INVESTIGATING POLITICAL IDEOLOGY IN ENGLISH AND URDU NEWSPAPER EDITORIALS: A CORPUS-BASED COMPARATIVE STUDY

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Abstract

The analysis in this study is corpus-based comparative analysis of the ways in which political ideology is expressed in English and Urdu newspaper editorials. The main objective is to look at the ideological thoughts in the linguistic decisions of the editorial discourse of specific newscast. The analysis based on corpus linguistic analysis such as AntConc to construct corpus based on linguistic patterns such as lexical patterns, collocations, concordances, and discourse prosody through constructing two similar corpora of editorials in English and Urdu, published in leading national dailies. The analysis views the conceptualization of the ingrained ideology in language use through the theoretical standpoint of critical discourse analysis (CDA). Focusing on the issues of political stance, evaluative language, and framing methods, the analysis aims at emphasizing the similarities and differences in the ideological alignment of the English and Urdu journalistic text. It is hoped that the findings will help prove the effectiveness of language in changing the choice of opinion and political belonging of masses in the context of multilingual media. This study emphasizes the cross-linguistic and cultural factors of ideological representation of the Pakistani print media, and contributes to the fields of corpus linguistics, media discourse, and sociolinguistics.

Keywords: *corpus linguistics, political ideology, critical discourse analysis (CDA), power and discourse, linguistic ideology.*

Introduction

Newspapers are considered to be one of the best means of communication to influence the thoughts of the politics, institutional ideas and public perception. The editorials are the only section of the newspaper that uses the official stance and ideological stand of the newspaper. Through the proper use of words, editorials depict the political happenings, evaluate the competence of the governments and sway the readers to accept certain standpoints. This makes them directly involved in the creation of linguistic political realities, and not merely in their reflection (Bibi et al., 2021). The primary objective of the study, which is entitled Investigating

Political Ideology in English and Urdu Newspaper Editorials: A Corpus-Based Comparative Study, is to understand how language could be a carrier of the ideological representation in newspaper editorials in Pakistan.

Since the newspapers are socially situated structures and mirror and reproduce ideological viewpoints, it is necessary to examine political ideology in the newspaper talk. With or without the intention, all editorials present an array of values, views, and assumptions about political leaders, events, and institutions (Bilal et al., 2012a). These ideological meanings are expressed in language choices such as vocabulary, metaphors, grammatical constructions and evaluative statements. By examining these linguistic patterns researchers are able to determine the underlying beliefs that shape media discourse. Since the editorial is a mixture of factual reporting and opinion and interpretation, it forms a dynamic interaction between the information and persuasion, and thus, is an ideal location to test the hypothesis about language and ideology interaction (Bilal et al., 2012b).

This study is of particular interest in a bilingual country such as Pakistan in a wider context in which both Urdu and English media play a great role in shaping political awareness. It is manifested in the Pakistani press through the variety of languages, cultures, and ideologies. As Urdu newspapers are the most common, it is often the reflection of the masses and focuses on such issues as social justice, religion, and nationality. The English newspapers, on the one hand, are more liberal, analytical, and globally minded and are read by the educated elite, policy-makers, and readers of other nationalities. These language differences represent diverse ideological positions and cannot be limited to style. The socio-political and cultural differences that characterize the media scene of Pakistan can be therefore better explained through the prism of the representation of the political ideology in the English and Urdu publications (Bilal et al., 2012c).

Extensive global research has been done on the Ideological role of media discourse. Scholars such as Fairclough (1995), van Dijk (1998), and Wodak (2001) believe that language is key to making social reality, and the discourse of the media is key to making public ideology. Their works have shown how political interests and power structure are embedded in the linguistic patterns, which influences the opinions of the readers, but very subtly. Several corpus-based research in media linguistics have used computer techniques to examine political conversation and identify ideological bias patterns. These studies have looked at everything from how war and terrorism are portrayed in Western media to how political figures and immigration concerns are portrayed.

The relationship between language, media, and Ideology hasn't, however, gotten the same level of scholarly scrutiny in Pakistan. There are still few systematic, data-driven studies that use corpus linguistic tools, despite the fact that some academics have studied media speech using qualitative approaches like critical discourse analysis. Furthermore, the majority of previous studies only look at English or Urdu publications separately, not comparing the ways in which ideology functions in the two languages. Because of this, little is known about the language parallels and discrepancies in the ideological framing of political topics in Pakistani media. By undertaking a comparative, corpus-based analysis of political ideology in English and Urdu editorials, this study aims to close this gap by fusing qualitative interpretation with quantitative linguistic data.

This is what makes this study significant in the fields of discourse analysis, media studies, and corpus linguistics because it has a multidisciplinary contribution. The use of a corpus

linguistic tool and the critical discourse analytical framework together introduce an empirical aspect into an academic study on the phenomenon of ideology in Pakistani newspapers. It promotes the growing body of corpus-assisted discourse studies (CADS) demonstrating how empirical knowledge offered by quantitative methodologies would enhance the traditional discourse analysis. The work is important in social and cultural perspective in that it makes us understand how linguistic differences reflect on wider ideological separation and society. Besides increasing media criticality among readers, the study also stimulates them to recognize bias and ideological packaging of media stories by showing them how newspapers construct political meanings in subtle ways.

Aims and Objectives

The investigation of these questions helps the study formulate the following objectives:
1. To get two comparable sets of editorials in major national dailies in Urdu and English.
2. In order to identify and analyze linguistic forms that exhibit ideological positions, i.e., keywords, collocations, concordances and evaluative patterns.
3. To compare the depiction of political thoughts in Urdu and English editorials.
4. To unveil the assumptions of underlying ideology by analyzing the corpus data in the framework of critical discourse analysis theory.
5. In order to contribute to the development of bilingual corpus-assisted approaches to the discourse analysis of the Pakistani media.

Hypothesis

The hypothesis underlying the study are as follows:

H1: The formation of political ideology in English and Urdu newspapers languages is quite dissimilar as they represent a sociolinguistic difference between the readership.

H2: Urdu editorials are more dependent on emotive, patriotic and culturally-based language whereas English editorials cover more neutral, formal and internationally-based linguistic means.

H3: Both languages possess signs of ideological bias in terms of repeated linguistic patterns such as modal verbs, metaphors, and judgmental adjectives.

Research Questions

This study is based on several crucial questions:
1. What political ideology representations appear in Pakistani English and Urdu media editorials?
2. What are the differences between and similarities between the language production of political ideology in English and Urdu media?
3. What linguistic features, including evaluative expressions, collocations and keywords are significant to express ideological positions?
4. To what extent do these linguistic representations mirror the larger sociopolitical and cultural contexts of Pakistan?

The methodology employs a mixed-method approach that combines the insight of the interpretive nature of critical discourse analysis (CDA) with the precision of the corpus linguistics. Corpus linguistics provides a systematic way of analysis of large bodies of actual editorial material. The research will build frequency lists, identify the key lexical items, and examine collocational and concordance patterns with the help of such the software as AntConc. These quantitative results will show frequented language patterns that might demonstrate ideological leanings. To explain

how language establishes and conveys relations of power and ideological meanings, critical discourse analysis, as suggested by Fairclough and van Dijk, will then be applied to interpret these patterns of language in terms of their sociopolitical context. This mix of methodology ensures that there is neutrality and critical depth, and this study will be able to find the balance between the subtle interpretation and the facts.

The data source of the research will be editorials of some of the national newspapers in the Urdu and English language that represent different types of readership and political philosophy. The research will also focus on one time period in order to ensure comparability and contextual consistency. The key part of the analysis will consist in finding linguistic signs of ideology, i.e., evaluative language, patterns of agency, and discourse framing strategies. The findings shall be discussed considering the political and cultural background of Pakistan, which demonstrates how the media houses use words to advocate or oppose the existing opinions.

Literature Review

Language is such a powerful social instrument that it manifests and generates ideological meanings, which is why it is not only a means of communication. Language is used by individuals and organizations in expressing the worldviews, values, and beliefs that influence the way the civilizations perceive the world. One of the most significant discourse types that play a crucial role in shaping the opinion of the people and their understanding of politics is the media discourse especially in editorial pieces of newspapers. The editorials of a newspaper are its official opinion and often include unofficial political views by a newspaper that influences the opinion of the reader to the issue at hand. Thus, the analysis of ideologies of politics in media language provides valuable insights about the interaction of language, power and society.

Scholars in the area of Critical linguistics and Critical Analysis of Discourse (CDA) have been broadly investigating the connection between language and ideology. In their innovative book, Language and Control, published in 1979, Fowler, together with Hodge, Kress, and Trew all presented the argument that language is not a neutral object, but one that is socially constructed as a result of power relations. This was developed later by Fairclough and his colleagues (1989, 1995) who considered discourse as a source of social practice in addition to a method of supporting social institutions. The three-dimensional model of investigation of the correlation between textual language decisions and ideological meanings in social circumstances provided by Fairclough includes the analysis of texts, discourse practice, and social- cultural practice.

Teun van Dijk has (1998, 2006) also made a significant contribution by establishing a connection between ideology, cognition, and discourse. He maintained that socially accepted belief systems, or ideologies, shape how people perceive the world and how those perceptions are expressed in conversation. Because it shows how newspapers use specific language techniques like word choice, topic prominence, and framing to create ideological prejudice, Van Dijk's theory of positive representation of oneself and negative representation of others is especially pertinent to media studies. By highlighting the fact that ideological meanings in speech cannot be fully comprehended without taking historical, political, and cultural backgrounds into account, Ruth Wodak's speech-Historical Perspective (DHA) (2001) further developed CDA. The combined effect of these approaches is that mass media language is not necessarily objective in nature, but is instead a space where incompatible social and political ideologies are negotiated.

Whereas Corpus Linguistics (CL) offers an analytical methodology to methodically and empirically determine linguistic patterns, CDA offers the theoretical means of studying linguistic

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patterns of ideology. Through quantitative analyses of large electronic textbooks (corpus) corpus linguistics allows the researcher to identify concordances, collocations and frequency tendencies that may indicate ideological leanings. Other researchers (Partington, 2003, Baker, 2006, and Stubbs, 1996) have demonstrated how corpus techniques have been used to complement CDA, which has now been referred to as Corpus-Assisted Discourse Studies (CADS). This integration enhances the validity and reliability of discourse analysis; it provides perspectives in empirical linguistic data.

As an example, when the authors Baker and McEnery (2005) employed corpus methods to look at how the refugees and asylum seekers were covered in British newspapers they found the discourses to be continuously negative. Gabrielatos and Baker (2008) in their analysis of Islam in the British news revealed that there were some recurrent collocations that produced a range of negative ideological framing such as Islamic extremism and terrorism. As Partington (2004) argues, corpus based analysis helps in the recognition of subtle evaluative meanings that bolster ideological orientation. Such meanings are commonly known as semantics prosody. Put collectively, these studies demonstrate how corpus approaches can display concealed ideological structures that are difficult to detect through reading qualitatively only.

Since they merge the critical interpretation with the quantitative precision, corpus-assisted methods have become increasingly popular in media linguistics. A study carried by Koller and Mautner (2004) on corporate speech revealed that, the language patterns in media discourse helps in the creation of legitimacy and power. On the same note, Baker (2010) argued that the ideological argument is more empirically testable through the corpus techniques because they reveal recurring linguistic patterns on enormous data. In this way, applying both corpus linguistics and CDA, the researchers can study the frequency and the intent of linguistic shapes, bridging the gap between social theory and linguistic data.

Research on news and ideology has been growing in recent years in South Asian nations, especially Pakistan, although they often adhere to qualitative CDA. Through CDA, other scholars such as Rehman and Mehmood (2014) analyzed editorials of Pakistani newspapers on national differences and found that language was being used deliberately to provoke patriotism and propagate politics. Following research on political bias in English publications, Kamran and Iqbal (2019) made the conclusion that editorial discourse is often of elite orientation and ideology shaped by the West. Nevertheless, these studies were not as empirically powerful as corpus-based methods and relied on small datasets.

Mostly, recently, only a few Pakistani scholars have begun analyzing the political discourse through corpus methodologies. To illustrate just one example, an investigation of the language of evaluation of political speeches through the application of corpus techniques was conducted by Yaqoob and Mahmood (2020), which revealed systemic biases towards ideology. The Urdu newspapers have however not been given much attention in this study that has largely focused on the English media. Since the Urdu-language publications are more popular and often represent a different cultural and ideological perspective than the English-language ones, this difference is notable. Thus, Urdu publications often represent the indigenous and populist opinion, but English newspapers may represent the elite and international opinion. This research paper tries to fill in an important research gap that has been created due to the inability of the comparative research studies to consider the two languages.

Another important aspect that has been highlighted by previous researches is the relationship between the readership being targeted and language use. The language in media has been found to vary, as other scholars such as Bell (1991) and Fowler (1991) have shown to be associated with that of the people, in terms of ideology and identity in the society. This concept is particularly relevant in Pakistan, a country with many languages with Urdu as how nationalism and common identities are defined and English as a language of progress, education, and authority. Research such as Javed and Mahmood (2021) indicates that Urdu newspapers are more emotive and persuasive, unlike English newspapers which are more logical and policy based. But there has seldom been the use of corpus based comparison analysis to corroborate such observations. Therefore, this study aims at establishing whether a difference in language between Urdu and English written editorials are a manifestation of different ideological positions.

Critically speaking, integrating critical discourse analysis and corpus linguistics can be a powerful methodological tool to analyze ideology in the media texts. Objective identification of recurring linguistic patterns is possible through corpus methods such as key word analysis, frequency of numbers, collocations and concordance method. The meaning that is carried by ideologies embedded in talk is then unveiled through the interpretation of these patterns in the context of CDA. This combination of methods ensures an equal balance between quantitative and qualitative interpretation. Corpus-assisted CDA will minimize the researcher bias and add the analytical quality of ideological research, since by linking syntax to social aspects, the researcher can focus on patterns of speech, which Baker (2010) explains.

Because it adds scientific accuracy to media discourse studies, which have frequently been centered around subjective analysis, this methodological integration is especially beneficial in the context of Pakistan. This study compares the linguistic functioning of ideology between languages and audiences by using corpus-based technologies such as AntConc to analyze the two English and Urdu newspapers. Such a study advances the discipline of multi-lingual discourse analysis in addition to improving our comprehension of communication about politics in Pakistan.

Although corpus-based media studies have advanced globally, bilingual comparative studies that look at how ideologies are represented in Pakistani newspapers are still notably lacking. The majority of research focuses on either qualitative CDA excluding quantitative confirmation or English-language media. By gathering two similar corpora of English as well as Urdu editorials from prestigious newspapers, examining linguistic elements like lexical selection, collocation, as well as discourse prosody, and interpreting the results through the prism of critical discourse analysis, the current study aims to close this gap.

Methodology

In order to investigate the linguistic representation of political beliefs in Pakistani newspaper editorials written in Urdu and English, this study uses a corpus-based comparative research design. It examines ideological tendencies ingrained in language use by combining quantitative and qualitative methods within the context of Critical Discourse Analysis (CDA). Editorials taken from two Urdu newspapers (Jang and Nawa-i-Waqt) and two different English newspapers (Dawn and The Nation) published over a six-month politically crucial period make up the corpus. The corpus was balanced, with roughly 100,000 words in each language. To generate the list of words by frequency, the list of keywords, and patterns of collocation, the texts were purged, converted into plain text format, and analyzed using the AntConc software.

The socio-cognitive approach developed by van Dijk (1998) and the three-dimensional model provided by Fairclough (1995) lead to choosing the framework according to which it is possible to analyze the way language reproduces and reflects ideology. Qualitative analysis of concordance lines was done to uncover contextual meaning and ideological connotation besides quantitative findings that were made using corpus tools. Reliability was ensured with the help of consistent data selection and developed analytical methods, whereas the estimation of corpus and CDA findings promoted validity. No ethical concerns were present as the information was taken publicly available. Consequently, our mixed-method design would provide interpretive and empirical data on the ideological representation of politics in the Pakistani media.

Data Analysis

The linguistic formulation and expression of political ideologies of English and Urdu newspaper editorials in Pakistan will be targeted in this section. In regard to the analysis, the combined quantitative and qualitative approach is implemented by a corpus-based Critical Discourse Analysis (CDA). The data that will be analyzed by establishing the lexical frequencies, searching key words and collocations with the assistance of the qualitative interpretation will assist in establishing the ideological orientations and language strategies of the selected newspapers. The analytical framework is guided by the three-dimensional model, provided by Fairclough (1995) and the socio-cognitive view offered by van Dijk (1998) in which the interrelation between language, ideology and power is stressed.

Quantitative Introduction to the Corpus

The first step of the analysis included collection of two parallel corpora: one composed of the editorial of Dawn and The Nation (English newspapers) and the other one compiled of Jang and Nawa-i-Waqt (Urdu newspapers). All the corpora had about 100, 000 words gathered during a six month period of a politically relevant time span. AntConc 3.5.9 is a corpus analysis program that was used to analyze the corpora to produce word frequency lists and key word analysis.

The obtained results in the word frequency showed that there were some words that were politically charged and they appeared with a significant frequency in both corpora. The English equivalents of these words included government, democracy, corruption, policy, and leadership and the Urdu counterparts, which were hakoomat, jumhuriat, badunwani, riyasat and qaid, were predominant in the corpus of English and Urdu equivalents respectively. Nevertheless, the lexical orientation and evaluation patterns were different, although, similar themes were found in both languages. The English press was more inclined towards the use of politically inoffensive and institutionalized language, which was due to the orientation to governance, democracy, and reform. Urdu newspapers were more emotive and nationalistic, instead, employing language with a moral and religious implication.

Keywords Analysis and Ideological Representation

A key word analysis was used on the English and Urdu corpora to compare the words against a general reference corpus to determine the statistically overrepresented words in each of the two corpora. Some of the keywords that were obtained in the English newspapers included democracy, accountability, transparency, reform, and judiciary. These vocabulary terms indicate an ideological shift towards liberal democracies, and these vocabulary words also value institutional honesty, civic commitment, and political accountability. This discursive position of the English press, therefore, fits the description of a discursive position of the elite ideology outlined by van Dijk (1998) the desire to govern procedurally and through rational discourse.

On the contrary, the Urdu corpus presented another ideological trend, and the keywords were qaum (nation), dushman (enemy), watan (homeland), awaam (people), and iman (faith). The combination of these words creates a discourse about the unity and the righteousness of people. In Urdu editorials, nationalist metaphors coupled with religious ones were widely used to make Pakistan appear as a moral community that was threatened by its own corruption, as well as foreign adversaries. This complies with the work by Fairclough (1989) which states that ideology is regularly achieved by means of the usage of linguistic representations which legitimize specific worldviews- in this instance, the worldview of nationalism and unity under religious beliefs.

The results indicate that the English press is more inclined to popularize the discourses of rational criticism and civic reform whereas the Urdu newspapers reproduce the discourses of emotional solidarity and national defense. Urdu journalism ideological orientation seems to support populist journalism and moralizing forms of journalism on one hand, and English journalism on the other hand seems to support technocratic and institutional approaches.

Collocation Analysis and Evaluative Tendencies

The analysis of collocation also helped to see the tendencies of evaluation in both corpora. Government in English corpus was often used in combination with reform, accountability, transparency, and responsibility. This tendency indicates an ideology of rational reform, where the political institutions are weighed against their administrative results as opposed to their ethical superiority. Likewise, corruption was coiled with accusations, investigation, juncture and elimination, which pointed at a conversation of procedural justice and institutional responsibility.

Urdu corpus on the other hand, used hakoomat (government) along with such words as na-kam (failed), zulm (oppression), and ghair-jawaz (unjust). The Urdu word badunwani (corruption) was frequently supplemented with laanat (curse), tabahi (destruction), and ghaddari (betrayal), which means corruption as a moral vice but not a systemic vice. This kind of language creates moral and religious corruptions, which supports a moral judgment and group victimization discourse.

These collocational results confirm the notion of discursive polarization developed by van Dijk (2006) who proposes that the media texts underline the positive qualities of the in-group of people (honest people or true patriots) and disparage the negative qualities of the out-group (corrupt politicians or enemies of the nation). The language trends of Urdu media, therefore, promote emotional mobilization and the language of English media promotes analytical involvement.

Qualitative Interpretation

The quantitative results were supplemented with the qualitative CDA-based interpretation to understand the ideological mechanisms behind these results. Modality and hedging (it appears that, it can be argued, it is suggested that, etc.) were the most common means of expression of caution and analytical distance at the textual level, in English newspapers. This rhetorical tool makes authority by developing a rational argument and impersonal tone. By contrast, Urdu newspapers used assertive and emotive language, which is modal certainty (e.g., zarur hai, it must be) and rhetoric intensifiers. These are emotive and ethically indisputable decisions, and the editorial voice becomes one of the champions of national values.

At discursive practice level, the variance in readership and production situation is relevant. The English newspapers are targeted to the educated urban population that is oriented to globalized values and professional standards of journalism. The Urdu newspapers are, however, aimed at a

mass audience, and they frequently appeal to religious and cultural idioms to help create a sense of national identity. Such disparity in communicative purpose leads to a difference in ideological consequences: whereas English editorials perpetuate the liberal-democratic ideology, Urdu editorials perpetuate the nationalist-religious ideology.

These discursive and linguistic patterns at the social practice level reproduce the greater power relations in Pakistani society. The English newspapers are more inclined to elite politics, which is a westernized understanding of democracy and modern governance. Urdu newspapers, in their turn, are in line with populist and conservative ideas, which appeal to cultural feelings of the majority of citizens. These two types of discourse, nevertheless, operate in an ideological manner, as they naturalize certain worldviews and domination systems.

Comparative Interpretation

As it is seen in the comparative analysis, English and Urdu newspapers develop similar but opposite ideological discourses. The English-language media creates the impression of rationality, transparency, and institutional integrity, which represents a voice of liberal modernity. Urdu-language media, in its turn, presents an illusion of togetherness, religion, and patriotism, playing to the shared emotions and the sense of moral obligation.

Such a split is an indication of the two-pronged nature of Pakistani media in terms of language and ideology. England press is in line with the international standards of journalism and the liberal democratic principles whereas Urdu press is in line with the native values based on religion, culture, and nationalism. The two discourses coexist but symbolize different ideas of Pakistani identity: the cosmopolitan and reformist one and the traditional and faith-oriented one.

The existence of such differences helps to emphasize the fact that media discourse is a reflection and a reproduction of the structures of the society (Fairclough, 1995). Language is a means where ideologies clash with each other to dominate, and in this regard, it determines the ideals of political legitimacy and social reality that the masses perceive.

Overall, the discussion shows that the Pakistani media discourse is acted out by two prevailing ideological models, namely, the liberal democratic rationalism of the English newspapers and nationalist moralism of the Urdu newspapers. The English press builds its power on the basis of analytical reason and procedural discourse whereas the Urdu press plays on the sense of collective identity and moral conviction. Both, though, help reproduce ideologically the power status quo as they strengthen the existing social hierarchies and political ideologies.

This discussion is based on corpus linguistics and the CDA and offers a subtle insight into the role of the language in mediating political ideology in various linguistic settings. It concludes that the ideological meaning in media discourse is not only politically oriented but also linguistically oriented, audience and journalistic custom. These results are the empirical basis of the following Findings and Discussion part that explains their general implications in terms of the research questions and objectives of the study.

Findings and Discussion

The current research aimed at examining the language construction of political ideologies in the English and Urdu newspaper editorials in Pakistan. With the help of a corpus-based comparative model and Critical Discourse Analysis (CDA), the study attempted to reveal the variations in the lexical patterns, discursive practices, and ideological tendencies between the two language media fields. The results indicated significant differences among the English and Urdu editorials in the linguistic options, evaluative and ideological constructs and proved that both

languages are conceptualized as independent ideological tools influenced by the social, cultural and political aspects.

The initial research question was to establish the linguistic realisation of the political ideology in English and Urdu newspapers. An analysis of the corpus has found that both types of media often employed vocabulary with a high degree of politeness e.g. government, corruption, policy, leadership but also varied in evaluative direction and discourse framing. The lexical choices which were more prone to be taken by English newspapers were neutral and institutional in nature, and revolved around concepts of democracy, accountability and reform. Urdu newspapers, in their turn, were dependent on the emotionally colored and moralistic language, and they tended to put politics in the context of moral righteousness versus corruption.

This observation helps to substantiate the arguments by Fairclough (1995) who states that linguistic selection is not accidental but ideologically predetermined and social status. English editorials of the Pakistani media favor a rational and procedural worldview that corresponds to the standards of the global journalism, whereas Urdu editorials are a populist and nationalist rhetoric based on the collective identity. Such language habits also indicate that language does not simply describe, but it creates political realities, which strengthen specific belief systems among their readers.

The second research question aimed at establishing the ideological differences that are present between English and Urdu newspapers. The ideological trend was evident through keyword analysis and collocation analysis. The concepts that were focused on by the English corpus comprised of democracy, transparency, reform, and accountability meaning an ideology of liberal democratic rationalism. Dawn and The Nation editorials presented politics as an institutional process that needed to be analyzed, subjected to a form of reformative criticism and held to a rational account. Linguistic position was rather wary and used such hedges as it appears that or it may be argued, a sign of epistemic modesty and an interest in objectivity.

Conversely, the Urdu corpus had great features of nationalist and religious ideologies, where the terms such as qaum (nation), dushman (enemy), iman (faith), and watan (homeland) were common. Urdu editorials used emotionally loaded adjectives like mazboot (strong), na-insafi (injustice) and muhafiz (protector) and created a discourse of moral polarization between righteous within and corrupt outside. These trends conform to the ideological square model proposed by van Dijk (1998, 2006) according to which the discourse is likely to focus on the positive image of the in-group and negative image of out-group. In this way, the Urdu newspapers advance a populist system of ideology, which glorifies shared morality and nationalistic faith, in contrast to the institutional rationality of English editorial.

The hypothesis that the language used in encoding political ideology in the English and Urdu newspapers are not encoded in the same way is thus strongly supported. The linguistic facts show that every language is a symbolic device in the expression of the socio-cultural worldview of its audience. This is through the English media which target an urban, elitist audience and advanced critical analysis and reformist politics in line with the liberal-democratic ideology. Urdu media, which has more traditional and broader audience, utilize moral and emotional appeals as the means of strengthening national solidarity and collective identity.

These results are similar to the earlier research conducted by Rahman (2002) and Mahboob (2009) who assert that in Pakistan language choice is directly related to class, education and ideological identity. English is traditionally identified with elite discourse and modernity and Urdu

with national uniting language and cultural authenticity and populousness. This paper contributes to that debate by providing empirical evidence in demonstrating how these ideological differences are discursively created in the modern media discourses.

The other key discovery is associated with portraying the power and political players. The English newspapers tended to place the government as a rational actor that is responsible to the principles of democracy. They also expressed things in the context of the performance of institutions and the effectiveness of the policies instead of individual morality. Urdu newspapers however politicized it by addressing the leaders as qaid, mujahid or dilar sipahi (brave soldier) making politics more about a moral and emotional story. Such goes along with the argument by Fairclough (1989) that ideology functions through naturalizing specific representations of social relations. Politics in Urdu language is a domain of moral conflict whereby loyalty, faith and sacrifice take the place of rational discussion and institutional responsibility.

The CDA results also demonstrated that Urdu editorials intensively used assertive modality and evaluative adjectives and the English editorials used hedging and analytical tone. An example of this is Urdu sentences like yeh waqai haqeeqat hai ("this is, indeed, the truth) contain moral certainty and English phrases like it may be proposed contain epistemic wariness. Such disparity highlights opposing epistemological positions: Urdu speech presupposes the moral authority whereas English one favors intellectual reasoning. The difference is a reflection of the ideology gap between the collectivist and individualist value systems in the Pakistani society.

Another point to be noted in the comparative analysis is the correspondence of linguistic and ideological decision to the various media traditions. The English newspapers also meet the global principles of journalistic impartiality, objectivity, and reasoning by evidence. The language in Urdu newspapers, however, is still based on rhetorical strategies based on oral, emotive, and religious traditions of communicating to people. This difference bears great consequences on the process of conceptualization of politics by the citizens: where English readers perceive them in terms of analytical reasoning, Urdu readers perceive them in terms of emotional identification and moral framing. The two modes are both convincing although they develop different political consciousness.

Another implication of these findings is that they expand the scope of the study of discourse-historical analysis conducted by Wodak (2001) to reveal that the field of politics cannot be isolated and analyzed in the context of the culture and language it exists in. Pakistani case is the illustration of the effects of linguistic diversity where the same society produces parallel ideological discourses. The English language media are based on globalized political standards and words; the Urdu language media are based on local, religious and nationalistic standards. This means that the ideology of politics in Pakistan is not unitary but stratified with language and social differences.

This research study had the following objectives; (1) to study linguistic elements in which the political ideology is formed, (2) to compare ideological orientation in English and Urdu newspapers, and (3) to determine the influence of these discourses on the formation of the public perception. These aims are well achieved through the findings since the relationship between lexical and grammatical structures, evaluative patterns and discursive framing are found to produce ideological meaning together. These facts prove that language encodes ideology using repetition, metaphor, modality, and lexical association, that is, the interdependence of linguistic form and social power exists.

Moreover, the results are a contribution to the current literature with the combination of corpus linguistics and CDA in a bilingual reality, which is underrepresented in South Asian media studies. Although the ideology of English newspapers has been studied previously, not many have attempted to compare the two linguistic worlds through the evidence of the systematic corpus of the ideology. The research therefore addresses this gap in the research by presenting a comparative, data-driven explanation of ideological discourse in the English and Urdu print media. It shows how computational aids such as keyword and collocation analysis can give CDA a greater explanatory capacity since they base ideological interpretation in measurable language patterns.

On a greater scale, these results indicate thematisation of language, power, and ideology by forming national consciousness. Through the selection of specific lexical and grammatical materials, newspapers replicate social inequalities and support the hegemonic perspectives of the world. English editorials authorise the ideology of rational reformism that is correlated with global liberal discourse whereas Urdu editorials authorise the ideology of nationalism and religiousness based on collective identity. Both, nevertheless, have an ideological work to do as they bring a reader to certain political and ethical interpretations of reality.

Conclusion and Recommendation

This paper aimed to explore the linguistic construction and representation of political ideology in English and Urdu newspaper editorials in Pakistan by a corpus based comparative methodology with the Critical Discourse Analysis (CDA). The study was intended to expose the ideological base of language use and to learn the way in which various linguistic and cultural traditions in the process of political representation operate. Based on theoretical frameworks of Fairclough (1995) and van Dijk (1998), the paper considered the textual, discursive, and social levels of discourse in the context of advertising as an attempt to understand how language serves to reproduce and express ideological relations of power.

This study has shown that there is nothing such as uniformity of political ideology in the Pakistani media; instead, the media is linguistically and culturally dichotomized in the English and Urdu newspapers. The English-language editorials, which are reflected in Dawn and The Nation, are characterized by the ideological orientation based on liberal democratic rationalism. They talk about governance, accountability, transparency and reform. The linguistic characteristics include the use of neutral words, cautious modality, and analytic tone in these newspapers, which shows that the newsmakers tried to preserve the journalistic objectivity and create the image of politics as based on the calculation and policy.

By comparison, Jang and Nawa-i-Waq Urdu newspapers expose a nationalist and religious moralistic discourse. The Urdu editorial lexical options are emotionally loaded and stress on referencing to notions of qaum (nation), iman (faith), dushman (enemy), and watan (homeland). The emotional and moral appeals are the indications of the populist ideology as it attempts to stir popular opinion by calling on the people to unite in collective identity and religious nationalism. The results thus prove the hypothesis of the study that the English and Urdu newspapers encode different ideological orientations using their linguistic and discursive structuring.

The outcomes of the study also confirm the opinion of media discourse as the potent instrument of ideological reproduction. Discourse as Fairclough (1989) as well as Wodak (2001) contend is not an expression of social reality but a way of constructing it. English and Urdu newspapers are used in the Pakistani setting as a tool of ideological propagation to their respective audiences. The English media is mostly targeted at the educated elite and advances globally

consistent, reformist ideologies, and Urdu media targets the general population, imbuing the narratives of nationalism and moralism in the media formats. Both traditions of language therefore carry out ideological labor, which validates specific social ideals and political standpoints.

Through a corpus-based CDA approach, this study has played a methodological role to the study of media and linguistics in Pakistan. Combining quantitative corpus instruments with the qualitative approach to the analysis of discourse made it possible to achieve statistical rigor and interpretive richness. The data of the corpus had quantifiable information on the frequency of lexical, collocation and key words, whereas the CDA presented an interpretive meaning of how such linguistic patterns form ideology. Such a mixed-method design enhances the validity of the results and proves the applicability of corpus-assisted CDA when discussing the context of linguistic bilingual or multilingual discourse.

What the study reveals to be important is that the aspect of language selection in the media cannot be achieved without the ideological positioning. The presence of English and Urdu as the media languages not only reflects the linguistic diversity but it also reflects the socio-political division between modernist and traditionalist ideologies. These differences are important in understanding how the political perception of the masses is formed by the media narratives. The paper highlights the fact that in multi-lingual diverse society such as in Pakistan, ideology is not unitary but rather shared among the linguistic groups with each developing its own political meaning.

Theoretically, the results are supportive of the stance that discourse exists with social systems of power and identity. The research builds upon the three-dimensional model by Fairclough to demonstrate the nature of interaction between linguistic form, discourse practice and social context in bilingual media systems. It also confirms the socio-cognitive model of van Dijk and attests to the role of language in mediating between mental models (beliefs, ideologies) and social practices (media production and consumption). The lessons of this can be applied to the larger body of Critical Discourse Studies, especially those that pertain to non-Western, multilingual environments that have been comparatively overlooked by academics.

Practical implications of the research also exist. The outcomes on the case of journalists and editors focus on the necessity of preserving the balance and objective reporting, which is not based on ideological bias. These insights can help the media practitioners think about the ways in which their linguistic decisions might unwittingly support specific ideological discourses. To educators and researchers, the study would give them an example of how corpus-assisted CDA can be applied in comparative linguistic studies. It may also be used to educate media literacy programs, as it is hoped that readers will be convinced to be sensitive to the ideological framing of news discourse.

The results of these findings are presented in a number of recommendations. To begin with, the research in the future must increase the sample size to cover digital and social media outlets since online journalism has become the focal point of political communication. Secondly, longitudinal research in ideological change across varying political systems would give a better justification as to the way in which the ideology changes over time in media discourse. Thirdly, comparative study involving other regional languages (Punjabi, Sindhi, or Pashto) may indicate more aspects of ideological differentiation of Pakistani media. Lastly, the audience reception studies would enable the researcher to learn how the readers interpret and internalize the ideological messages that the media portrays.

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