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Discourse Analysis of Socio-political Ideology in Cartoons Presented in Pakistani Newspaper

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Abstract

The study analyzes the cartoons from the Pakistani newspaper, especially, for exploring the socio-political issues of the Pakistani society as well. the semiotic (Sign Language) analysis has been done through the discourse of the Leading Pakistani newspaper the Dawn. The study decodes the representations to Pakistani politicians through print media in Pakistan. Moreover, that shows semiotics and the literary devices could be worked discursively, such as to show viewer's hegemony of the politicians of the Pakistan. Henceforth, the model of Fairclough (1990), is used as a theoretical framework of the study as well as of (CDA) is also used to making the validity of the arguments of the study and supporting to Analysis of the study. Analysis of the study clears an importance of study, such as, that is regarding to position of the Pakistani politician at world level. Findings of study illustrates that the pictures which are used in media, that are represented Pakistani politicians.

Keywords: Print Media, Discourse, Semiotics, Newspaper, Dawn, Politicians

Introduction

Semiotics is one of the many ways that print media conveys the message. A significant area of applied linguistics is semiotics. The current study emphasizes the value of sign language, which is used by the media, particularly in Pakistan. Semiotics is the study of pictures or signs, and it communicates ideas using these images. Print media employs signs, symbols, words, and images as part of its semiotic discourse. According to Jakobson (1975), every act of speech contributes to the transmission of message using language gestures, posture, clothing, fragrance, hairstyle, social act, walking, laying, and shoe styles, among other things. The images, words, and signs used by news editors serve as a medium of communication.

“Pictures are worth thousand messages and words, such as, readers regard their senses of sight most reliable than their sense of listening.”

Furthermore, according to Dr. Akbar Sajid (2012), politicians are represented as a subject of semiotic discourse. They are frequently represented through cartoons and images. Cartoons were used by Pakistani media to criticize politicians; media employs this strategy to make stories more fascinating and to catch the attention of the public worldwide, notably in Pakistan. He also says that images are presented in two ways through semiotics. To begin with, it piques the viewer's curiosity. Second, it portrays the characteristics of politicians as well as their social standing in a social setting.

“Semiotics discourse analysis (SDA) has two-fold appeal. On one side they could amuse us and on the other side, they could provide a presentation of social commentary on the world which revolve around us.”

Furthermore, he claims that Semiotic critical discourse analysis may be used to quickly examine political communications. There is a power dynamic at work in both semiotic discourse analysis and semiotic discussion. An image is a form of visual sign that may be utilized to achieve liberation, repression, or control. Semiotic speech, according to Luther, uses pictures to highlight political, social, cultural, and theological themes. They act as prevailing ideologies and represent social criticism in order to preserve status in a certain culture. The critical discourse of Pakistani print media semiotics questions our acceptance of pictures (formally, images) as real and meaningful.

Pakistani print media displays not just conventional feminine behavior, but also the socially built ideals of parliamentarians, which is very prevalent in Pakistani culture. Because of the large amount of coverage of leaders in the print media, semiotics critical discourse analysis of the print media generates subjects both quantitatively and qualitatively. They gradually but steadily influenced people's ideas about what they would do. Discourse analysis is the process of studying written, spoken, or sign language use, as well as any major semiotic occurrences. Discourse analysis objects are described as coherent sequences of phrases, propositions, speech, or turn-at-talk (discourse, writing, conversation, communicative event). Much of traditional linguistic discourse analysis not only analyses language usage outside of the sentence boundary, but also prefers to analyses language use as it occurs naturally rather than utilizing contrived examples. Text linguistics is a field that is closely linked. Discourse analysis varies from text linguistics in that it aims to reveal socio-psychological characteristics of a person as opposed to text structure. In the humanities and social sciences, such as linguistics, education, sociology, anthropology, social work, cultural studies, cognitive science, social psychology, international relations, environmental science, biblical science / studies, and translation studies, discourse analysis is subject to its assumptions, dimensions of analysis, and methodologies. DA is an interdisciplinary approach to the study of discourse, or more specifically, conversation and text, that views communication as a social practice. DA researchers contend that (non-linguistic) social practice and linguistic practice are intricately connected, with a

focus on researching how social power relations are produced and sustained through language usage. This varies from discourse analysis in that it focuses on issues of power manipulation, manipulation, and structural inequity in fields such as education.

Semiotic analysis uses invisible languages, which have not verbal value. Signs are bubble speech in semiotics. Hence, cartoons, signs, diagram, pictures, painting, gesture and posture are the signifiers to the subject, such as, the subject would signify as an iconic. Moreover, the semiotic analysis could be wholly right yet on the other hand it could not be wholly right as well. Further, Semiotic plays an important role on the lives of the people. Yet, it could be used to represent positions of Pakistani politicians, which is depicted in the newspaper, which gives clear meanings about their position.

Many writers of English language do no work on semiotic discourse, yet, the analysis plays an important as well as vital role, in the field of communication, which helps to the human for understanding the nature of the human beings psychologically, culturally, socially and politically. Hence, the Signs that are used for the communications, which could be determined the potential of the thoughts as well as the action. Signs language consists upon the 'tree' as well as 'mark' which are permitted by the individuality & universalize too. However, the signs are referred to the things which leads to the human beings towards the same result. Yet, In every society English language plays an important role in the communication. Semeiotics, generally, are selected to dominant way of communication as well. Hence, the scholars of the modern time pay no intention towards the semiotics analysis. Hence, the semiotics as branch of knowledge helps to the people to understand the sign language.

The current study depicts semiotic discourse in order to illustrate the significance of politicians in Pakistani society. The current study also focuses on how the print media promotes a sense of American superiority over Pakistani politics. That demonstrates the Pakistani press's psychological tyranny. Sometimes print media criticizes politicians by using implicit language and signs, but they do not display any images that become the source of the politician's or anyone's offense. That, in my opinion, is the proper method of criticism. However, some images or signs used or depicted in Pakistani print media have become the source of political insults. For example, print media around the world, particularly in Pakistan and India, used animal images to depict Pakistanis or other human beings. For example, they utilised images of dogs, cats, donkeys, and monkeys to depict politicians. This is not an appropriate approach to criticise or represent somebody. The print media uses this as a negative indicator. Print media should communicate in a rational manner.

According to Barth (1957), the style of semiotic discourse analysis is a study meant to highlight the means of social dominance and its maintenance through manipulation of specific discourse structures. Then, according to Barthe (1957), critical discourse analysis of sign language is socially orientated. It also includes a slew of interpretations. Language has a crucial function in bridging societies in today's world. It is a prevalent element of social communication. The means of communicating has changed as society has progressed and people's education and lifestyles have evolved; researchers today employ a variety of communication methods. However, current study emphasizes semiotics as a way of communication.

Words are utilized for verbal communication, whereas symbols, signs, and pictures are employed for nonverbal communication, according to scholar Sapir (1921). According to Kristeva (1962), signs also communicate and have meanings; thus, the significance of the sign can be understood through critical semiotic discourse analysis (CSDA). Furthermore, he claims that signs or symbols employed in newspapers have meaning that may be deduced using semiotics.

We employ a variety of communication mediums in our culture. We interact using gestures, posture, and words, for example, and we also share photographs. We also transmit our message by doing the deed, for example, we teach while walking. We can also employ more than one communication medium. For example, utter a word first, then perform it. Pakistani media use a variety of communication strategies, some explicit and some implicit. The current study focuses on how cartoons are used in print media to communicate.

Problem Statement

There has been minimal semiotics research done in Pakistan, particularly on the positions of politicians in Pakistani publications. The current study examines the literature in the relevant topic in depth. Following a thorough examination of the literature, the current study chose this issue and employed Dr. Akbar Sajid's (2012) "critical discourse analysis," which distinguishes it from others. The current study examines politicians' positions at two levels using semiotics discourse analysis. The research begins by explaining the role of Pakistani politicians in Pakistani society and how the print media depicts them to the Pakistani people. The current study also demonstrates how Pakistani politicians are perceived by American politicians and American society, which the other researchers haven't yet considered. The analysis of the current research revealed the validity of the study in the field of study of English language and literature.

Significance of the Study

Through semiotics discourse, the study emphasizes the value of sign language. The study of semiotics is crucial to applied linguistics. The present investigation attempts to examine the significance of cartoons' use in communication, particularly in Pakistan's print media. Scholars in Pakistan may not be interested in sign language, but current research demonstrates the value of media communication using signs. The current study will be beneficial for semiotics discourse research. Through the study and analysis of the recent research, the importance of semiotics could be understood. Therefore, the current research is important to the field of semiotic discourse.

Objectives of the Research Study

The study's goals are as follows:

- To investigate sign language's significance in the field of communication.
- To explore that how Print media use cartoons to portray the status of the politicians.
- To investigate how semiotics and critical discourse analysis are related.

Research Questions

1. How Print media portray the political personalities through cartoons?
2. Why print media shows American politicians superior over Pakistani politicians through cartoons?

Delimitation of the Study

The only component of the current study is a semiotic analysis of Pakistan's top newspapers. The cartoons used by Pakistan's print media were chosen by the researcher for the current study on semiotic discourse. Additionally, current research limits the number of political cartoons.

Theoretical Framework of the Study

There are many authors who discuss semiotic discourse, but the present researcher appears to apply this technique after carefully studying semiotic theories. According to Dr. Akbar Sajid (2012), the term "discourse analysis" is extremely broad. Discourse can be found everywhere. He gives a thorough description of critical discourse analysis (CDA). Only sign language is highlighted in the current research, so only one chapter on semiotic discourse was chosen. He claims that sign language is also a form of communication during the analysis of semiotic discourse. Dr. Akbar Sajid (2012) uses cartoon images to illustrate semiotic analysis in his study. Then, he describes how cartoons used in print media portray politicians. He emphasizes Pakistani politicians' and policymakers' inferiority to Americans in both of these areas. He uses images from Dawn and Naw-e-Waqt, two of the most popular newspapers. He breaks down the print media's semiotic discourse in Pakistan. Then he continues, saying that cartoons and images grab readers' attention and effectively convey information. The ideas of Fairclough (1993) and Barthes are also used to support the current research (1957). In a broader sense, Fairclough emphasizes the significance of "critical discourse analysis." The importance of semiotic conversation is discussed by Barthe. A more comprehensive description of communication modes is provided by critical discourse analysis. However, the semiotic discourse describes the use of sign language for communication.

Literature Review

Kuzu (2016) analyzes how the effective and intellectual position of the modern world depends on the growth of people in a methodical, scientific manner that is founded on ideas and art or art education. Written, oral, sign, picture, cartoon, and visual text are all used in education as a means of communication. The written word is still used frequently today as a discourse, which is an outdated form of communication. Nowadays, a lot of writers communicate using signing. Semiotic discourse analysis is the study of sign language through discourse. He continues by highlighting the value of sign language for pupils in the classroom. The pupils benefit from this teaching approach in their academic pursuits. As a result, this research differs from Kuzu's research. For instance, Kuzu (2016) exclusively examines print media, but this study examines several courses' exams. Semiotic discourse analysis, according to Kuzu (2016), differs from semiotic discourse analysis as it has traditionally been done. Aksacioglu and Yilamz (2007) assert that as science and technology have advanced, the value of traditional practices has diminished. Reading and writing therefore lost importance as scientific communication improved.

The use of technology in communication has also reduced its value; at this time, people prefer to see new forms of communication that provide them with information and enjoyment. Both the science of communication and human interpersonal connections employ semiotics as a technique for conveying messages. All of this demonstrates the significance of critical discourse analysis and semiotics analysis. Oguzkan & Sever (2012) and Byrne (2012) both assert that semiotics is crucial to the teaching of the English language. The learner becomes more proficient in the study of linguistics. People can comprehend the sign language's message in semiotic dialogue.

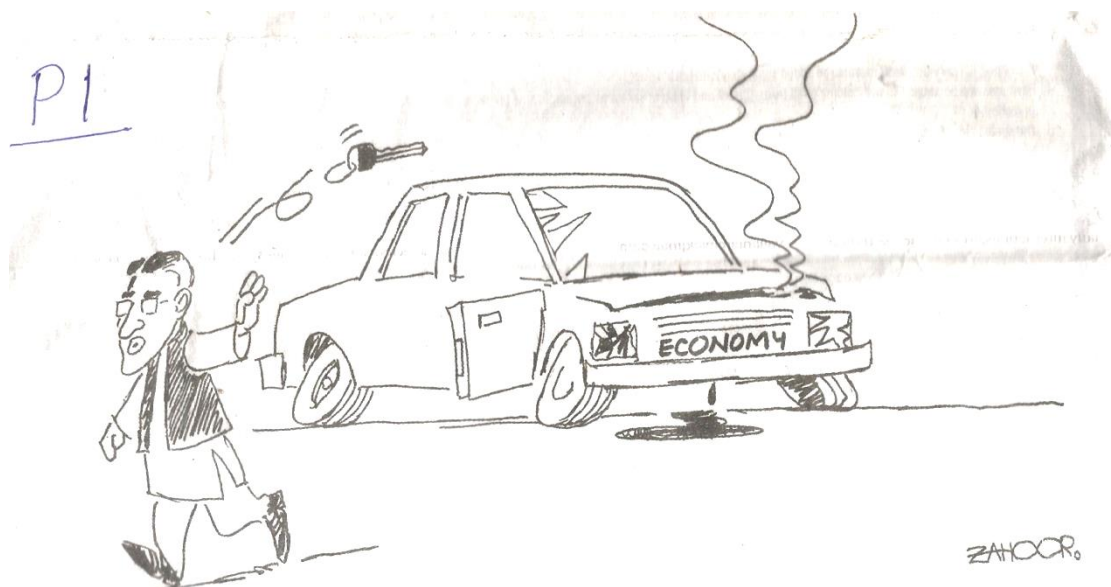
The semiotic is a So that indicates that the boy is reading the book in preparation for a test, in accordance with Cevizici (2002), Culler (2002), and Frdogan & Felmdar (1990). Boys may be seen playing cricket in the playground in the second image. Thus, it is evident that the lads are engaging in cricket. The justifications are the implicit means of the image, however when we concentrate on these images, we may say that both images are distinct from one another. For instance, two boys who have completely different interests in education. As a result, the work of the current investigation differs from all of the semiotic literature previously described.

Methodology of the Research Study

The significance of the sign language used by Pakistan's print media is highlighted by the current study. The current research highlights the current issue of the present research analysis using a qualitative approach and interpretative method. The semiotics discourse branch of applied linguistics helps to realize the power of image in print media. Researchers have chosen a few high-quality Pakistani news sources for semiotic discourse analysis. The data for this study were collected purposefully, not randomly, using the convenience sampling method. The study was limited to using symbols and images that newspapers in Pakistan uses to depict the positions of politicians. Additionally, the current study demonstrates how the Pakistani politician lost all self-respect in front of the American politician. And the Naw-e-Wakt, a Pakistani newspaper, analyses sign language to demonstrate the validity of this claim. We can see two people conversing in that cartoon-style sign, and one of them is giving the other instructions to do more (kch or iqdam karo). And the Pakistani media frequently refers to American policymakers with the phrase "do more" Dr. Akbar Sajid's theory of critical discourse analysis and semiotic discourse analysis are both used to support the analysis of the current study (2012).

Data Interpretation

In the present work the researcher depicts some pictures from the Pakistani newspapers, especially from the Dow newspaper. The study depicts these pictures for the semiotics analysis. Through the semiotics analysis the researcher explains that how these pictures are communicating. For example, there are some pictures depicted in the study, for analysis than semiotically. The study presents the current situation of the Pakistani society as well as political issues. The study uses the semiotics as a tool, how the signs and cartoons are communicating, which could be understood through the semiotics. The picture one reveals the following elements.



In the first picture, we can analyze that there is an era with the cable that (economy), which is also looking like a burning car. Such as, there is a smoke coming out from the engine of the car. The car is also looking like a damaged. Its tyre seems as, they are brusted a man is loving it and showing a gesture that he is saying goodbye to it. This picture is depicted at 19, April 2019 in the Dawn newspaper. That cartoon type picture is depicted, one day later, when the minister of the economy resigned to his post. Through the semiotics discourse, we could understand the theme of the picture. We could be understood it through the critical discourse analysis as well.

Through the semiotics discourse we can get idea that the news editor, here wants to highlight the political issues of the Pakistan. How the Pakistani politicians are leading the Pakistani government so that this picture highlights the socio-political issues of the Pakistan. Moreover, through this picture the editor wants to say that the PTI govt. has been failed to deliver his promise with the public. Hence, there is a man in the cartoon shape in the PI, who is indicating to the Asad Umer an ex-minister of economics, who is resigned to his duty at 18, April 2019. He in the begging, he was promised that he enables the Pakistani government to run the engine of the government. The Chairman of Pakistan Tehreek-e-Insaf, who has a lot of expectations with him, such as, he said in January 2018 that he had a gift for Pakistan in the shape of Asad Umer. Yet, his hopes go all in vain. The minister is failed to deliver the desired expectations or well the promises which the made with people off the Pakistan. He resigned, sudden, after he was returned from the America.

He was failed to impress the IMF also, the minister tries his best to overcome from the issues, which are the govt. facing yet, he loser his hope and resign to his job as well. So that, we can understand all the above discussion by the semiotics analysis. Semiotics discourse clears that how the pictures are communicates. So, the picture is communicating about the political issue of the Pakistan which is also harmful for the society of the Pakistan yet, we can analyze these issues in another picture as well.



In the first picture we can see the goodbye of the ex-minister to the govt. yet, in the next picture, which is depicted in the Dawn newspaper few days before, shows that why the minister resigns from his post. In the next picture there is a man lying on the flour, due to the heavy weight, which is fasten with him. Hence, there is a flight also shown in the picture. The aeroplane has a flag of the Pakistan, which is shown that it is a Pakistan and then a statement is also tagged with it as well. In the statement there is written that, IMF bailout package is approved, and a person is fell down with the heavy weight. Hence the editor wants to explore that how the IMF. Hence, the ex-minister went to attend the meeting of IMF in the America. He tries his best to convince the IMF delegation, but he failed. Moreover, the conditions of the IMF are very strict to follow Hence, the opposition parties criticize to the PTI govt. as they have promised with IMF to increase the rate of everything. The value of the Pakistani rupees already down and recorded as a lowest ever. Yet, the economy of the Pakistan is already suffering, and the finance Minister tried his best to get red from these issues, yet, he failed and resigned to his job as well. PTI, govt. has promised with the people to relief them, but they are facing a lot of the problems in these issues. The Chairman is facing the challenges in both sides, such as in the internal matters of the party and some external as well. Hence, he is still determined to overcome from these issues as well. He looks active all the time. He took no care about the resign of the minister and accept it as well.



Afghanistan. Yet, they hoped that the matter should be solved, which also would be good for the Pakistan. In the above-mentioned picture, there are three cartoons; one is mentioned as a Khalidzad. Hence, he is an ambassador of the America. In the picture there are two more cartoons in the picture as well. One is catching the neck of the second one as well as the third one. Hence, through the semiotic discourse we can be seen that, it is about the failure of the Doha meeting. Hence, Pakistan is also suffering due the terrorism in the Pakistan. Sajid (2015) comments that through the communication of the cartoon. According to him everything is a discourse. Even, a single word could be communicated. He also analyzes the picture of Pakistani positions in the shape of the cartoons. Hence, he claims that pictures also speak. He says that the newspapers of the Pakistan depicted the cartoon in their pages, just for the criticism in the shape of funny ways. So, the newspapers depicted their cartoon for avoiding the direct criticism as well. Yet, the analysis depicted the theory of the PHD Scholar Akbar Sajid as a model for the present study which helps to support the study. Hence forth, the analysis applies the theory of the fair clough as well. He presented the theory of deconstruction as well. He gives the ways of analyzing the data with the theory deconstruction. Yet, these theories clear the ways for analyzing the data and make lay to understand it.

Moreover, in the previous mentioned cartoons, the researcher Claims that the pictures are also a medium of communication, Hence, the study explored the theme of Socio-Political issues through the Semites discus. Such as, in the previous mentioned picture, we could see that how the politicians are performing their duties. Such as, the ex-minister is living the car of the economy in the bad, condition such as, he is living the brusted car. Hence, we could get idea that he is failed to manage the economy of Pakistan. In the begging of the PTI govt., they had promised that they will manage the all problems of the Pakistan. In the next picture, the study describes the issues of Afghanistan about the settlement of the issue's b/w Talban and Afghan govt. Hence, America send his ambassador to Doha for the dialogue-based solution of the issues. Khalid Khakzad, an ambassador of America about the Afghan policies, was reached in Doha, in previous month. Hence, he was there, for the settlement of the issue's b/w Talban and the Afghan govt. Yet, he was failed to settle the matters as well. Hence, the Pakistani govt. and the politician shows their sensibility and keep themselves away from there issues. They refused to participate in the following meeting. America was also offered to the Pakistani govt. to participate in the meeting. Yet, the govt. of the Pakistan refused to participate in the meeting and rules the press confreres that they would participate in the meeting, yet, they think it should be solved by the Afghan Govt.

Conclusion

The study tries to explore an ideology about the power and value of the semiotics analysis. The analysis highlights the situation of the Pakistani politicians in the Pakistan through the Pakistani media, especially through the Dawn newspaper. Moreover, semiotic analysis describes ideological meaning to cartoon, which has used by Pakistani media. Yet, analysis propagates different types of the implicit meaning. Hence, the semiotic as a branch of linguistics, which represents to society with co-archive and practices of the discourse.

People use their senses and the knowledge they have gained from society to understand the meaning of cartoons. Semiotics paints a picture of the society that is encircling us in this way. The reader's understanding is shaped by semiotic discourse, which also gains their consent. Print media employs potent images and symbols to illustrate the meaning of the relevant subject. Additionally, these symbols are incorporated into the vocabulary. One could argue that semiotic discourse describes the confrontational and denotation meanings of sign language. The primary flaw in semiotic discourse analysis is that it completely depends on prior knowledge of the two pasts.

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