement, confirm, legitimize, and express ideas are more explicitly the focus of CDA. Some characteristics of CDA include the concepts of control, sovereignty, beliefs, group, gender, and racial bias, as well as "social organization or social system" Van Dijk 1998. Differentiation or inequality is thus the fundamental idea behind CDA. Discrimination may occur in any social setting that deals with inequality. In fact, prejudice arises from the way the dominant group treats an individual or a group of individuals in relation to social constructions that are unequal.

Inequality of social context is frequently employed in critical discourse analysis study as the primary problem to be investigated. The conversation mostly centered on racial prejudice, comparing it to the Hancock movie character as the main discussion in Arief 2009 which explores racial discrimination of black and white individuals. Hancock had dualistic traits, according to him. Positive and bad aspects exist. Hancock appears to be a reference specifies Barack Obama, who was running for president at that line up according to the Hancock characters. Hancock and Marry's connection also suggests that the author is against interracial marriage. The study, analyzing political discourse critically and examining Benazir Bhutto's final speech, was conducted by Nazish Memon in 2014. This study aims to analyze critically the underlying ideology in Benazir Bhutto's political speech during the election campaign on December 27, 2007. From 1988 to 1990 and from 1993 to 1996, Bhutto presided as Pakistan's prime minister. The study made the assumption that discourse was a byproduct of earlier social practices that had been initiated with the founding of the Pakistani and Indian political parties. The study focuses on the discourse's content to examine the ways that linguistic elements are employed to spread ideologies. In order to evaluate the speech's ideological underpinnings and critically analyse the discourse. In CDA, a sociocognitive method has been used. The main premise of the current study is that political discourses are utilized to manipulate public opinion. The next researcher was Dessy Safitri 2015, who investigated racist ideology research in NBS news online mass media during the Michael Brown case. She looked at the linguistic elements used in news reports to prove racism against black people. The linguistic components include syntactic structure, stylistic structure, rhetorical style, and semantic structure. Using Van Dijk's theory, she was able to identify the ideological foundation of racism in a news item. The context, specifics, and assumptions led to the sentence meaning indicating the physical altercation that led to the shooting of Michael Brown. The usage of nominalization and passive phrases in news reporting by journalists was shown by the syntactic structure. Through the actor, the direct and indirect sentences is used to convey their opinions. African Americans were portrayed by stylists as being nasty people. Using rhyme, alliteration, metaphor, parallelism, and hyperbole, rhetorical devices are employed to persuade readers.

Fear of Islam in the West: (2022) Meesam Javaid's Critical Discourse Analysis of Imran Khan's UNGA Speech Farwa Qazalbash, Surinderpal Kaur, and Mohsin Hassan Khan.

The horrific and horrifying World Trade Center catastrophe also contributed to the Western world's Islamophobia taking on a distinct form. It worsened the situation by committing several random attacks on Muslims, adding fuel to the already-lit fire of Islamophobia. George Bush's categorical claim that "either you are with us or against us" made things worse. This was the incitement to a conflict between Westerners and Muslims over culture, as framed by the Us against Them paradigm. This study investigated Imran Khan's speech at the 74th session of the United Nations General Assembly using van Dijk's Ideological Square Model and a focus on NVivo 12 Plus to ascertain the degree to which

linguistic memoranda from credible institutions had an impact. The lexicalization of Khan's speech has been examined by researchers to learn more about how he portrays the West as "them" in contrast to "us" through language. His speech is evaluated critically using the Ideological Square Model's micro and macro strategies. The findings imply that rather than challenging and opposing the schema that drives Islamophobia, Khan himself uses the exact same Us against Them framework to highlight ideological differences between the West and Muslims.

- **Check out Mahendra Siregar's critical discourse study of Joe Biden's presidential acceptance speech (2021). The Applied Linguistics Program at Yogyakarta State University.**

The 2020 presidential election acceptance speech by Joe Biden is reviewed critically in this essay. The study's goals include the discourse organisation and ideologies present in Biden's speech. The study's evidence, which is an online transcript of Joe Biden's speech, is qualitative and descriptive. Six CDA processes problem definition, literature specification, code generation and analysis, content analysis and coding, reading and interpretation, and explanation of findings were utilised by the researcher to analyse the data. The theory utilised to analyse the speech is Van Dijk's Critical Discourse Analysis Elements, specifically its macro-structure, micro-structure, and superstructure. By utilising the CDA components, the researcher was able to identify discourse structures, which included macro-structure (thematic) intertextually, micro-structure in two main focused semantics (background, detail, and presupposition), syntaxes analysis (cohesion; who, and, so; and pronoun; I, you, they, we, etc.), stylistic (pronoun; related to certain contexts and lexicon selection to show speaker's emphasises), and rhetoric in The speech's superstructures are its introduction, body, and conclusion. Another important finding of this research is the philosophy of harmony, equality, and freedom for US residents, which Biden both tacitly and explicitly referred to.

- **CDA of Donald Trump's Inaugural Speech from the Perspective of Systemic Functional Grammar by Wen Chen, Shanxi Normal University, Shanxi, China (2018)**

Since it can be used to analyse language features in the context of specific social and cultural situations, critical discourse analysis, an interdiscipline that studies the relationship between language, power, and ideology, is drawing more and more linguists' attention. Critical discourse analysis is a valuable method for analysing discourse and is based on Halliday's systemic functional grammar. Political discourse is a common form of discourse that often incorporates the ideas and purposes of the speaker. Critical discourse analysis can be used to investigate this sort of talk. Therefore, this essay analyses Donald Trump's inaugural speech largely from the perspectives of transitivity, modality, personal pronoun, and coherence in order to show the speaker's political agenda and help readers understand discourse. This analysis also aims to develop readers' critical consciousness and analytical skills. The article comes to the conclusion that Trump subtly transmits, modifies, and maintains listeners' ideologies through various language forms. It also benefits the growth of the critical discourse analysis at the same time

Research Methodology

In this section how the research was conducted is explained. The study design for this research is qualitative descriptive research. This study is classified as descriptive qualitative because the data were given as sentences. This chapter is divided into seven sections.

Research Design

Utilizing the Vain Dijk socio cognitive technique, the researcher exposed the text's microstructure by employing the data as a form of political conversation.

Sample Technique

The researcher use purposive sampling technique in the study. It is most suitable technique for conducting a qualitative research.

Research instrument

The investigation instrument is somewhat that is utilized to maintain the underway research. .The data is collected by internet taking notes and reading speeches again and again. .These was used to discover related opinions to answer the questions.

Data analysis Procedure

The textual transcripts of Imran Khan's and Modi's speeches served as the research's main source of data. .The research's information was presented in the form of clauses, words, and sentences from the speeches of Imran Khan and Narendra Modi. .Through the theory of Critical Discourse Analysis, the researcher used the entire text to examine the linguistic aspects. .The first study issue concerns discourse structure, which necessitates several utterances because the researcher must recognise and categories each linguistic element that manifests in the talks. .Given that the second study question examines the schema or outline of Imran Khan's and Modi's speeches, the whole set of data was required to be examined.

Theoretical Framework

The research is concern about Van Dijk socio cognitive approach applied on Modi and Imran khan's addresses. .In relation with the topic, this framework explores critical discourse analysis as the major theory and explains the Sociocognitive approach.

- Schematic Level:

Examine the schematic structures which influence the form of text.

- Micro Level Of Analysis:

Communication, discourse, language use and verbal interaction.

Findings and Results

The two questions are answered in this section. .The first is linguistic features or persuasive techniques which often lead us to the microstructure of the critical discourse analysis reflected in Imran khan and Narendra Modi speeches. There is straight answer that serves the first question while the second question is explained by the element of Sociocognitive Approach.

Discussion

This section shows the finding of critical discourse analysis construction which includes microstructure. Microstructures of the text have the linguistic features of the text which are rhetoric, semantic, stylistic and syntaxes structures. The analyzer mainly focuses on the rhetoric structure.

Comparison of Both Imran Khan and Modi Inaugural Speeches

Elements	Imran khan Speech	Modi Speech
Hyperbole	This election is a historic election in Pakistan. .In this election people have sacrificed a lot. Where Pakistan is standing right now, I am telling you that we will run Pakistan like it has never run before and we will start with ourselves. .I promise that I will protect people's tax money. We	To the popular, hardworking president, brother amit shah. To the BJP's all esteemed colleagues and my brothers and sisters . .Today even, the rain God has decided to join us in this celebration of victory. .To the election commission, to the security forces, to those people who handled this celebration of

	will cut all our expenses.	democracy in the best way such that it increased everyone's belief in democracy , for offering the arrangement to successfully conclude the process of elections, I want to offer my heartfelt congratulations .
Alliteration	When I came into politics, I wanted to become Pakistan the kind of country that our leader Muhammad Ali Jinnah wanted. I want especially praise the people of Balochistan, the kind of difficulties that they had to face . For the first time, the state was formed based on humanitarianism. I think our greatest asset is overseas Pakistani . We will fix governance and invite them to invest here.	To the popular, hardworking president, brother amit shah. To the BJP's all esteemed colleagues and my brothers and sisters. Today even, the rain God has decided to join us in this celebration of victory. The people mandate for the 2019 Lok Sabha, we want to the people for a mandate for a new India. On this occasion, in the celebration of democracy , to those people who have sacrificed for the sake of democracy , those who were injured, I offer my condolences. In the history of democracy , they have set an example that will inspire coming generations to lay down their lives for the sake .
Metaphor	Briefly, I want to describe the kind of Pakistan I want to see, look, my inspiration is the Prophet Muhammad , the city of Medina that he founded, how it was based on humanity. Afghanistan's people need peace . We want peace there. If there is peace in Afghanistan , there will be peace in Pakistan . With the US, we want to have a mutually beneficial relationship up till now, that has been one way; the US thinks it gives us aid to fight their war. We want both countries to benefit, we want a balanced relationship. On India I was saddened in the last few days, how the media in India portrayed me as a Bollywood film villain .	The strength of honesty has got an approval this election and has brought a change in India . A government is formed with people's mandate but keeping in mind the spirit of India's democracy , we have to remember that the government works with inclusion. To the popular, hardworking president, brother amit shah . To the BJP's all esteemed colleagues and my brothers and sisters. Today even, the rain God has decided to join us in this celebration of victory .

Repetition	I want to thank the security forces, my party members, where we had suicide attacks in 10 locations, I want to commend all of them. .That is my inspiration, that Pakistan should have that kind of humanitarian state, where we take responsibility for our weaker classes. I want to make it clear that anyone who was against us, who voted against us, I think the kind of personal attacks that I have seen, no has seen those, but I have forgotten all of those, they are behind me, my cause is far bigger than me. We will establish supremacy of the law, whoever violates the law, we will act against them. Where Pakistan is standing right now, I am telling you that we will run Pakistan like it has never run before and we will start with ourselves.	And all the winners whichever party you are from, from whichever background, for the bright future, with commitment, I believe they will walk shoulder to shoulder towards a bright future, will serve country, with that belief I heartily congratulate them. Just like what our president said, the crores of BJP's workers, their efforts, their purpose, I feel so proud that the party that I am part of has such generous people. Crores and crores of workers have only one feeling, "Bharat Mata ki jai". And nothing else.
Emotional Attachment	When I came into politics, I wanted to become Pakistan the kind of country that our leader Muhammad Ali Jinnah wanted. .This election is a historic election in Pakistan. .In this election people have sacrificed a lot. .There was terrorism in this election. I want especially praise the people of Balochistan, the kind of difficulties that they had to face. .The way they came out to vote, I want to thank all those people. I want to thank the security forces, my party members, where we had suicide attacks in 10 locations, I want to commend all of them. Briefly, I want to describe the kind of Pakistan I want to see, look, my inspiration is the Prophet Muhammad, the city of Medina that he founded, how it was based on humanity.	On this occasion, in the celebration of democracy, to those people who have sacrificed for the sake of democracy, those who were injured, I offer my condolences. .To the election commission, to the security forces, to those people who handled this celebration of democracy in the best way such it increased everyone's belief in democracy, for offering the arrangement to successfully conclude the process of elections, I want to offer my heartfelt congratulations. .Therefore, if there is a winner today, it is India. If there is a winner today, it is democracy. .If there is a winner today, it is the people. Therefore, we the workers of the BJP, our friends in the NDA, we dedicate this victory in the feet of the people. .Friends, this election is important because we have won with a massive mandate which

		has stunned the world for next 5 years. .Take a moment, this is the time when India will celebrate Mahatma Gandhi's 150th birth anniversary , when in 2022 India will celebrate 75 years of independence .
Mind Control	That is my inspiration, that Pakistan should have that kind of humanitarian state , where we take responsibility for our weaker classes . .My effort will be that we try best to raise these people up, that all of our policies be focused on human development . .I want the whole country to think like this. .We will not do any kind of political victimizing . .We will establish supremacy of the law , Whoever violates the law, we will act against them. .Our second problem is unemployment . .We have the second youngest population in the world, they need jobs .	I bow my head before India's 130 crore citizens. In the democratic world, just this electoral number of 2019 Lok Sabha elections this victory is in itself a big incident in the history of democracy . .This is the biggest incident in the entire world. I have been saying from the first day of this election, no party is party is fighting election, no candidate is fighting, no leader is fighting this. .This election is being fought by the people of this country . .This in itself is Indian citizen's awareness, India's commitment to democracy , the entire world has to register, the entire world has to register and recognise India's democratic prowess .
Mitigating Evidence	The biggest challenge we are facing is the economic crisis . .We have never had such a huge fiscal deficit . All of this is because our economy is going down because of dysfunctional institutions . .We will strengthen the anti-corruption institutions and hopefully, our farmers, the whole government will work to make sure the farmers make money somehow.	I heartily congratulate all the winners of this Lok Sabha election. And all the winners whichever party you are from, from whichever background for the bright future, with commitment, I believe they will walk shoulder to shoulder towards a bright future, will serve the country, with that belief I heartily congratulate them.
Glorification Of the Party	When I came into politics, I wanted to become Pakistan the kind of country that our leader Muhammad Ali Jinnah wanted . .This election is a historic election in Pakistan. .In this election people have sacrificed a lot . I want to thank the security forces, my party members , where we had	To the popular, hardworking president, brother amit shah . To the BJP's all esteemed colleagues and my brothers and sisters . .Today even, the rain God has decided to join us in this celebration of victory. There have been so many elections since the country's independence but since

	suicide attacks in 10 locations, I want to commend all of them.	then, after so many elections, the highest voter turnout was in this election and that too amid temperature of 40-45 degrees Celsius.
Grasping The Audience	When I came into politics, I wanted to become Pakistan the kind of country that our leader Muhammad Ali Jinnah wanted. This election is a historic election in Pakistan. In this election people have sacrificed a lot. Briefly, I want to describe the kind of Pakistan I want to see, look, my inspiration is the Prophet Muhammad, the city of Medina that he founded, how it was based on humanity. For the first time, the state was formed based on humanitarianism. That is my inspiration, that Pakistan should have that kind of humanitarian state, where we take responsibility for our weaker classes.	I bow my head before India's 130 crore citizens. In the democratic world, just this electoral number of 2019 Lok Sabha elections this victory is in itself a big incident in the history of democracy. This is the biggest incident in the entire world. To the election commission, to the security forces, to those people who handled this celebration of democracy in the best way such it increased everyone's belief in democracy, for offering the arrangement to successfully conclude the process of elections, I want to offer my heartfelt congratulations. I heartily congratulate all the winners of this Lok Sabha election. And all the winners whichever party you are from, from whichever background for the bright future, with commitment, I believe they will walk shoulder to shoulder towards a bright future, will serve the country, with that belief I heartily congratulate them.
Contradiction	If there is peace in Afghanistan, there will be peace in Pakistan. We will make every effort to achieve peace there. With the US, we want to have a mutually beneficial relationship up till now, that has been one way; the US thinks it gives us aid to fight their war. We want both countries to benefit, we want a balanced relationship. To end, I pledge to my Pakistani nation that I prove that we can fix our governance system in this country; we can also bring a governance system that can	I have been saying from the first day of this election, no party is party is fighting election, no candidate is fighting, no leader is fighting this. This election is being fought by the people of this country. Those who had their eyes and ears closed found it difficult to understand my words. Brothers and sisters, in our country the election has happened like this. Otherwise you would have seen that for 30 continuous years in the country, especially although the drama has been going

	make the people's lives easier. .The unfortunate truth is that Kashmir is a core issue and the situation in Kashmir , and what the people of Kashmir have seen in the last 30 years they have really suffered. Pakistan and India's leadership should sit at a table and try to fix the problem. It's not going anywhere.	on for years. .It had become a fashion to do anything and wear a tag, which had become equal to taking a holy dip in the Ganges. .The name of that fake tag was ' secularism ' and there used to be chants " seculars come together ". You would have seen from 2014-19, that entire section has stopped talking.
Historical Distortion	No text from the speech.	No text from the speech
Verbose Style	When I came into politics, I wanted to become Pakistan the kind of country that our leader Muhammad Ali Jinnah wanted . .The unfortunate truth is that Kashmir is a core issue and the situation in Kashmir , and what the people of Kashmir have seen in the last 30 years they have really suffered. . Pakistan and India's leadership should sit at a table and try to fix the problem . .The first thing I will say is that this election commission was formed by two main political parties, The PPP and PML-N.	This duration is like the time between 1942-1947, when the whole of India had one common goal in mind freedom . .Whatever people did from leaving schools to going to jail, was all for freedom . .It was a people's revolution that brought freedom to the country. Friends, when the battle of Mahabharata ended, Lord Krishna was asked, "Who's side were you on?" .At that time, in the time of Mahabharata , the answer that Lord Krishna had give, today in the twenty first century, in the 2019 elections, the people of India, the 130 crore citizens, have given the same answer as Lord Krishna .
Subjective Approach	Briefly, I want to describe the kind of Pakistan I want to see, look, my inspiration is the Prophet Muhammad, the city of Medina that he founded, how it was based on humanity . .For the first time, the state was formed based on humanitarianism . .The weak are dying of hunger. I will try my best all of my policies will be made to raise our weaker classes , for our labors, for our poor farmers, who work all year and get no money. 45 percent of children have stunned growth , they do not reach the right, or their brains do not develop. I want all Pakistan to unite . I want to make it clear that anyone who	And all the winners whichever party you are from, from whichever background for the bright future, with commitment, I believe they will walk shoulder to shoulder towards a bright future, will serve the country , with that belief I heartily congratulate them.

	was against us, who voted against us, I think the kind of personal attacks that I have seen, no has seen those, but I have forgotten all of those, they are behind me, my cause is far bigger than me.	
Firm Approach	When I came into politics, I wanted to become Pakistan the kind of country that our leader Muhammad Ali Jinnah wanted. Briefly, I want to describe the kind of Pakistan I want to see, look, my inspiration is the Prophet Muhammad, the city of Medina that he founded, how it was based on humanity . For the first time, the state was formed based on humanitarianism . I think our greatest asset is our overseas Pakistanis. We will fix governance and invite them to invest here.	Now, there are only two castes living in the country and the country is going to be focused on these two castes . In the 21th century, there is a caste in India, the poor , and other castes in the country who have some contribution to free them of poverty. A government is formed with people's mandate but keeping in mind the spirit of India's democracy , we have to remember that the government works with inclusion. And that's why who said what during the campaigns is in the thing in the past for me now. We have to look forward and move forward along with everyone even the opposition, for the benefit of the country.
Rhetoric Art Of Speaking	When I came into politics, I wanted to become Pakistan the kind of country that our leader Muhammad Ali Jinnah wanted. That is my inspiration, that Pakistan should have that kind of humanitarian state , where we take responsibility for our weaker classes . We will not do any kind of political victimizing . We will establish supremacy of the law , Whoever violates the law, we will act against them.	To the popular, hard-working President, brother Amit Shah . To the BJP's all esteemed colleagues and my brothers and sisters. Today, even the rain God has decided to join us in this celebration of victory . I bow my head before India's 130 crore citizens. In the democratic world, just this electoral number of 2019 Lok Sabha elections this victory is in itself a big incident in the history of democracy . This is the biggest incident in the entire world.

Conclusion

The thesis explored the critical discourse analysis that appears in Imran Khan's and Narendra Modi's Inaugural addresses. There are two speeches used in this research those are: Imran Khan's inaugural speech of 2018 and Narendra Modi's inaugural speech of 2019. The researcher focuses on the Critical Discourse Analysis in Imran Khan's and Narendra Modi's inaugural speeches. In CDA structure, the researcher condensed the analysis using Van Dijk theory that divides the CDA structure into

Macrostructures, Microstructures and super structure of the text. .The researcher mainly focuses on the Microstructure especially rhetoric style in both of the inaugural speeches. .Then the Sociocognitive approach use to explore the schema as the part of the superstructure of the text. It is necessary to investigate the critical discourse analysis's organizational structure used in this study. .The analysis of microstructure elaborated rhetoric style only since this part contains some parts those are: syntactic style, semantic style, stylistic style and rhetoric style. .While the superstructure, which addresses the text's schema, was developed utilizing Van Dijk's socio-cognitive approach theory. .This strategy makes use of a supporting strategy to expose the schema of the speech.

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