

PERSUASIVE LANGUAGE IN LEADERSHIP: ANALYSIS OF MR IMRAN KHAN'S INTERVIEW

¹Faisal Irfan, ²Aziz UR Rehman Khan, ³Abida Islam, ⁴Hariharan N Krishnasamy, ⁵Shaista Parveen

^{1,2,4,5}School of Languages, Civilisation and Philosophy, Universiti Utara Malaysia, Malaysia

³Principal at GGHS Madina Colony Burewala, Vehari

⁴Faculty of Education and Liberal Arts, INTI International University, Nilai, Malaysia

Email: faisal.irfn@gmail.com

Abstract

Political leaders usually remain connected with the people to fulfill their political goals. For this purpose, political leaders use persuasive language as a tool and that is noticeable in political campaigns and debates where persuasive language plays a pivotal role. The persuasive language of politicians serves as a strong tool to manipulate and exploit the ideological assumptions and opinions of the people for political benefits. The main objective of this study is to examine the persuasive language of the ex-prime minister of Pakistan Mr. Imran Khan how tactfully he uses persuasive language to manipulate the minds of the masses for personal political benefits. Two international spoken texts of Mr. Imran have been selected such as the 1st spoken text (interview) of Mr. Imran with "CNN" (Text 1); and the 2nd spoken text (interview) with "France 24" (Text 2);. 1st Interview is given to CNN, with Becky Anderson on 07/11/2022 (Text 1), and 2nd interview to France 24, with Marc Perelman on 16/11/2022 (Text 2). The researcher has employed Fairclough's (1995) 3D model in this qualitative study to uncover the persuasive techniques employed by Mr. Imran in his persuasive language. The present study explores the persuasive elements used in Mr. Imran's spoken texts to reveal his persuasive strategies. The findings reveal that Mr. Imran's language as a leader is fully coated with persuasion. He manipulates the mind through persuasive language using emotional expressions, reiterations, personal nouns, pronouns, allusions, and rhetoric's. Mind control and context control is a common feature of his persuasive language. The research is significant for future researchers because it creates awareness in people regarding the persuasive strategies of politicians such as Mr. Imran to manipulate the opinion of the masses in his favor.

Keywords: Persuasive language, Leadership, Fairclough model, Political discourse, Mind control, Imran Khan.

Introduction:

Language is a medium of communication and through this medium people are capable of performing many tasks. In all of the most important faculties of human beings, language is a medium through which people can influence others. It is a language that constructs ideologies, changes the ideologies, and persuades the people. Hence, power, ideologies, dominance, and persuasion are expressed through language. Chilton (2004) quoted Aristotle who points out that language is one of the unique abilities of mankind:

"Man is a political animal in a sense in which a bee is not, or any other gregarious animal. Nature, as we say, does nothing without some purpose; and she has endowed man alone among other animals with the power of speech"
(The Politics, 1253a).

In the above quotation, Aristotle describes that through language people can express their ideas, and emotions, and practices their activities through the power of speech. This is human speech which gives the ability to human to make the difference between what is 'just' and what is 'unjust' and also what is useful and what is harmful (Chilton, 2002). Language is a weapon that contributes to the domination of some people over others or by others even if it shapes up the beliefs and attitudes of people.

According to Wareing (2004), the actual so-called function of language primarily associated with who says what to whom and for what purpose, "deeply embedded with the power and social status". Language and power are indispensable in political discourse because discourse is just not merely communication it is an attempt to influence others' opinions, and perceptions and even to peruse the people (Doane, 2006). Language in politics is a struggle for power and also an exercise to put certain social, cultural, economic, and political ideas into practice (Kapur, 1997). So, Language is the basic medium to perform these practices and transform political and social ideas into practice. Chilton (2004) stated that:

"Without the use of language political activities do not exist. It is reality that other behaviours are also involved: for instance physical coercion. But the doing of politics is predominantly constituted in language" (p.3)

Language plays an important role in politics and hence how politicians manipulate the minds of the masses to achieve their intended goals and impose their power on the hearers through language. It follows that in politics language is a process through which politicians try to influence their hearers by maintaining their power over them which reflects the role of language in shaping others' perceptions in the field of political discourse.

Eventually, persuasion is connected to the language of politics (Wrobel, 2015). Persuasive language is a proper discussion between reasonable people on what various activities should be done to address social issues. Mostly, politicians are expected to persuade people by using correct facts and arguments. Persuasive language is created to express the political agenda of politicians change the beliefs of the people and update the perceptions of the people about social issues of the society (Johnson, 2000). Political leaders use persuasive language to convince people, mold their thoughts, and attain specific goals that are opaque (Haider, 2016). Hence, the language of politicians is full of persuasion, rhetoric, connotations, and full of euphemisms.

Persuasive language is a weapon of any successful leader and public speaker through which they construct their identity and language (Baig et al, 2019). Great leaders around the world use persuasive language to convey their ideas in a suitable way (Kennedy, 2007). Mr. Imran, being the most famous and popular leader of Pakistan his speeches, addresses, and interviews have a gigantic impact not only in Pakistan but also worldwide by having persuasive and rhetorical qualities in his language. The present study also focuses on the persuasive language of Mr. Imran Khan as a leader in his international interviews.

Persuasive language is formal dialogue and by using persuasive language leaders take action to solve societal problems. All the citizens in making decisions try to persuade others through logic and reasoning and try to find out what action would be suitable to solve the society's problem. Persuasive language is created with the specific aim of convincing and persuading the audience about the authenticity and fallacy of a certain proportion (Johnson & Johnson, 2000).

The persuasive language of leadership can be divided into two categories. The first category is about the purpose of the organization in a meaningful way. In this essence, this is the leader's message. This process is called "framing". The second category is the ability of the leader how uses symbolic language which gives emotional power to his or her message. This process is called "rhetorical crafting" (Conger, 1998). Conger (1998), examined how leaders through the choice of words, values, and beliefs, can create commitment and trust in their institutions. He also explored the importance of rhetorical strategies such as stories, metaphors, and rhythm to develop excitement and enthusiasm about the leader's message.

Text and talk of political leader's even political institutions, such as prime ministers and other members of the parliament and government at the local and international levels are involved in

political discourse (Van Dijk, 1997). In political discourse text and talk of the politicians are determined historically and culturally. Political discourse is not a central field but a sub-field of discourse that works at two levels, i) thematic level and ii) functional level. Topics in political discourse can be related to political activities, ideas, and facts (Fairclough, 1995).

Irfan and Krishnasamy (2024), examined how the former Pakistani Prime Minister Mr. Imran Khan uses language strategically in national and international contexts. Employing Fairclough's three-dimensional model of Critical Discourse Analysis, the study analyses four of Khan's spoken texts for linguistic features, rhetorical strategies, and leadership language patterns. Findings suggest that Khan's language aims to project leadership through persuasive techniques, inclusive pronouns, and appeals to unity and peace, particularly in relation to ecological concerns and regional conflicts. His rhetorical approach is noted for its ability to foster a sense of shared values with his audiences, reflecting broader implications for leadership communication, language's role in political power, and its influence on public sentiment. The study contributes to understanding how leaders utilise language to shape ideologies and connect with diverse audiences.

Hence, political leaders artfully play their role in catching the attention of people and building their opinions through language. Furthermore, politicians use the people as a tool to achieve their interests and it happens through their persuasive language (Memon, et al. 2017). They show that they are working for the welfare of the people. They achieve these interests through manipulative language, whereas the people are unable to understand and comprehend those cognitive strategies that politicians use to control their minds through language. Thus, this study reports on the persuasive language in the leadership of Mr. Imran Khan's international spoken texts with the following objectives:

To analyse the persuasive language in leadership of Mr. Imran Khan's international Interviews

The research question was formulated as follows:

What are the patterns of persuasive language in leadership used by Mr. Imran Khan in his international interviews?

Significance of Study:

The study explores how persuasive language in leadership has been employed by Mr. Imran in his spoken texts. No doubt, most of the researchers that have analyzed the speeches of Mr. Imran critically' set aside the connection between discourse and persuasion in the leadership language of Mr. Imran. This study can provide insights into how leaders use persuasive language to build credibility, inspire trust, and motivate followers, focusing on Imran Khan's unique approach. This can be valuable for understanding political influence, especially in Pakistan and similar contexts

Purpose of the study:

The purpose of this study is to show how persuasive language plays a role in leadership, especially in Mr. Imran Khan's spoken texts. To do so, the researchers investigated two international interviews with Mr. Imran. Kasanova and Kocnerova (2013), argued that the strategies and the language of each politician may differ widely but the goals of their political speeches or interviews are the same; all of them want to get public support through language and use persuasive language for audiences.

Literature Review:

According to Wodak and Meyer (2001), critical discourse (CDA) analysis of language is considered a social practice and places a lot of importance on the context of language use. The

quality of critical discourse analysis (CDA) is its perceived interest in the direct relationship between language and power. When a political figure uses language he conveys powerful words for the listeners depending on the type of language used and how the political figure communicates with his audience. It has often been connected with politics and struggle. It is fundamentally concern to find out the hidden meanings and to understand the context of language use and the relationship of language in dominance, discrimination, power, and control as manifested in language (Wodak, 2001).

According to Nelson (2004), Persuasion is the best quality of any political address and it is persuasion in which all the institutions of society have to be convinced and satisfied. On any public issue, persuasive strategies are adopted to convince the people and to mold the opinions of the people regarding public issues. The political leaders while addressing the nation have full mastery of persuasive language. Through rhetorical competence, leaders give shape to social realities and construct meaning through communication (Smircich and Morgan, 1982). The leaders through their rhetorical tactics shaped the social realities of their followers (Conger, 1991). Bass (1999) explained that a charismatic leader subjugates, motivates, and stimulates the followers intellectually by using persuasive rhetoric.

According to Abrahamson (1997), a successful leader knows how to use rhetoric's during addresses to the masses and rhetoric in language is the key feature of leadership. Linguistic scholars consider that the leaders used rhetoric in language as a tool to control and manipulate others. When the leaders do not know how to employ rhetoric and persuasion as a technique, they simply utter empty words in the given situation (Mäki, 2008). Persuasive language can be defined as a skill of manipulation in a way that the listener willingly accepts the ideology of the addresses (Alghmadi and Rand, 2019).

According to Zetter (2011) politics is the art of persuasion and for the attainment of political power and the use of persuasive skills is very indispensable for political leaders, as successful politicians know how to add a twist through persuasive language. Language is the most important element of politics but Fairclough (1995, 1996, and 2006) said that language can misrepresent or present social realities and rhetorically change the realities. So, the social realities construct and deconstruct through language use in the context of an ideological way.

Wareing (2004) explained that persuasive words have powerful impact upon the people's behavior and attitudes and later on construct their opinions and perceptions about the social issues uttered by the addresser. So, it means that our perceptions about the world build by selection of words of the leaders and they provide us a lens to analyse multiple social realities as they are framed through different social institutes like people, politicians, institutions and organisations. However, Jones and Peccei (2004) examined that persuasive language of leaders is not just a source of dominance on people's thoughts and perceptions but also means of changing ideologies and beliefs of the people.

According to Van Dijk (1999), political discourse replicates political cognitions, perceptions, and power hierarchies in specific social, political, and cultural settings. One of the main purposes of political agents is to manipulate the people through persuasive language with different strategies and most of the political agents want to persuade the people by imposing their ideologies positively and to control their behaviors and thoughts of the masses. Memon, et al. (2004) conducted a study on the last speech of Benazir Bhutto. The researcher used the qualitative method to show how linguistic features are used to propagate the ideologies. The researchers have used the Van Dijk model of CDA to find out how Benazir Bhutto practiced the art of

persuasion to control the minds of the people. The researchers highlighted how social inequality is practiced through political discourse.

Eze and Nwasogwa (2023) examined the rhetorical and ideological strategies in President Bola Ahmed Tinubu's inaugural speech, applying critical discourse analysis and rhetoric theory to reveal how he uses ethos, pathos, and logos to shape public perception. Tinubu's speech utilizes linguistic devices like parallelism and metaphors to unify and mobilize the Nigerian populace. By framing his agenda within Nigeria's socio-political landscape, the study highlights his efforts to foster resilience and national identity. This analysis sheds light on the rhetorical power in Nigerian political discourse, offering insights into Tinubu's policy intentions and leadership vision.

Triadafilos (2018) conducted a study on Martin Luther King's speech with the help of Aristotle's theory of rhetoric. The findings of the study show that Martin Luther King used persuasive language to gain the trust of African Americans. The study also showed that people cannot be persuaded rationally only but emotional appeals also play their role. Taubaldiyev et al., (2024) explored how political terminology shapes national image, focusing on Kazakhstan's use of discourse to convey identity, policy priorities, and diplomatic stances. By employing Fairclough model the key studies show that specific terminology helps in constructing national identity and influencing public opinion, both domestically and internationally. Political terminology likes "unity," "modernization," and "security" is highlighted as central to portraying Kazakhstan's strengths, ideals, and aspirations. The study contributes to the broader understanding of language in political communication, showing how carefully crafted terminology and discourse strategies influence a country's global perception and diplomatic relationships.

Van Dijk (1993) expressed that political leaders use political arguments to control their discourse to exert their power and convince the general masses. A person can control the discourse and actions of people through mind control. Politicians frequently connected with the nation, especially with the young generation to fascinate their minds for fulfilling their personal agenda such as for gaining votes and supremacy in the country by showing themselves honest and loyal to the people through language. To analyze the use of language as a famous leader of Pakistan the present research has focused on the persuasive language in the leadership discourse of Mr. Imran Khan's spoken texts.

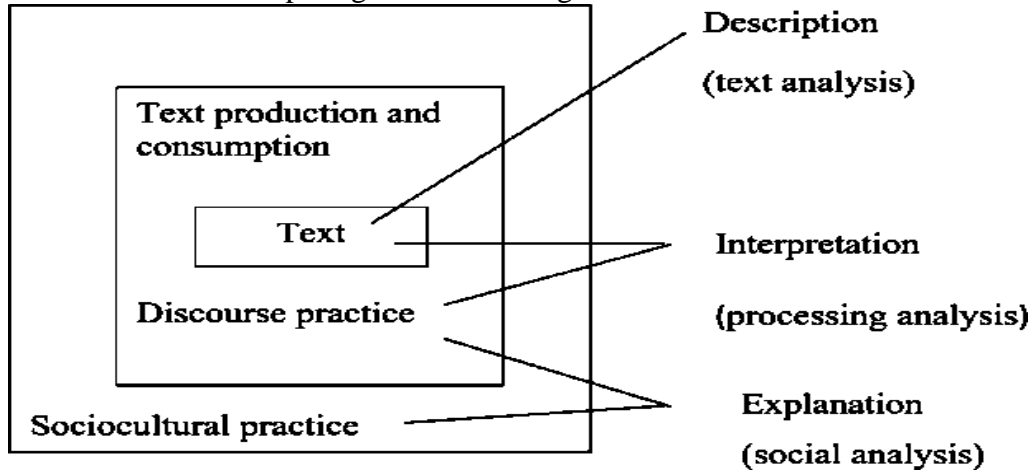
Research Methodology:

The corpus in this study comprises Mr. Imran Khan's two international spoken texts (interviews). The 1st spoken text (interview) of Mr. Imran was with "CNN" (Text 1), and the 2nd spoken text (interview) was with "France 24" (Text 2);. To collect the data the researcher retrieved the interview transcript online from YouTube and the researcher watched the interviews twice to ensure the accuracy of the transcript. 1st Interview was given to CNN, with Becky Anderson on 07/11/2022 (Text 1) and 2nd interview was given to France 24, with Marc Perelman on 16/11/2022 (Text 2). The duration of 1st spoken text (interview) is 12:24 minutes and the duration of 2nd spoken text (interview) is 12:59 minutes. Online links to the spoken texts (Interviews) are also mentioned:

- i) <https://www.youtube.com/watch?v=SmMVTe9WR58>
- ii) <https://www.youtube.com/watch?v=kTIyrDaVCy0>

The current study is qualitative and is part of the large study on understanding persuasive language in leadership. Fairclough's three-dimensional model is employed for this study which is given by Fairclough (2003) in "language and power". Data were analysed through Fairclough's three-dimensional model which comprises three aspects including text, socio-cultural, and

discursive practices in a society. Other discursive practices like persuasive strategies, 'word choice'; 'repetition', 'positive self-presentation', and 'negative other-presentation' have been used for this study. The study also focuses on the construction of identity ideology and power through the use of persuasive language in leadership especially in Mr. Imran's spoken texts. The study also explores how politicians use persuasive language as leaders to narrate their stories. According to Connelly (1990), people mostly narrate by representing themselves and others as characters where there will be protagonists and antagonists in their stories.



Fairclough's (2003) three-dimensional model of Critical Discourse Analysis

Data Analysis:

This section is about two different international spoken texts (Interviews) of Mr. Imran to investigate how Mr. Imran being a famous leader used persuasive language to persuade the masses, to convince the audiences of his agendas, to reconstruct his beliefs, and how impose his words to the people for manipulation for attaining personal goals.

Mr. Imran's interview with CNN (Text, 1, Interview on CNN with Becky Anderson' on October 7, 2022) (Spoken Text 1)

The title of the spoken text is 'Chairman PTI Imran Khan's Exclusive Interview on CNN with Becky Anderson' on October 7, 2022 (Text 1). Each spoken text is analyzed by employing Fairclough 3D model like, i) description ii) interpretation, iii) explanation. Words limit, 1518 of spoken text.

DESCRIPTION (Text 1)

Fairclough (1989) explained that the description stage is a primary stage of discourse analysis in which linguistic features of the text are identified. In this section by employing Fairclough approach the researcher scrutinized the selected words from the spoken text (interview with CNN October 7, 2022) of Mr. Imran to identify the lexico-grammatical items used by Mr. Imran and to pay attention to his grammar and vocabulary. The researcher also explores the persuasive words and linguistic features used by Mr. Imran in his spoken text with CNN (Text 1).

- (1) *They took out **three bullets from my right leg**. The left had **some shrapnel** which they have left inside. **My bone has been damaged my leg is in a cast**. 2. **About two months ago, this plot was conceived. I went on in public**. I went on the **24th of September** and announced the **plot**. 3. It started out when I was **deposed from government**. 4. Two families being again **imposed** on us who have been ruling for **30 years**. There was a big **public backlash**. 5. All efforts were made to make it out of the race to **disqualify me**. (Spoken Text 1)*

What is interesting about the above words is how Mr. Imran presented his assassination attack near Kamoke, district Gujranwala on the world forum by uttering the words 'bullets', 'some shrapnel', 'my bone has been damaged', and even 'plot'. These words have a powerful impact on the minds of the people even on overseas Pakistanis who like him the most. The usage of such words denotes negative impact of the ruling party because Mr. Imran blames the ruling party for his assassination attack. He used active verbs like 'I went on in public' and 'announced the plot'. Here Mr. Imran shows that PDM is responsible of his assassination plot and he gains the interest of the Pakistani nation that he has already told you about this attack. It also shows that through the accusation Mr. Imran wants to increase his vote bank even the word 'deposed' shows that he has been forcefully removed from the throne by PDM. Through the words 'imposed' and 'backlash', he wants to highlight on a world forum that there is interference from the U.S in our country and the U.S is part of regime change in Pakistan and the public is not ready to accept this regime change there is big public backlash. And even the ruling party wants to disqualify him. However, the people after listening to these words are somewhat manipulated in their minds to believe and accept the acts taken by PDM and have a negative outlook towards such acts.

- (1) *An agency produces video which accuses me of **blasphemy**.*
2. *The daughter of the former Prime Minister, **Mariam Safdar**, they go on television and say how I have upset the **sentiments of the people**.*
3. *I went on air and said this is **planting**. If they assassinated me, the **evidence** would go on the **government**.*
4. *I have **appealed** to the **Chief Justice of Pakistan**, who has—if I am the **wrong**, the **inquiry would be wrong**. I know the **sequence of events**.* (Spoken Text 1)

Mr. Imran emphasized that agencies and the ruling government collaboratively made this plot of blasphemy against him. The word 'blasphemy' is a very sensitive word in Pakistan and people also want to know the reality of Mr. Imran's assassination attack. So, he accuses Mariam Safdar who is the vice president of PMLN by saying that she actuated the people against him on blasphemy. Here he uses the rhetoric technique of 'name calling' to subjugate the mind of the people that 'Mariam Safadr' is a part of an assassination plot. Through language, he motivates the people by saying that if he was assassinated then the government would be responsible for his assassination. He wants a fair investigation and he appeals to the Chief Justice of Pakistan to inquire and find out the real culprits.

- (1) *75% of the by elections have been won by us. This is the **most popular party**.*
2. *People I have accused, **Shabaz Sharif** the prime minister and the **interior minister**, both have been accused for a **massacre**. **Twelve people** were massacred and about **sixty were hit with bullets**.*
3. *They have been accused of **killing people, assassination, extrajudicial killing**.* (Spoken Text 1)

Mr. Imran developed positive self-presentation on international level by giving the reference of by-elections where 75% of by-elections were won by PTI. He shows that only his party is famous in Pakistan and through this evidence he wants to realise that the regime change operation is rejected by the Pakistani voters. The use of the pronoun 'us' shows that individual members of his party are still with him and they are gaining victories in by-elections. The word 'massacre' 'bullets' 'killing people' 'assassination' and 'extrajudicial killing' were used very tactfully against Mr. Shabaz Sharif and Rana Sanauallah. They both are convicted in the Model Town Massacre where twelve people were killed and sixty were injured. Through these words, he snatched the intention of Pakistani people and actuated the people to recall the Model Town incident. Through these words, Mr. Imran constructs the negative other-presentation.

INTERPRETATION AND EXPLANATION (Text 1)

In politics, the general idea of political leaders is not to tell the truth to the masses because they just manipulate the minds of the people for personal objectives and it is a fact that politics is the 'dirty game'. Pinter (2005) explained that a politician's language is not fully coated with truth and he believed that politicians are not interested in truth as they merely show power through words. Pinter also agreed with George Orwell (1946) who explained that political leaders want to see people immersed in ignorance and even not in truth.

Assassination Attempt

There was chaotic scenario in Pakistan when an Assassination attempt was held against Mr. Imran. The majority of the people want to know the reality of the assassination attempt. Mr. Imran openly accuses, the ruling government is responsible for the assassination conspiracy. On international media, he announced three suspects were behind the attack, Prime Minister of Pakistan Mr. Shabaz Sharif, Interior Minister Rana Snaullah, and Major General Faisal Nasser. However, Mr. Imran has tried to control the minds of the people by naming these three persons, especially by taking the names of Rana Sanullah and Shabaz Sharif who are already suspects of Model Town killing. He accuses them in a very favorable situation when already people consider them part of regime change. He persuades the people through national and international interviews that these three persons are involved in the plot of assassination by calling them stooges. According to van Dijk (1993), dominance is inevitable for controlling the mind of the people and to persuade the people. So, He repeatedly takes the name of these persons to subjugate the minds of the people and to convince them that these persons are only indulging in self-interest rather than national interest. He accomplishes this move of mind control by naming these three persons as culprits and even highlighting the Model Town massacre.

Argumentative Move

Van Dijk (1993) explained that the 'argumentative move' is about positive self-representation and negative other-representation. Political leaders use this technique to exploit power and persuade the masses. Mr. Imran explained that his party won 75% by-election of 2022 which is a sign that Pakistani people still have trust on him and they again want him in power as prime minister of Pakistan. Furthermore, other parties cannot defeat him in the general election because his party is more powerful and now they want to disqualify him to minimise his popularity. On the other side, he has a negative opinion about his opponents; he states that these two families PPP and PMLN have been ruling for thirty years and looted the country because they have no concern for the people and they again imposed on us.

Emotional Connection

Mr. Imran uses the reference to blasphemy very skillfully by blaming the vice president of PMLN Mariam Safdar and he considers her a key actor for actuating the people against him for blasphemy. He knows that the majority of his followers are Muslims and he knows how to develop an emotional connection with the people through language by saying that Mariam Safdar is a part of a blasphemous plot. By taking the name of Mariam Safdar, he tries to get the attention of the people. He tries to connect himself emotionally with the listeners by saying three bullets injured me and the bone has been damaged. He tries to ensure that maximum people intensely listens him and no one feels left out. The word 'planted video' is also used for manipulation and for emotional attachment he tells the people if he is assassinated, the government will be responsible because they want to kill me. So, it can be taken as a persuasive strategy where the emotions of the people are generated.

From Democracy to Tyranny

Obeng (2000) explained that 'fear' is a rhetorical device used by political leaders to manipulate the people and to persuade them to support unsupportable policies and issues, political leaders may play with audiences' emotions by instilling fear in them. Mr. Imran through his language expresses that in his tenure media was free and every individual was free to talk about social issues, government policies, economy of the country which was the real essence of democracy but after his ouster from the throne the ruling party took vengeance from the opponents and now media and journalists controlled by the government through fear and tyranny. He also convinces the people by giving the reference of the assassination of famous Pakistani journalist Arshid Sharif who was killed in Kenya, was a sincere and bold journalist who disclosed the corruption of the politicians.

Mr. Imran claims that violence poses a threat to political leaders and even to honest journalists. He also persuaded the people against the government by saying that this government is tyrannical and stripped naked, tortured, and insulted one of his senators Azam Swati without any charges. He reminds the people about General Musharraf's era, who was a dictator and he compares the ruling government with martial law. Mr. Imran gets sympathy by reminding them and manipulating them that he was put in jail in general Musharraf's government. He emotionally engages the people through the word tyranny and acknowledges the role of journalists in politics. He admires the effort of the journalists who put their lives at risk during coverage and making the people aware of situations during such harsh circumstances. To get the attention of journalists he shows sympathy for them and expresses that journalists must get respect, value, rights, and freedom of thought. He controlled the minds of the journalists by creating a strong bond with them and thorough bond he controlled the discourse of journalists which would be molded in his favor. Even through this strategy of mind control, he tries to motivate and get the attention of the masses and journalists as well.

Mr. Imran's interview with France 24 (Text, 2, Chairman PTI Imran Khan's Exclusive Interview on France 24 with Marc Perelman on November 16, 2022) (Spoken Text 2)

Title of the spoken text is 'Chairman PTI Imran Khan's Exclusive Interview on France 24 with Marc Perelman on November 16, 2022'. Words limit, 1319 of spoken text.

DESCRIPTION (Text 2)

It is a truth that the words of political leaders have symbolical significance and have a great impact on the minds of the hearers rather than the words of ordinary men. Inspiring political leaders use several rhetorical and persuasive techniques such as personal nouns and pronouns, repetition, metaphors, allegories, rhymes, anaphora, lexical and content words, religious sayings, and even different language styles to ensure that their language style has profound impact on the hearers. So, in this dimension, the researcher explores the formal properties (Linguistic features) of the language used by the former prime minister of Pakistan, Mr. Imran.

- (1) *Mark look three and a half years I was the Prime Minister the intelligence agencies worked under me. I know how they operate. I know exactly what happened. I predicted this almost six weeks ago. I six weeks ago I said that this was all planned to assassinate me through a religious fanatic and the prime minister and the interior Minister who I named. I know the people behind this attack were these three guys. 2. I have asked the Chief Justice to have an independent probe under him we know there were two gun men. We know that there was another gunman sitting in the front. 3. They're petrified that if there are elections we will win.* (Spoken text 2)

Mr. Imran's excessive use of personal pronoun 'I' indicates his self-positive presentation. For instance, he says 'I was the prime minister', 'I know how they operate', 'I predicted this', 'I said that this was all planned', 'I named', 'I know the people behind this attack', 'I have asked the Chief Justice'. Hence, he develops an emotional appeal to people by using the personal pronoun 'I' that his statements and predictions are true about the assassination attempt. The usage of personal pronoun 'I' in his spoken discourse shows his conscious intention to seek people's attention. He very tactfully uses the word 'intelligence agencies' to control the minds of the people by showing that the Pakistani establishment also plays a role in the conspiracy of assassination attempts. The word 'religious fanatic' is a very sensitive word which he used to explain that he was not the actual shooter but there were other gunmen who were hired to kill him. To get sympathy from the people he directly accuses the 'the interior minister' and the 'prime minister' of Pakistan that they are the handlers of the attack. By taking the name of 'Chief Justice' he seems to have favour in judicial inquiry about assassination cases. The word 'petrified' is used for opponents in a negative way that they have lost their integrity in the eyes of the people and they will never win the election but his party will win the election.

- (1) *The press conference which the head of the ISI did was very unadvisable no ISI head should do a press conference because if I reply replied to it point by point I think the institution of the army would be damaged. 2. basically because people do not want these criminals who are ruling Pakistan right now sixty one percent of the cabinet has corruption cases against them so that's why I have massive public support and I think they've they think that the only way to get me out of the way is actually eliminate me.* (Spoken Text 2)

After his ouster through the vote of confidence, he reflected that the majority of the Pakistani people blamed the Pakistan Intelligence Agency (ISI) for this regime change. Mr. Imran convinces the people by giving the reference of the head of ISI conference that he shouldn't justify his position about the involvement in Mr. Imran's assassination plot. He persuades the people that ISI is a respectable institution but few individuals defame it through their involvement in democracy. He gained respect by saying that he would not reply to him (head of ISI) back because he wouldn't want to weaken the Pakistani army. Through this statement, he tries to win the heart of the nation and even explains the involvement of the army in democracy very artfully. He tactfully associated the words 'criminals' and 'corruptions' with the ruling party. He controlled the minds of the people by explaining that sixty-one percent of politicians of the ruling party have corruption cases and still they are doing nothing for the elimination of poverty from the country but they are taking advantage through NRO (national reconciliation ordinance). The word 'public support' is used to persuade the people that the people consider him the savior of the nation so that's why still he has massive support from them. By this technique of persuasion, he develops a relationship with the listeners.

- (1) *The thing is I'm a firm believer in my faith which says the time you know death is in the Almighty's hands. 2. The fear of death is not going to stop me from pursuing what I believe. 3. We have these political mafias which are above law. 4. Twenty six years ago I started my movement for justice and rule of law and you know the threat of being killed is not going to stop you from resuming this Mission.* (Spoken Text 2)

Mr. Imran persuades and develops a close relationship with Pakistani people through the words 'death', 'Almighty's hands', and 'fear of death'. He uses rhetoric technique by showing that he is

not fearful of death and even death is inevitable and everything is decided, when we have to be born and when we have to leave this world, it is absolute reality and only Almighty Allah can decide our life and death. These selective words have an impact on the minds of the people and they recline towards him and consider him a true and fearless leader. On the other hand, it may convince people with the tactful use of language for his opponents by calling them 'political mafias'. Through language, he ensures that he will bring these mafias under law, which is resisting the efforts of law and even the threat of being killed will not stop him from completing this mission. Hence, after listening to these phrases people idealized him and became the firm followers of him.

- (1) *There's a CIPHER a conversation which a secret CIPHER a conversation between our ambassador in New York and Washington and the U.S under Secretary of State Donald Lou. 2. According to that CIPHER Donald Lou is telling our ambassador that unless you remove Imran Khan as the prime minister there will be consequences for Pakistan and remove him in a vote of no confidence. 3. Interest of people of Pakistan is to have good relationship with all countries but especially the U.S which is a superpower. 4. The CIPHER exists it was put in front of the cabinet. It was put in front of the National Security Council it is now with the Chief Justice where we wanted him to hold an independent inquiry.* (Spoken Text 2)

The word 'cipher' is very symbolic which was used by Mr. Imran during the interview. The cipher is the center of attention after the regime change process. He manipulates the minds of the people by taking the name of U.S. Secretary of State 'Donald Lou' by saying that he conspired against his government and ruling government is also a handler of regime change conspiracy. Pakistani nation mostly doesn't like Americans involvement in Pakistan directly or indirectly. So, he uses the reference of cipher again and again to get sympathy from the Pakistani people and also snatches the attention of the people by using the phrases 'vote of no confidence' and 'consequences for Pakistan' as discrimination against Pakistan's sovereignty. Mr. Imran uses persuasive techniques to convince the people about regime change operations through the phrase 'national security council' that cipher is reality and through the word 'Chief Justice' where he wants a fair investigation. Through, repetition of words 'cipher', 'ambassador', 'Donald Lou', and 'U.S' he doesn't let the people forget his ouster from the throne and he takes political advantages by telling them that the U.S still has political interference in Pakistani politics which is condemnable.

INTERPRETATION AND EXPLANATION (Text 2)

According to Fairclough (1989) 'text' is a form of product while discourse is a process. So, in this level texts production, distribution, and consumption of text are dealt with showing how power relations are established through text, and the social analysis level deals with ideological conventions, which dealt with current situations, trends, and background information.

The Use of Allusions

Most political leaders adopt this strategy of 'use of allusions' to manipulate the minds of the people and to make the discourse more acceptable and successful for the listeners. Mr. Imran for constructing a powerful impact on the minds of the people also employed this technique of allusions in his language. For example, he explained that when he was prime minister of Pakistan the intelligence agency of Pakistan worked under him and he knew that the intelligence agency was also involved in assassination plots and even in regime change operations. He also expressed that he knew about this plot of assassination and he predicted this almost six weeks ago that they

planned to assassinate him through religious fanatics. The purpose of the use of allusion through language is to create ambiguity in the minds of the people about the truth and to get the attention of the people that Mr. Imran already talked about this plot, so these three persons Rana Sanaullah, Shabaz Sharif, and Faisal Naseer are responsible for the assassination attempt. Here, the use of this allusion was very appropriate as he wanted to create contradictions in judicial inquiry about the plot and to pour negativity into the minds of the masses about the ruling party.

Exaggerating Negative Sides of Others

According to van Dijk (2006) 'negative-other presentation' is an ideological strategy and it operates in such a way that the negative and bad things of other politicians are enhanced and their good things are mitigated or forgotten. Mr. Imran uses this device perfectly by calling his opponents mafia, looters, culprits, thugs, and killers. He arouses the emotions of the people that for the past thirty years, they have been involved in extrajudicial killing, corruption, and malpractice and even they also involved in the Model Town massacre where they killed twelve protesters and sixty injured. He tries to pour negativity into the minds of the people by saying that sixty-one percent of the cabinet has corruption cases and they are on bail. Through extensive attack on opponents, he controls the mind and persuades the people that these political leaders are not suitable for our country because they work only for their benefit not for the people.

Deceptive Language

The function of CDA is to reveal the truth and even all the people educated or uneducated, male or female want to see the truth. But people are deceived by politicians in some way or another. It is the power of language which can change the mind of the people or destroy the mind of the people because words have power (van Dijk, 2003). Mr. Imran persuades the people through deceptive language that ISI Pakistan intelligence service agency has against him and ISI has already known about the regime change operation. Through language, he actuates the people that his senior senator Azam Swati who is seventy-five years old detained on the order of the Pakistan establishment and has been tortured, threatened, and stripped naked which is an inhuman act after listening to this his followers started protesting in all over the country. He also expressed that ISI head conducted a press conference against him and his party which shows ISI interference in politics even ISI head claimed that the establishment will remain neutral but still they are involved in Pakistani politics. By using deceptive language he subjugated the mind of the people and now people started to consider his idea as concrete reality.

Fearless and Bold

Nations always like fearless and bold politicians because people consider them role models and also idealize them. Political leaders also control the minds of the people through boldness and they try to talk about social affairs boldly. Mr. Imran also convinces the people and controls them emotionally by interpreting 'death and life'. After the assassination attack, Mr. Imran plays with the minds of the people because in Pakistan majority are Muslim people and he expresses that life and death are in Allah Almighty's hands. He encourages his followers that the fear of death cannot stop him from his mission. Being a famous political leader of Pakistan he controls the minds of the followers by saying that he would prefer to die instead of accepting this 'selected government' which has come into power through regime change. His boldness changes the opinion of the masses and that's why he is getting more popularity in Pakistan even than before.

American Involvement in Regime Change and Role of Cipher

Mr. Imran after ouster has received more popularity because he knows that this is the best time to use Cipher for political benefits and repeatedly he gives reference to Cipher in his speeches and interviews. He knows that Pakistani people don't like America's involvement in their country; hence, he persuades the people that U.S secretary of State Donald Lou has sent this Cipher to the Pakistani ambassador and Donald Lou used very threatening language in the Cipher that if Mr. Imran is not removed so then there will be consequences for Pakistan. Through these words of Mr. Imran, the people consider him a loyal, honest, brave, and bold representative of their sovereignty. He again gets the attention of the Pakistani people by saying that the Cipher is a reality and it has already been submitted to the Chief Justice for fair inquiry and after inquiry, the truth will be revealed that there is involvement of America in regime change with Pakistani handlers. He urged everyone that no-confidence voting is non-constitutional. To persuade the people he explained that "regime change" is a well-scripted plot written and produced by 'Americans' directed by handlers (ruling party) and supervised by 'so-called neutrals' and establishments.

CONCLUSION

The study shows that the language of Mr. Imran is loaded with persuasive and rhetorical words which play a very important role in changing the perceptions of the people. Even he uses persuasive linguistic strategies very cleverly to construct his positive self-representation and negative other-representation. The researchers employed Fairclough (1992) 3D model. The analysis shows how he persuades the people by using the words, 'assassination', 'plot', 'gunman', 'religious fanatic', 'handlers', 'bullets', and 'regime change', and intentionally he used these words for changing political opinions of the masses and persuade them to support him in future. Through persuasive language, he intends to control the minds of the people and to lead them towards his own specified direction. He persuades the people by saying that Pakistan is a free country and there should be no political interference of any other country in the politics of Pakistan even America should respectfully treat us because Pakistan is a free state and Pakistani people have self-esteem.

As far as leadership is concerned, the study shows that he persuades the people that he is the only leader of Pakistan who can take a stand against America and he convinces the people by taking the name of U.S under Secretary of State 'Donald Lou' that he doesn't have any right to interfere in politics of Pakistan. To persuade the people he uses the words 'thugs', 'mafias', 'corrupt', 'killers', and 'crooks' in a persuasive way against politicians of coalition party PDM that they have imposed on us not for the welfare of the people but they have two objectives of regime change, first to remove Imran Khan and second is cover up the crimes and suspend the punishments. These facts are used to persuade the audience in favor of him and against his opponents. The study also shows how he manipulates and persuades the audiences through his spoken words and his persuasive words construct his identity as a loyal, modern, patriotic, visionary, and revolutionary leader. This study has also revealed how the persuasive language of politicians can be used to disperse reality and awareness among the people about the existing political condition of Pakistan. Through the contrast between 'us' and 'them,' he persuades the people successfully and gains ultimately votes and support from the audience. The researchers have concluded that how persuasive language helps Mr. Imran to win the hearts of the people and even get the support of the people in the political arena. So, this study can also pave the way for future researchers to explore persuasive strategies employed by political leaders in their political discourse, especially from the discursive point of view.

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