

Neuro-Linguistic Programming Analysis of Imran Khan's Political Discourse: A Study of his Speeches

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ABSTRACT

This work analyses the application of Neuro-Linguistic Programming (NLP) techniques in the political speeches of Imran Khan, a well-known politician in Pakistan. The goal of the study is to pinpoint and examine the ways in which Khan uses NLP techniques specifically, those derived from Milton Erickson's (1975) communication styles—to sway public opinion and affect audience behavior. The research attempts to comprehend the function of language in political communication by concentrating on the psychological framework of NLP, paying particular attention to how these tactics affect public opinion and involvement. Using AntConc software, the study's mixed-methods methodology combines quantitative and qualitative data analysis. Imran Khan's three most important speeches are chosen for the analysis based on their relevance, level of public engagement, and thematic coherence. The qualitative analysis focuses on identifying NLP patterns such as the Cause and Effect Model, Nominalization, Mind Reading, Lost Performatives, and Presupposition, which are crucial for understanding how language can be used to motivate and persuade audiences. The results demonstrate how well Khan uses these NLP strategies to connect with his audience and shape their opinion of him as a leader and political concerns. His language use is in line with NLP patterns that establish connection, arouse feelings, and shape listeners' views. The study comes to the conclusion that NLP methods may greatly improve political discourse, giving leaders the ability to interact with and sway public opinion. By providing insights into the ways in which linguistic techniques may be employed to fortify political power and mould public views, this research advances our knowledge of the link among language, natural language processing, and political discourse.

Keywords: Political Discourse, Neuro-Linguistic Programming, Imran Khan, Persuasion

1. INTRODUCTION

Language, as a tool for communication, is a symbiosis of multiple layers of meaning which can be employed for different reasons. Language's inherent power can be utilized to express concealed political or personal goals. Critical discourse analysis (CDA) (Fairclough, 1989) is a method used to uncover these underlying messages, examining how discourse--or language used in communication--serves different social functions.

"Neuro-linguistic Programming" (NLP) is an entirely distinct area that focuses on the effects of human behaviors in relation to languages and communications. The field was established during the 1970s, due to efforts made by Richard Bandler, with a mathematical background and John Grinder, a linguist, NLP aims to model an effective way of communicating in a certain method (Bandler & Grinder, 1975). The area of NLP is geared towards improving interpersonal communication, while also improving the mental health of people, for example, the ability to concentrate, feel focused and pay attention. NLP is a method to think that demands the comprehension of the brain's processes that drives the behavior. It can help rise the effectiveness and flexibility of communication. It allows people and businesses to complete their objectives definitely and energetically. By enhancing awareness of self as well as providing data about the link between mind and body, NLP aids individuals in understanding the nature of their mind as well as their physical experience. This can result in improved individual and professionally-respected outcome (Bandler & Grinder, 1975).

The concept of Neuro-Linguistic Programming (NLP) was first introduced through John Grinder and Richard Bandler in the late 1970s. It was designed to gain benefits from psychotherapy. However, it can

also be is used to boost communications in the everyday as well as personal growth to bring off what you desire. The fundamental principle of NLP is that there exists a strong relationship between the neurons in the brain (neuro) as well as language (linguistic) as well as learning patterns in behaviour (programming) which will help the ability to complete your ambitions and objectives. Based on Bandler as well as Grinder (1975), NLP methods can replicate the abilities that highly successful people have and benefit everybody achieve the same amount of accomplishment. In addition, Bandler (1993) claims that NLP can be a powerful treatment for a range of ailments, like anxiety over nearsightedness, depression or phobias, as well in psychosomatic diseases and learning problems. The practice has become increasingly popular for hypnotherapists along with companies offering courses in management as well as educational programs. NLP is often criticized as being a pseudoscience over the next decade because of insufficient research-based evidence that supports the claims (Thyer & Pignotti, 2015). Some critics claim that the theories behind NLP stem from old theories of brain function, and do not align with the contemporary research in neuroscience (Witkowski & Pignotti, 2010).

Milton as well as the Meta Models Milton and Meta Models Milton as well as Meta Models are two contrasting types of communication models that are the basis of Neuro-Linguistic Programming that can greatly affect one's capacity to inspire the other, motivate and influence each other. Utilizing and understanding the patterns of communication in the language can be a powerful NLP method for communicating. Utilizing the tools that are used in NLP allows people to understand messages that are in line with the individual's personal experience that will result in a higher feeling of excitement.

Who is Imran Khan?

Imran Khan is a well-known Pakistani politician and former player of the cricket as well as philanthropist. Imran Khan is the founder and leader of the Pakistan Tehreek-e-Insaf (PTI) party that has been recognized under his direction. Prior to his emergence into the political arena, he also served as the captain of the Pakistan national team of cricket and won the Cricket World Cup in 1992. He is known for his charismatic leadership and his anti-corruption policies.

Purpose of the Study

This study investigates how to apply Neuro-Linguistic Programming (NLP) techniques in the political speeches of Imran Khan from 2011 to 2022. The principal purpose of this research is to analyze and compare these speeches to identify the distinctive NLP strategies and linguistic patterns found in Imran Khan's speeches. The aim is to gain a better understanding of the skills of speech-language communication developed by the people of politics, who have been trained to master NLP strategies. The findings offers insights into the theoretical and practical applications of NLP in improving political leadership and motivational speaking.

Research Objectives

The emerging objectives of this research endeavor are as follows

- i. To identify specific Neuro-Linguistic Patterns (NLP) techniques in the speeches of Imran Khan.
- ii. To assess the effectiveness of the identified Neuro-Linguistic Patterns (NLP) techniques in enhancing the persuasiveness of Imran Khan's political discourse.

Research Questions

The research questions designed to address these objectives are as follows:

- i. What specific Neuro-Linguistic Programming techniques are found in the speeches of Imran Khan?
- ii. How effective are the identified Neuro-Linguistic Programming techniques in enhancing the persuasiveness of Imran Khan's speeches?

Significance of the Study

This study will contribute to the ongoing literature by highlighting common language patterns and communication strategies within the framework of Milton's Model (1975) for persuasion, focusing on the most prominent speeches of political leader Imran Khan. The identified NLP patterns in the study could potentially assist influential individuals in enhancing the persuasiveness and appeal of their speeches and conversations. The research findings will hold significance for English language teachers seeking to refine their teaching methods and adapt to the unique needs of their students.

2. LITERATURE REVIEW

The foundation of Neuro-Linguistic Programming (NLP) is underlying principle. NLP is convincing people using direct communication. The idea of indirect persuasion, which was suggested by a group consisting composed of experts Dixon, Parr, Yarbrough and Rathael (1986), is widely believed to be much more ineffective than direct persuasive for large numbers of people. The importance of persuasive tactics is not to be underestimated, as there are fundamental elements of everyday life and also have an important role to play within the realm of political science. Strategies to convince are designed in order to make them easy to recognize and comprehend by the group of people. The main goal behind these strategies is to test assumptions and theories concerning the assumptions and beliefs of people and opinions of those listening in order to convince the listeners to believe in a particular idea or perspective. In addition, they offer an insight into the personality of individuals and their behavior and act as a mirror of the style and manner in which they communicate and the impact they have. The NLPs are rooted in the 70s when Richard Bandler (with a background in mathematics) and John Grinder (with a background in communication) collaborated to design an efficient method to communicate. NLP is a form of strategic plan that is based on a deep understanding of the mind along with the cognitive mechanisms that control behaviour. The goal of NLP is to assist individuals who wish to rise the quality of their communication as well as boost awareness of their own and gain a greater knowledge of the relation between mind and body. Through the use of NLP methods, people can gain from the ability of become more effectively. To the fullest extent and achieve the goals they've established and are in line with their ideals and goals to complete. The basis of NLP is the study of the purpose and meaning of emotions as are our personal experiences (GBUREK, 2009; Anjomshoa et al., 2020).

The study area that studies human interaction and cognitive function that are a part of technology is referred to as neuroscience of programming (NLP). There have been satisfying studies conducted regarding the applications of NLP however the vast majority of people don't understand the reason that caused the review carried out by Einspruch & Forman (1985). They discovered deficiencies in 39 studies and classified them into six groups that comprise a lack of understanding about patterns and the influence of context-related factors as well as inadequate training regarding the use of NLP for therapy, in addition to a failure to determine how it influences the relation between stimulus and response absence of data on the efficacy in NLP's "meta model" of language communication, insufficient training of interviewers, definitions of a relationship and logic errors. One of the founding members of NLP,

John Grinder and Richard Bandler, conducted extensive discussions with experts from various areas like business, education as well as law and medicine in order to develop a strategy that was based upon behaviour. They also talked about "success mentality" and provided ways to improve communications. Understanding the notion that is NLP (Legal and Dondon) NLP has made significant improvements on the subject of education, business and law.

An investigation into the roles of politicians, Khalifa (2019) employed the notions of Neuro-Linguistic Programming. The primary focus of this study was the research into speeches given by famous individuals such as Mohamed H. Mubarak, Abdel Fattah Al-Sisi George W. Bush and Barack Obama. The material of these speeches was analyzed by conducting both quantitative and qualitative analysis. It was discovered that NLP techniques are utilized during speeches given by famous political figures to attract the audience. Researchers utilized repetition of vocalizations to improve effectiveness of their NLP techniques. Results revealed that repeatedly repeating words is the preferred method employed in speeches to repetition of the same sentence. Additionally, the research revealed the fact that Egyptian government officials like Mubarak as well as Al-Sisi, employed repetition a lot more frequently in speeches they made opposed to speeches given that were made by American officials Bush and Obama (Khalifa, 2019).

Politicians often use their speeches to influence and convince their followers. As per philosophers and academics Noam Chomsky "The research into languages and the study of politics are closely related. The influence of the political system result of control over media, which affects opinions and opinions, and through manipulating the language used by people. " A specialist in linguistics Deborah Tannen, has looked at ways gender could play an integral role in politics. Deborah Tannen has come to the following conclusions "Male politicians typically employ an assertive, more hierarchical speaking style, while female politicians may take more of a cooperative, relationship-building style. " George Lakoff, a cognitive expert in the field of language, is an expert on how important it is to frame speeches. He states "The way issues are framed can shape people's perceptions, attitudes, and ultimately their behavior. " Based on his study, politicians employ frames to connect with the audience by speaking to people's views as well as emotional states.

3. RESEARCH METHADODOLOGY

Method for Research

This research employs mixed methods to comprehensively understand the issue and investigate the study's objectives reliably. The principal emphasis on examining the "how" and "what" patterns found in the speaker`s discourse. To identify "what" patterns will involve using the AntConc tool. While addressing the "how" elements will draw insights from the studies on NLP models. The researchers will also look into the similarities among NLP patterns which are apparent when addressing the public. NLP patterns from the literature will be utilized to assess the discourse in political speeches of Imran Khan, aiming to identify the strategies employed to inspire and persuade his audience.

Population of the Data

The researcher has selected three speeches featuring the popular politician Imran Khan, for discourse analysis focusing on neurolinguistic patterns. These selections were made based on the criteria of the most popular and have the highest level of viewers and were most popular on YouTube. This approach

ensures a comprehensive understanding of Imran Khan's communication strategies and their persuasive impact.

Sampling of the Data

The present research adopted a purposive sampling approach in order to gather data. The focus of the study was on selecting speeches by Imran Khan that had significant influence and popularity. Particularly, three speeches were selected due to the fact that they are popular (minimum half million views on YouTube).

Research Instrument

In this study, the Corpus tool AntConc is utilized. This software is designed for text analysis and linguistic based research. This tool includes various features, such as the Key Word in Context (KWIC) tool, which will help in-depth data analysis.

Collection of the Data

This study focuses on the 3 most popular and well-regarded speeches given by Imran Khan, The speeches include:

- i. Former Prime Minister Imran Khan's speech at the 74th session of the United Nations General Assembly 2019
- ii. Former Prime Minister Imran Khan's speech at the 76th session of the United Nations General Assembly 2022
- iii. Imran Khan's speech at Dharna convention in Islamabad 2014.

Theoretical Framework

In this study, the research design will be based on the principles defined in Milton Erickson's model (1975) of neuro-linguistic patterns. These patterns have been extensively researched and documented across the disciplines of hypnosis, psychology, neuro-linguistic programming (NLP) and behavioral studies, will serve as the base of this research. The primary aspect of the research is thematic analysis in politics. It is aimed at identifying the neuro-linguistic characteristics that Milton Erickson inherent within NLP. This indicates that the neuro-linguistic programming plays a significant role in determining how individuals react to issues of political or social nature.

4. DATA ANALYSIS

NLP Pattern Found in Imran Khan's 74th Session UNGA Speech

Imran Khan's comments at the 74th session United Nations General Assembly showcased the utilization of strategies for language, which includes those of neuro-linguistic programming (NLP) methods to transmitting the message energetically and are embraced by the majority of the population. Incorporating elements like the concept of nominalization performance-based language, as well as the notion of cause and effect, Khan constructed his points and discussed important subjects including the impacts of climate change as well as regional conflicts and human rights. The speech concentrated on the major challenges faced by Pakistan as well as the global community but was also a demonstration of the significance of language to shape opinions and the way of communicate diplomats. This study examines the distinct NLP patterns which were evident in the words of Khan and reveals the part they

contributed to the overall message, popularity and acceptance of his speech during this vital international gathering.

Image 1

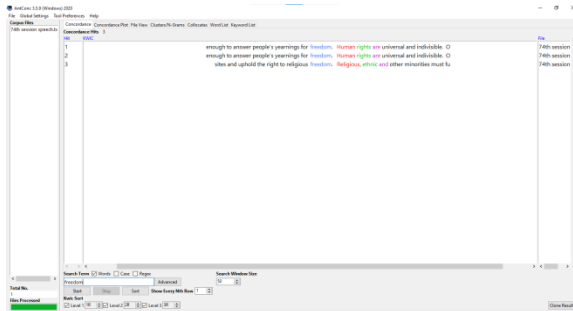
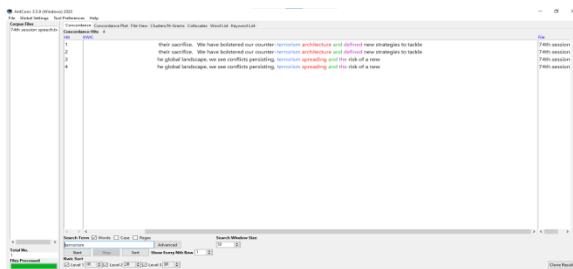
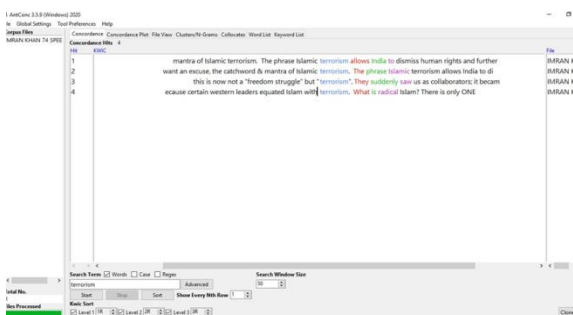


Image 2



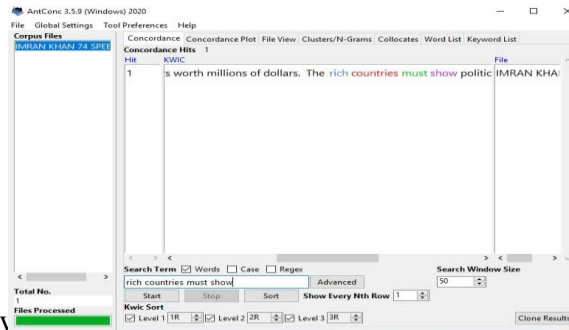
It is found that Imran Khan has used presupposition NLP pattern 18 times at 74th session of UNGA. In the given lines from Imran Khan's speech, the presupposition can be identified in the phrase "now that we had to join the US & tell the same indoctrinated people this is now not a freedom struggle but terrorism." The presupposition in this phrase is that there were previously identified as being part of a "freedom struggle," but are now being labeled as "terrorists" because of Pakistan's decision to join the US in its fight against terrorism after the 9/11 attacks. The presupposition in this phrase is that there was a shift in the way that certain people were viewed or labeled, and this shift is taken for granted as something that is already understood by both the speaker and the listener. By using the phrase "now that we had to join the US," Khan presupposes that there was a change in Pakistan's stance on the issue of terrorism, and that this change had consequences for how certain groups of people were perceived.

Image 3



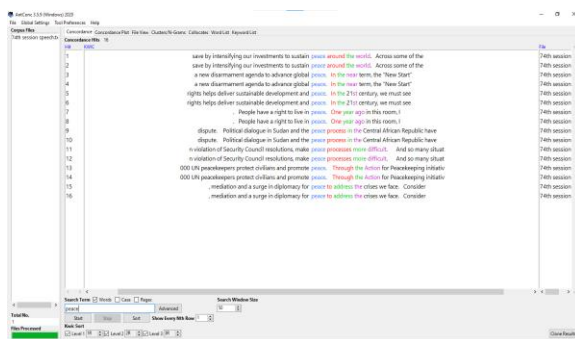
Certain western leaders equate Islam with terrorism. Milton Erickson, a renowned psychiatrist, and hypnotherapist, in his book "Patterns of the Hypnotic Techniques of Milton H. Erickson, M.D. Volume 1" Identified the use of nominalization as a powerful linguistic pattern that can be used to influence and persuade others. In the given sentence, "nominalization" refers to the process of turning a verb or adjective into a noun. The sentence provided is "because certain western leaders equate Islam with terrorism." In this sentence, the verb "equate" has been turned into the noun "equation" by adding the suffix "-tion" to the end of the word. Therefore, the sentence could be rewritten as, "because of the equation of Islam with terrorism by certain western leaders."

Image 4



"The rich countries must show" is the expression of language which the person who spoke it is absent or leaves out the individual who is responsible to a specific act or decision. The expression "The rich countries must show political will," the absence of the performance refers to the word "must," which implies that something or someone arranged or committed to a duty however, it does not specify who, or what that event involves. In this case research, it is evident that Imran Khan was engaged in the act which was not recorded for the purpose of conveying an idea of the things that "must" be done without identifying the individual accountable for the event. The method used to communicate is making it appear as an aspect of a universal requirement to everyone instead of making it as an explicit demand for action directed at one group or person. It could as an attempt to make sure that no one is the only person responsible for their failure or inability to act.

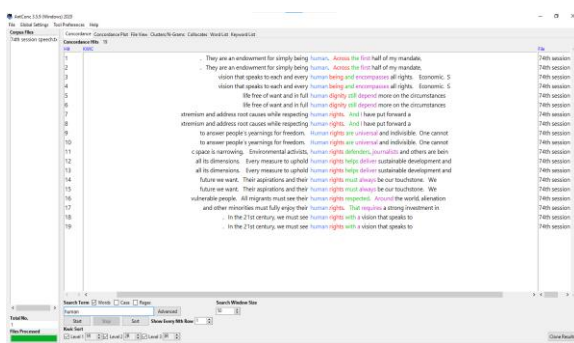
Image 5



In Imran Khan's speech at the 74th session of the UNGA Imran Khan's speech for the 74th session at the UNGA his frequent use of the word "peace" underscores its fundamental significance and the importance of international cooperation to warrant the long-term sustainability of peace. In the speech, Imran Khan lays out that peace is an object of international concern that is in danger and requires an active approach and involvement, such as a rise in investments or the development of a political dialogue. The term "peace" makes a complicated procedure tangible, which inspires discussion, and aids in planning. Calls to actions that are not clear, or ineffective performance, test the audience in urging

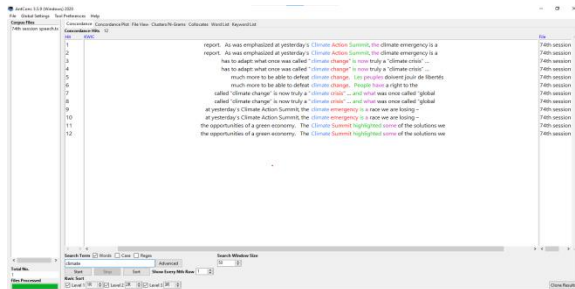
action without declaring them, and encouraging an understanding of the shared responsibility from all. The message is written in a contemplative reading style which hints the goals of world leaders in addition to pointing out the limitations that hinder the effort towards a complete peace. The causal-effect relationship helps bring mediation efforts and disarmament to their positive impacts on peace thus demonstrating the importance and worth of these programs. Using words, this method produces a captivating story that is designed to motivate people around the globe to benefit the process of peace in all parts of the world.

Image 6



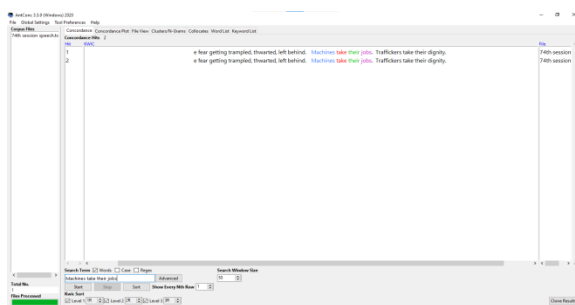
When analyzing the speeches from Imran Khan's speech during the 74th UNGA in Geneva, the notion that Neuro-linguistic Programming (NLP) provides sophisticated methods in languages. In particular, the frequent use of the word "human rights" illustrates key NLP methods such as presupposition. The fundamental importance of human rights is thought to be widely accepted and thus aligning listeners on this issue prior to arguments being put forward. Presupposition, along with the omission of the performative aids in generalizing and removing the individualization that Khan's opinions have and make them appear as facts that are universally accepted rather than personal opinion. Furthermore, the transformation of various practices in the social and political realm to the standard notion "human rights" definitely simplifies and summarizes the entire story and hides the true nature of the human rights process. Additionally, the application of concepts such as brain reading and cause-and-effect has been employed to establish the impression that there's a shared base for discussing human rights and also to present the safeguarding for human rights to be much more than just a moral duty instead as a vital requirement for stability in the globe. With these tactics, his speech not only draws attention, but strategically draws attention worldwide to his agenda for political change.

Image 7



Imran Khan's comments in the 74th United Nations General Assembly, his choice of "climate" underscores a nuanced usage of the neuro-linguistic programming (NLP) strategies to influence and motivate the population of the world in environmental issues. Based on the assumption which is in his usage in his use of "climate," Khan not only assumes but also generates an understanding common to the crucial and urgent nature of climate change that is providing the basis for his argument without needing to establish any previous evidence. The presentation is additionally coupled with a string of lost shows that diminish and expand the importance of actions to protect the environment by portraying them as a collective fact instead of individual assertions. Furthermore, the division of the numerous complex environmental and atmospheric processes that fall under the umbrella of "climate" simplifies the discourse and makes this complex topic much more easily accessible to world-wide the decision-makers. With a simple approach the author offers a universal understanding via thinking ("We know all too well the importance of combating the issue of climate alteration") that climate change is an issue") in addition to using a causal-effect rhetoric ("Failing to take action on the climate crisis could result in) Khan being a victim of climate change." The speech not just arguing for urgent action immediate action, but also highlights the importance of his position in the same way as Pakistan as a partner in global environmental projects. An effective use of language does not just enhance the environment policies of Pakistan as well, but it improves the standing of Khan as a prominent leader in the world in bringing Pakistan to the international community in favor of sustainable growth.

Image 8



It is clear Imran Khan's speech in the speech from the 74-year-old UNGA speech that included the statement "machines will take their jobs" highlights an NLP theory of cause and effect that could be utilized to create an interesting narrative about technological advances' impact on the employment market. The expression directly links the rapid increase in automation and artificial intelligence to the potential elimination of human labor which makes technological developments appear to be directly responsible for the rise in unemployment. This kind of causal connection is extremely effective since it not only draws attention of an issue in the economy and create an urgency and calls for to take action. By presenting the causal connection, Khan not only underscores the challenges ahead in the face of

rapid technological developments but makes him and his government appear as aware of and ready to react to changes. The message is not only reaching out to issues that concern the people he represents however, but also the world at large, stressing the importance of collaboration across borders to address the inevitable consequences of technological advancements.

Image 9

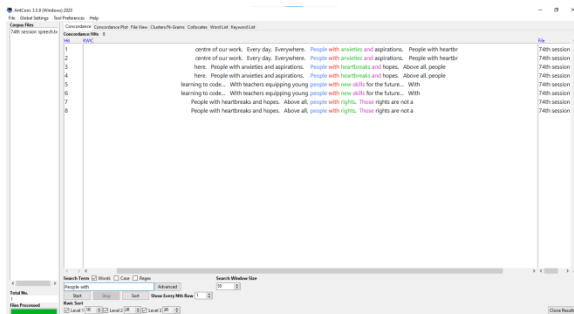
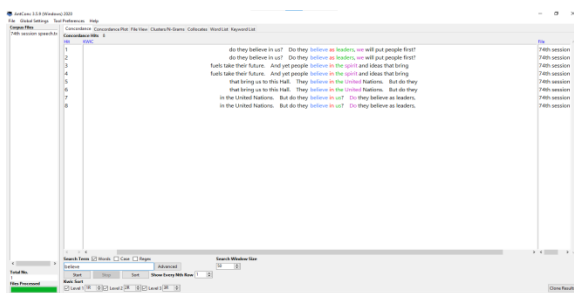


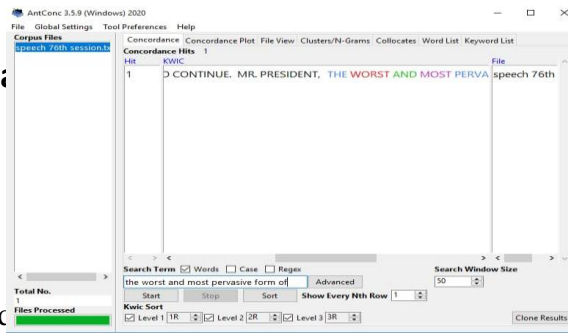
Image 10



Imran Khan's remarks in his speech from the 1974th UNGA speech, his use of phrases that comprise "people with anxieties and aspirations," "people with heartbreaks," and remarks about "believing as a leader in spirits" can be evaluated in the light of the Neuro-linguistic Programming (NLP) technique, which is known as mind reading. The pattern is being unable to make any assumptions concerning the mind's thinking, mental states, or the emotions of others without proof. If he employs such phrases, Khan assumes a deep sympathy and is aware of the emotional and mental conditions of his citizens as well as other human beings. The strategy of rhetoric can be employed to complete a variety of goals. it does not just portray Khan as an empathetic and compassionate leader. it also creates a sense of a connection to his audience across in the United States and around the globe. This implies that he is connected to his emotional experiences and the ideals of the people he speaks to, which gives them an impression of community as well as a shared purpose. This technique definitely alters the politics of power by aligning his messages with the fundamental objectives and needs of his audience and thereby increasing his reach and the effectiveness of his talks.

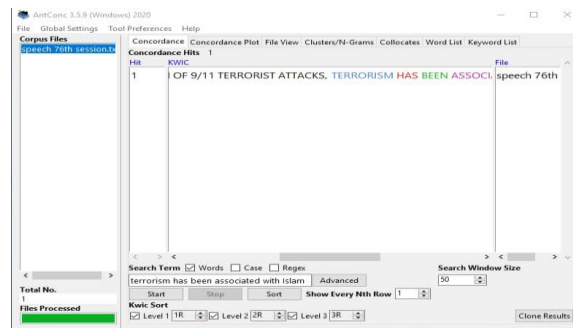
76th Session Speech in UNGA

Image 11



The claim that "the worst and most pervasive form of Islamophobia rules India" is a sign of the prevalence of Islamophobia within India as well as the fact that there exist a variety of forms of Islamophobia and the various severity levels prevalent in different forms of Islamophobia. This kind of Islamophobia that's prevalent throughout India is considered to be one of the most awful and often reported. The premise behind this assertion is that there's an enormous concern of widespread Islamophobia, which is now widespread across India and that the writer thinks that it is one of the most destructive and commonly-repeated kind of discrimination.

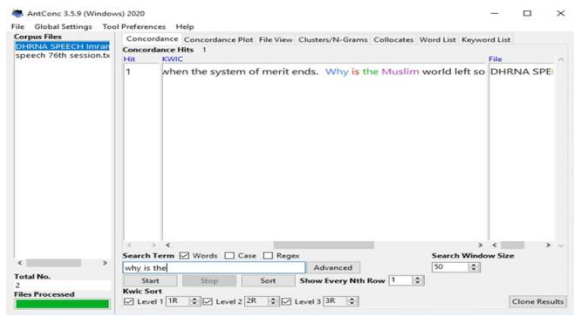
Image 12



Imran Khan employed the phrase "nominalization" to change the phrase "equate" into the noun "equation" to create a sophisticated academic style during his talk on the terrorist attacks of the September 11, 2001. The word "terrorism" is often connected to Islam. It is also known as "terrorism". Nominalization refers to the act to change the verb's adjective or adverb to the word's form. Imran Khan uses nominalization to make sentences. The word "terrorize" into the noun "terrorism." It has changed the concept of terrorism into the form of an idea that permits use of passive voices. It is centered on the relationship between the concept of terrorism and Islam and Islam, in contrast with the acts of a person or a group.

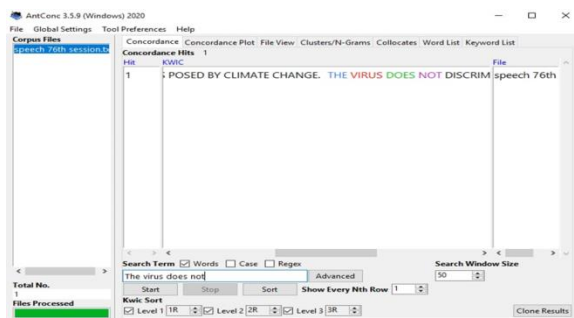
This statement has been composed together this passive voice that emphasizes the reality of the claim. This passive voice enables Imran Khan to avoid delving into the person responsible for terrorists' relationship to Islam and instead focus on the greater implications that this relationship has. In the closing paragraph, Imran Khan illustrates the efficacy of with nominalism to communicate complicated concepts in a simple and straightforward style, which allows an objective and fair display of data.

Image 13



What causes this Muslim world more than other nations? Khan employs an undocumented act of claiming that claims to say "that"the Muslim world is still a long way off" and does not mention individuals who came up with the idea. The statement is subject to interpretation and the impression is that viewers share the same view. This show has been deleted from Imran Khan has since positioned himself as a journalist and, in some ways, he is part of the discussion. His way of presenting his viewpoints is genuine and not just simply expressing his opinion. This is appealing to those who have similar opinions.

Image 14



The virus isn't discriminatory to people or nation. In his speech, Imran Khan explains the factors and consequences of COVID-19 as well as the virus, as well as its effects on people and nations. The root cause of this issue is COVID-19 disease, which has spread across the world and has a negative affect on individuals from various regions, populations, as well as countries. The disease isn't particular or dissimilar in its development and will likely impact anyone regardless of race, ethnicity or even the situation. The fact is that it has an impact on the whole population and individuals in different ways. The virus can cause illness and even deaths. This is also creating chaos on medical and financial structures, which are altering norms of culture and how people act. If he states that the virus does not have an unidirectional cause, Imran Khan reveals the vulnerability of all those suffering from its negative consequences. Global, comprehensive action must be taken to stop spreading and spread of this virus.

Image 15



A study of the speech made by Imran Khan during the 76th session of United Nations General Assembly reveals the fact that he's taken the decision to employ a variety different Neuro-linguistic Programming (NLP) patterns. They make use of implicit assumptions for example "if a leader has not faced pressure" or "if everybody sacrifices in the discussion. " Presuppositions can influence the view of the public, but they do not deliver a reason for them. Furthermore there is no mention of the performing components can be observed in the phrases such as "there is no meritocracy you want to be corrupt person," which means that your view on behalf of an individual is made clear without a reason behind the decision. There is also the possibility to apply normalization simplify complicated processes into abstract terms. It is evident in the passage "if there is a change in the direction of government. " Mind reading is a distinct method that has been detected. This is evident particularly when it comes to "if you believe that you are going to," which is when people who speak assume to know thoughts and feelings of their counterpart. Furthermore causal and effect connections are frequently recognized, and create an interplay between the actions of the individual as well as the negative consequences they can bring, like "if Pakistan disengages from them. " The NLP methods, when paired, boost the effect of messages. In addition, they do it by subliminally changing the way people perceive and comprehend the topic of discussion.

Image 16



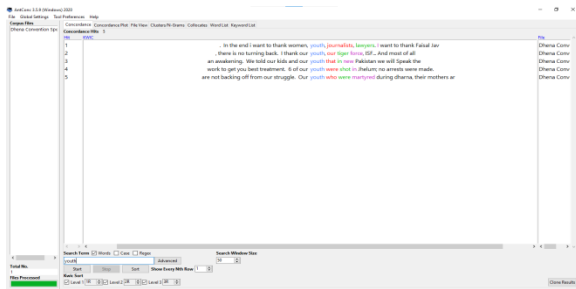
The rich countries don't intend to recuperate this credit. It is likely that the whole amount in wealthy nations was accumulated through illegal techniques, or "ill-gotten" wealth, and there isn't any reason or duty to return this money to the owner, or the country that it came from. Regarding "mind reading" as well as NLP techniques Imran Khan is knowledgeable regarding the present world of economics and politics and draws conclusion about the motives and behaviour of countries that have wealthy populations. In light of the events or incidents that have occurred in the past, Imran Khan can draw the implications of recent events and discussions on the subject of how wealth distribution gets all over the globe as well as corruption and international aid.

Dhena Convention Speech

Imran Khan's speech was an emotional recall of the long Dharna that his organization, Pakistan Tehreek-e-Insaf (PTI) in a fiery speech, which is a reflection of the emotional and physical impact it had on participants and himself. Imran Khan expressing his gratitude to those who stood behind his cause especially females and young who took part in different manners and created a significant event for the development and development of Pakistan. Khan emphasizes the significance of protests as a means to raise awareness of fraud during elections. The speech also stresses the need for an electoral system founded on the merits of. Khan promises to remain dedicated to equality, fairness and the development

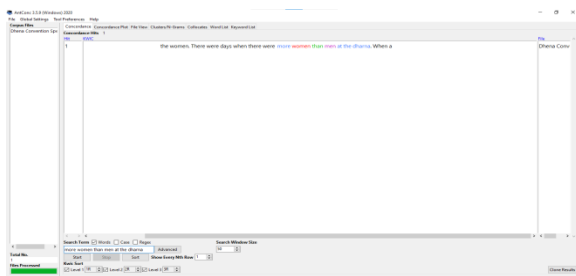
of human capital as a part of his strategy for constructing Naya Pakistan. If he announces modifications to Khyber Pakhtunkhwa, he calls for continued efforts and collaboration for the purpose of helping complete the necessary changes to increase both democratically and in the society. The struggle to create a fair and just Pakistan is not yet done.

Image 17



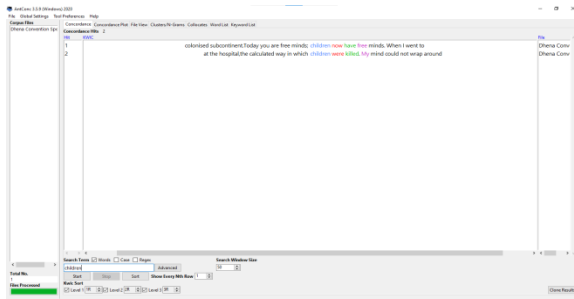
The researcher found a poignant presupposition in Imran Khan's statement, "Our youth who were martyred during dharna, their mothers are here today." This presupposes that youth were indeed martyred during the protest, highlighting the sacrifices made by the younger generation. Imran Khan firmly believes that the youth are the torchbearers of Pakistan's future and frequently emphasizes their role in developing Naya Pakistan. This statement not only honors the martyred youth but also underscores the indomitable spirit of their mothers, who continue to support the movement despite their loss. It reflects Khan's conviction that the youth's resilience and dedication, along with their families' unwavering support, are crucial in driving the nation towards a brighter future.

Image 18



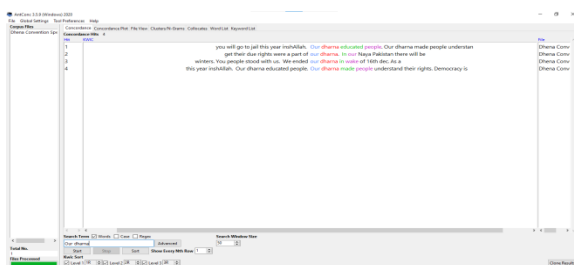
Researchers discovered a crucial presumption in the statement of Imran Khan "Our youngsters who were killed in dharna are their mothers who are still here. " This is an indication that the youth were killed in the marches, and also in recognizing the sacrifices of the elder generation. Imran Khan believes that youngsters are our future. He is often adamant about their contributions to the advancement in Naya Pakistan. The declaration is not just an acknowledgement to the people who were killed of the attack, but also reiterates the steadfast faith of their mothers who stood up for the cause despite their defeats. This declaration demonstrates Khan's belief that youth's strength and their determination, as well as the strength of their families' ongoing support and support, can benefit in propelling the country toward a future that is more positive.

Image 19



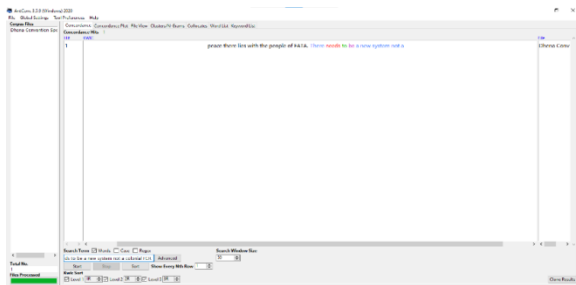
An more incident was that investigators found an assumption that was expressed in the address of Imran Khan "The photographs, the injuries in the hospital, the carefully planned manner by that children were killed. " This speech suggests that child murder were carried out with planned and calculated strategy, which highlights the brutality and deliberation of the act. This statement warns the populace to the horrifying character of the crime as well as its devastating effects for family members of the victims as well the family families. Through bringing information about the incident for the general population, Khan underscores the severity of the situation and calls the people who are accountable and bring justice. This message is a way to bring all those affected and calls for the end of this atrocity by promising security and fairness for the nation.

Image 20



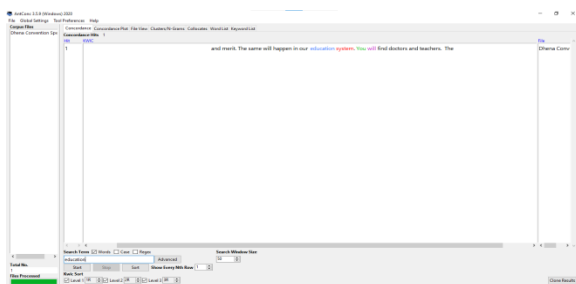
The words of his father "normalization," also known as "normalization" could be considered an approach to linguistics that alters the actions of a person into ways that abstract the individual and the specific incident. The phrase, "Our dharna made people understand their rights," is a perfect example of this. People's rapid process of learning about their rights is able to be transformed into an abstraction notion "rights, "rights. " It shifts attention away of the experience and learning that took place in the dharna into a more the general knowledge of rights. It also highlights what the final result is - a better understanding of rights, not specific steps or actions which contributed to making people aware to the rights. The abstraction could benefit clarify the greater importance of the demonstration by emphasizing its power in increasing citizens to be more involved and giving the power to every person.

Image 21



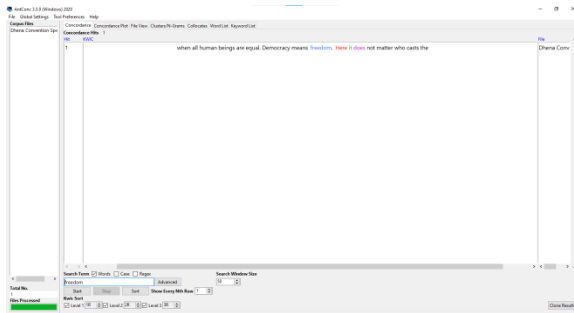
Another example of normalization within Imran Khan's remarks can be observed in the statement, "There needs to be an alternative system that is not the colonial FCR. " The procedure underway to make changes taking place to prepare for the replacement of the colonial era Frontier Crimes Regulation (FCR) can be summarized in terms of the concept of a "new system. " The changes in language abstracts the complex and diverse steps required to establish a new, entirely different governance system and is focused on desired results. As a way of making it easier to understand the concept of an act, Khan emphasizes the necessity and need for adjustments to the system without delve into the particulars of the method. This method helps to bring his supporters together around the concept of modernization and advancement according to his comprehensive program to reform the structure and the development of the nation.

Image 22



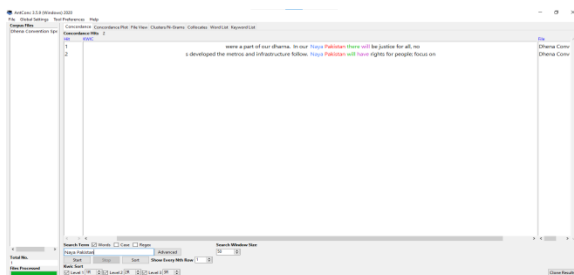
Imran Khan's remarks could also provide an example of how health reforms are normalized and education reforms. One example of this is the assertion of "Our education system will boost," altering the current initiatives to improve the quality of education policy and system into the idea of static or "improvement. " Like the assertion, "Our healthcare will be transformed," abstracts the huge initiatives necessary for a complete overhaul of the health system down to a single word that can be described as "reform. " This normalization of statements obscures the precise plans and strategies being implemented and instead focuses on the bigger goal of improving and reforming. This rhetorical approach is an effective way to communicate the goal of the ideal that is a common desire to get a higher education, as well as better healthcare. The strategies also provide the details of how to implement them in order to benefit further develop and put into practice.

Image 23



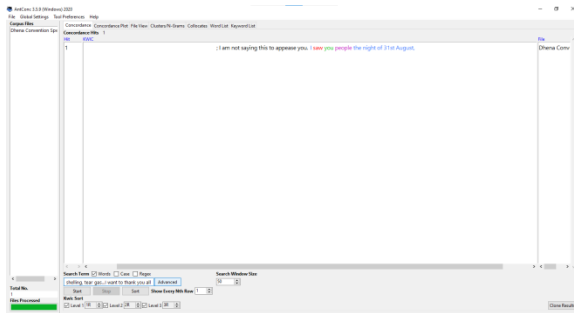
Imran Khan's speech is a revealing one. In his speech, deleted performances are made public. In the speech, the decisions made are taken without consideration of the origin of the decision. In his speech, the statement "Democracy means freedom" asserts an accurate definition of democracy. However, it does not attribute the definition to an authoritative source. This approach is based on the consensus of an interpretation that's broadly accepted. However, it's not clear if there's no clarity as to who's the one who defines democracy this manner. It's not clear why this definition clarifies why the definition that was selected and the definition is based upon the general agreement of people, and could not provide an acceptable explanation for different opinions on the democratic principle.

Image 24



It's the same way that the statement "Naya Pakistan will have rights for people; focus on schools focus on hospitals" makes use of non-existent performance indicators. The claim states the priorities, but does not mention names of those who were responsible for deciding on the priority. This suggests that there is a specific plan that is specific to Naya Pakistan and indicates that there's an agreement among everyone about these goals. However, it doesn't specify the basis of these goals on a consensus of people in the general population, out of policies or Khan's personal desires. By not taking the responsibility for this selection, this statement minimizes the decision-making power and gives the impression that there is a most of those involved while obscuring the people who are accountable.

Image 25



Imran Khan's declaration reveals Mind Readings. In which he presumes to be aware of the opinions of others as well as thoughts. The declaration states "I saw you people the night of 31st August, the way you have coverage amid the shelling, tear gas...I want to thank you all," Khan says that he is aware of the hardships journalists went through and the hardships they endured during the course of their work. If he is praising them for their journalistic knowledge in challenging circumstances, Khan assumes that they were brave, committed and committed, as was the emotional and physical strain that they placed on journalists. Mind readers have an affinity with journalists and thanks them for their work but it's built upon mutual understanding and compassion however they don't really understand the emotions of their clientele.

Analysis of NLP Pattern Frequencies in Imran Khan's Speeches

Researchers used the AntConc 3.5.9 Corpus software for analyzing data by using an approach to qualitative analysis. To actually achieve this, it was used to use the Key Word in Context (KWIC) bar to find those words most frequently found within this text. The information was then transposed into AntConc The keywords' frequency was determined with an indexing bar. The researcher performed in-depth calculations to calculate the popularity and frequency of these words, in addition to recording the frequencies total of the keywords in tables. The aim of this research was to examine and compare the frequency at which the NLP pattern used in the speeches of Imran Khan.

Table 1

Comparing NLP Pattern Frequencies in Imran Khan's Speeches

NLP Patterns	74 TH Session Speech	76 TH Session Speech	Dhrna Convention Speech
Presupposition	18	40	20
Nominalization	25	46	12
Lost performative	19	28	30
Mind read	19	23	10
Cause & Effect	12	43	10

Note: Table 1 shows the frequency of various Neuro-Linguistic Programming (NLP) patterns discovered in talks and speeches in which Imran Khan delivered. The main patterns to be examined are Presupposition Loss, Nominalization Performative Mind Read as well as Cause and Effect. Each

column shows the number of times you've seen the NLP pattern either in speaking words or within the context of speech.

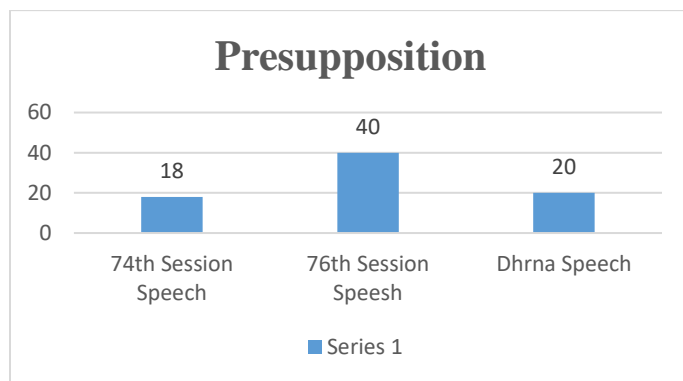
The analysis of NLP patterns in Imran Khan's speeches reveals interesting variations across different communication contexts. Presupposition, indicating implicit expectations or beliefs, exhibits fluctuating frequencies among the sessions. Interestingly, the 76th session speech emerges with the highest occurrence of presuppositions, suggesting a deliberate emphasis on shaping audience perceptions or beliefs during that particular address. Conversely, the Dharna Convention speech displays the lowest frequency of presuppositions, implying a potentially different rhetorical strategy or focus.

Comparative Analysis through Graphical Representation of Imran Khan's Speeches

Presupposition

Figure 1

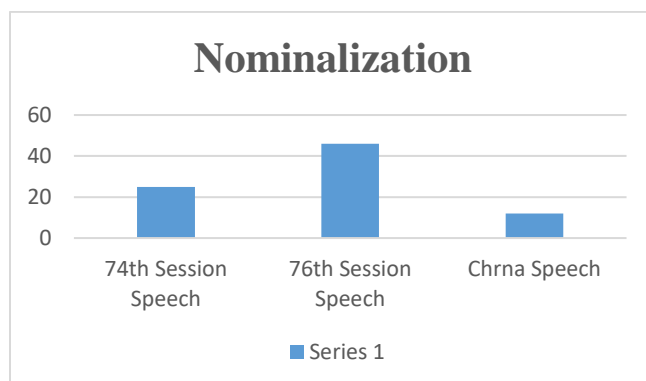
Graphical Representation of Presupposition NLP pattern in Imran Khan's Speeches



Nominalization

Figure 2

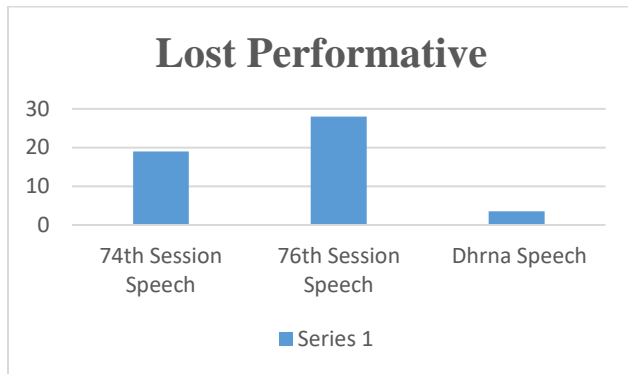
Graphical Representation of Nominalization NLP pattern in Imran Khan's Speeches



Lost Performative

Figure 3

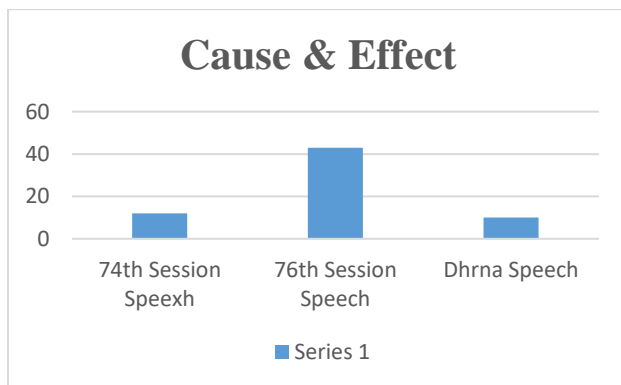
Graphical Representation of lost performative NLP pattern in Imran Khan`s Speeches



Cause and Effect

Figure 4

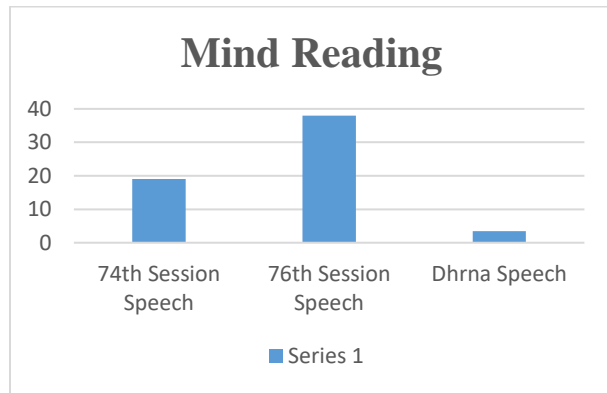
Graphical Representation of Cause & Effect NLP pattern in Imran Khan`s Speeches



Mind Read

Figure 5

Graphical Representation of Mind Reading NLP pattern in Imran Khan's Speeches

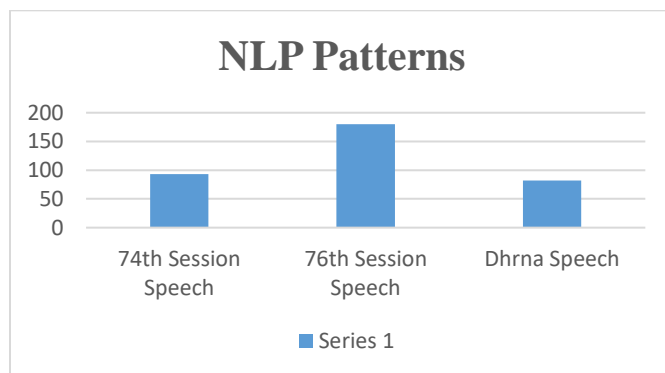


6. FINDINGS AND CONCLUSION

The very first payoff of a new study show that Imran Khan, a politician leader, employs a number of methods to influence and impress his audiences within the context of their individual circumstances. This study reveals NLP pattern patterns that can be seen in Imran Khan's speech as well as in his appearance. They are determined by the needs and demands of his audience. Imran Khan's ability to influence is widely acknowledged as Imran Khan's greatest skill of captivating his audiences and convincing people to accomplish the objectives they've set to accomplish in their lives.

Figure 6

Number of NLP Patterns found in the speeches of Imran Khan.



As per the graph, it's obvious that Imran Khan makes usage of NLP (Neuro-Linguistic programming) patterns throughout his speeches in various moments. It is clear that Imran Khan is with techniques and language in communication to modify the way the people experience and perceive. This could be the result of a variety of techniques, such as together the concept of nominalization, presupposition or mental exercises. It might be linked to the decline in the capacity to do. Through the use of read patterns, causal models and impacts models in his speech Imran Khan is aiming to increase the quality of his speeches as well as rise his ability to interact with his audience.

The research concentrated on speeches delivered by Imran Khan, as well as the technique that's used as Positive Discourse Analysis. The objective was to discover the ways that positive beliefs and thinking influence the attitudes of people. Researchers used a mixture of positive language analysis, as well as cognitive analysis. They called it the cognitive positive discourse method. Imran Khan spoke of an optimistic view of Islam and urged fellow participants in the United Nations to combat corruption within the world's developing countries. Imran Khan employed the power of positive language to benefit the audience understand what he was talking about. Research has revealed that way of speaking is essential for influencing people and Imran Khan could alter his speech as well as his language, and even techniques to satisfy his audience. Also, it was discovered the fact that Imran Khan often employed a number types of Neuro-Linguistic Programming (NLP) patterns during his speaking to influence the audience to accept a positive outlook. Researchers employed a contrast-and-contrast technique to discover the NLP patterns were employed in the most frequent instances as techniques to influence the beliefs of listeners and their ideas. It concludes that NLP techniques can have significant changes to the minds of people.

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