

Reconstruction of Political Dogmas: A Critical Discourse Study of Political Pages On Facebook

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Abstract: *Propagation of ideology through political discourse has been employed by the statesmen since a long time. The emergence of the Critical Discourse Analysis (CDA) has made exposition of hidden ideologies in the political discourse. This theory supports to explain the discourse from micro to macro level with the linguistics and semiotic features. The present study is also taken in regard to analyze the political postings on social media to expose the political discourse hidden in text and semiotics especially after the emergence of elections 2018 and its social influence in political ideology construction. The political discourse analysis (PDA) has wide range of explaining the hidden messages, ideology construction and deconstruction. The researcher selected ten posts from political pages of ruling party PTI (Pakistan Tehreek-e-Insaf) and PML-N (Pakistan Muslim League Nawaz) with opposite ideologies and 05 posts from public figure page Baba Koda. The adopted models of CDA are of Fairclough (2009) and Van Dijk (2010) for the analysis of the posts. The results describe that the discourse used on Facebook is highly pragmatic in which political ideologies are deconstructing by using different terms according to situation as price increasing, corruption, illegal use of power, poor administration and foreign relations etc. This type of discourse attempts to catch the people's attention towards certain types of thoughts in the legitimated way as the speakers are well-*

wishers of the public while the resistance is being shown by the public figure page in the language of common man but full of similes and exemplifications.

Key Terms: *CDA, Political Ideology, Political Discourse, Semiotics*

I. Introduction

Information technology has been an integral part of life since its emergence. For youngsters to elders, from non-professionals to professionals have to be touched with information technology. Bryan (2006) describe define information technology as an umbrella term which revolves around the computer disciplines which permit organization to manage their relations, information and administrative aspects. Information technology play vital role for connecting and making relationships with others. Facebook has been the social media networking platform since the date of its emergence and has become the most users keeping and networking platform for the business as well as the advertisement of personal thoughts.

The PTI (Pakistan Tehreek-e-Insaf), a recently elected party in Pakistan, is in power thanks to the support of its partners. The party is in power in the state, but it must overcome certain obstacles, and it must explain its dominance in light of these obstacles in the media. Due to maintaining public favor, beliefs are required for construction as well as to win the hearts of the populace .The Pakistan Muslim League-Noon (PML-N) is a political party that has been in power for the past three decades and is currently serving as an opposition party in the country's parliament. This party is more critical than others, and its members continue to advocate political ideologies in an effort to capture the public's interest and inspire them to act accordingly.

I.I Significance of the study

The study of data using linguistic applications is a recent trend in the field of critical discourse analysis of language and imagery. It is the modern approach to research. In this study, there will be two different sorts of dimensions: the first is a thorough examination of the

language literature, and the second is a semiotic analysis of the visual materials. The new researcher will gain informed understanding into CDA through this study. The language application will be used by the parties involved in correspondence. Through this study, the creation and deconstruction of political beliefs in pressing circumstances became more clear.

I.2 Research Objectives

1. To critically assess political page postings for the use of language and imagery in the formation and dismantling of political ideas.
2. To comprehend the semantic and cultural discourse being offered via political postings on political sites for the creation and destruction of ideas.

I.3 Sample

As the sample of the study, 09 posts have been taken from the following pages as the source of data collection:

1. Official Page of PTI
2. Official Page of PML (N)
3. Baba Koda (Official Page)

2. Literature Review

Discourse Analysis (in the future CDA) was the fundamental hypothesis received for the present examination as it is in light of its principles that the findings from investigation of information were translated. As a particular structure for investigating talk, CDA was led in mid 1990s by a little gathering of researchers meeting at the University of Amsterdam. These were Norman Fairclough, Ruth Wodak, Gunther Kress, Theo van Leeuven and Teun van Dijk. The foundations of CDA are, be that as it may, various and old with a portion of the ideas key to CDA being traceable to humanism, ethnography, reasoning, connected phonetics and pragmatics. Wodak and Meyer (2008) expressed that through CDA, the analysis of the ideology is made both in the opaque and transparent to expose the relations of power, controls

discrimination and dominance as well as the controlling of the minds. There are needs of making the interdisciplinary approached for CDA (Fairclough: 1999) and through this phenomenon of interdisciplinary work, the other disciplines existing in the field of life, can also be made linked as economics, sociology, management and psychology etc.

The model of Van Dijk of Political Discourse Analysis provides the foundations of certain type of aspects which essentially make focus on the ideological aspects for the purpose of constructions, presentations and deconstruction of political ideology.

2.1 Political Identity as the Core Aspect of CDA

The identification of the individuals on the core of their affiliation with the political parties is the main referring of the political identity. The individuals as well as the groups of the political parties show their affiliations with the certain type of groups within the system. This identity makes the individual to be affiliated with the certain type of groups through which the prejudice, hegemony and the monopoly is being represented. Meister (2001) says that the role of political parties is of consciousness and affiliation, which is being represented by the political identity. They rely on the personal recognition, is being made by the political groups on one of their individual having the certain type of discourse. It means that the main focus of the representation of the political ideologies is on the individuals making associations to the certain type of groups to describe the ability of discursive type of discourse and it also means the representation of the political ideology have to undergo to the very critical aspects of formation and recognition. Many of the researches and the articles are there in exposition of the political discourse which also explores the nature of the political identity and representation with the certain type of associations. Beaux (2006) says that the political ideology and its representations is being made to be represented as the complete and collective social phenomenon having different type of labels as religious, secular, liberals, socialists and radicals etc. Smucker (2011) says that the political ideology cannot be best represented without the

association with the political parties so political identity can be defined as the affiliation to the certain type of groups and the personal identification to the particular groups of ideology for the purpose of self- description. Same view is also represented by Reid (1995) that the nature of political identity is the prescription and description of the particular group which revolves around the groups of environmentalists, conservatives, radical, pacifist and socialists etc. The social identity as well as the political identity can also be represented in nature more collectively than of the only perspectives of the identity.

2.2 Researches on CDA and PDA (Political Discourse Analysis)

Acquiring from Habermas' (referred to in Harris, 1995) and Fairclough (1989) articles on the connection amongst language and power relations in the public arena, CDA characterizes its objective as being to indicate 'social disparity as it is communicated, flagged, constituted, legitimized etc., by language utilize (or in talk)' (Wodak, 2001 p. 2). This, expressly expressed and energetically sought after objective to indicate circumstances and end results connections in everyday human issues through research, is the thing that makes the approach 'basic' a term which isn't quite recently restricted to explore in semantics. For the basic examiner, the motivation behind endeavor inquire about is to uncover a social issue by revealing insight into the structures and practices that constitute and propagate the issue (Van Dijk, 1986).

Jorgensen and Philips (2002) take note of that CDA can likewise be seen as a mark of a broader development in talk investigation. In this view, CDA envelops a few methodologies that are particular in their strategies for semantic examination, yet they all offer some basic perspectives to talk which are the focal principles of CDA. Some of these incorporate the view that talk constitutes and is constituted by society and culture. There is likewise the rule that CDA tends to social issues and its approach is both interpretative and illustrative. Another principle is that talk capacities ideologically and accordingly a basic investigation of talk can demonstrate the part of rambling practices in the creation, upkeep and test of unequal relations

of energy in the public arena (Fairclough and Wodak, 1997).

Van Dijk (2001) characterizes CDA as 'a sort of talk explanatory research that basically ponders the way social power manhandle, predominance and imbalance are ordered, duplicated and opposed by content and talk in the social and political setting' (p. 1). CDA sees 'predominance, segregation, power and control' as social ideas that are show in language (Wodak, 1995) and crafted by the basic talk investigator is to uncover how language is an 'instrument of energy and control' (Caldas-Coulthard and Coulthard, 1996).

The present examination adopted Fairclough (1992) way to deal with CDA. This approach holds that talk is show at two levels, to be specific, the large scale and small scale levels. At the full scale level of talk are social ideas like social request, power, predominance and imbalance. These social truths are dynamic and they discover articulation at the small scale level of talk which manages phonetic ideas like language structure, discourse acts, style and talk (Conley and O' Barr, 2005; Jorgensen and Philips, 2002; van Dijk, 2001).

Amedie (2015) made research study on the impact of social media on the society. The study was qualitative describing the impacts being flourished on the society by the social media. The study described that the social media has been a great tool of spread of information and sharing. There are many uses of social media in the age of digitalization but the false reporting and over resting theologies are also being spread through social media. The study also told that the people tires to describe their inner as communication in the presence of social media quite easily.

Sutkute (2016) conducted a research study on "Social media as a tool of resistance or a new form of slacktivism". The study was based on the qualitative analysis presented on social media in this regard. The results of the study illustrated that the social media has become a tool of accessible and abrupt information from one corner of the world to the other. It has become the tool of expansion of ideologies and resistance before different ideologies. The users of social

media make the abrupt reactions on different posts freely for the purpose of making things clear according to their information. The researchers say that social media has made its place among the masses as the social movement against any theology or misconception to be verified or be cleared. The social movement regarding construction of the society can be easily made through social media with the rapid communications.

Reggie (2015) made a study on “Social media and the new struggles of young people against marginalization: a challenge to missional ecclesiology in Southern Africa”. The study was conducted in the qualitative way describing about the struggle being possessed by the young generation against the marginalization of their rights. The main objectives of the study were to oppose the dark side of social media through which the youngsters were trapped for different terrorist activities. The results of the study told that social media being the media of freedom of thought and expression is being misused by the natives of South Africa. They are not told the truth of the things by the posts and different people are interrupted by the process of recruitment in the militant groups. The results of the study show that the natives of South Africa would be cured in usage of social media as there are keen needs to be away from the captivation of young brains for own purposes.

Hamrit (2016) conducted a research study on the Critical Discourse Analysis of the representation of Islamists on Facebook pages in post-revolution Tunisia. The objectives of the study were to critically analyze the secular and religious posts for the development of ideologies among the users. The study was qualitative in its nature with the adoption of Van Dijk model of CDA and the model of CDA of Fairclough to analyze the posts. The results of the study illustrated that the secular post posting people interpret the posts with the discursive strategies, selection of adjectives, metaphors and choices of words. The presence of aggression was seen a lot in the posts.

3. Research Methodology

3.1 Theoretical Framework

The qualitative study has been conducted under the CDA models of Fairclough (2003) of linguistic analysis as well as the CDA model of Van Dijk (1998, 2000) of ideological discourse. This study perceives *Facebook* posts, the data of the present paper, as a form of computer-mediated ideological discourse, which is also a form of „polarized discourse' (Van Dijk 1998; 2000). Generally, this type of discourse is characterized by discursive strategies that highlight unequal power relations, forms of oppression in a society so as to uncover discursive means of mental control and social influence and to disclose, reveal and uncover what is implicit or hidden including the underlying ideologies of discourse producers. The study will describe the qualitative analysis of the posts in the context of current situation when the political parties want to have power sharing through legitimating the ideologies by constructing them in the minds of people.

3.2 Data Analysis Process

3.2.1 Reading the posts

At the very first step, the data of Facebook postings of the selected pages will be observed and selected. Such type of posts will be selected from the pages which lie in one scenario and are posted related to one aspect. Every post will be tried to be selected on the behalf of their different scenario.

3.2.2 Identification and selection of text

After reading and observing the posts, the posts will be selected for the purpose of analysis. The selection of the posts of the Facebook pages will be made as it will be easy to interpret in textual or picture form but the English translation will be made of the posts for better understandings of the posts.

3.2.3 Manipulation and analysis

The next step is to analyze the data so for this purpose, the selected posts will be

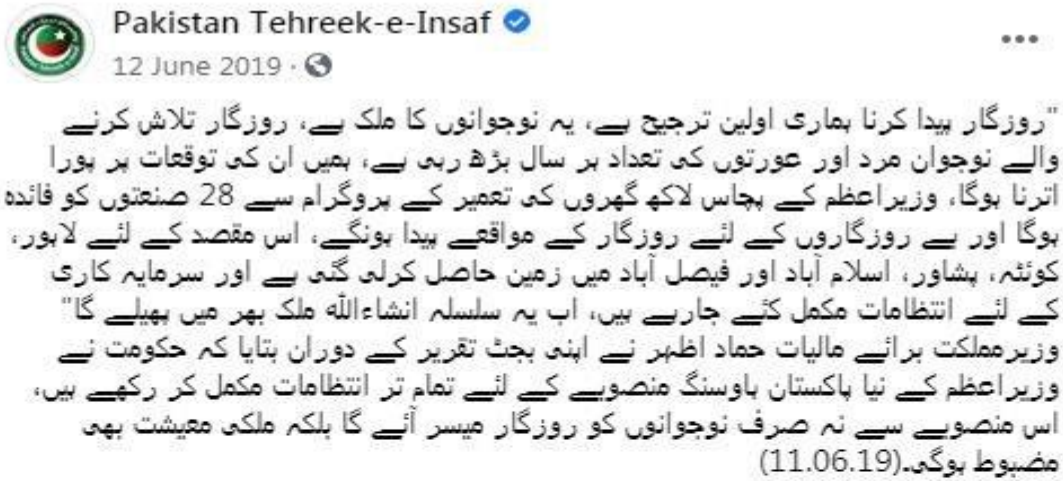
observed and critically evaluate under the shade of CDA models of Fairclough and Van Dijk. In this perspective, the element and the lexis will be taken as the integral part of the analysis.

3.3 Technique of Data Collection

At the end of the selection of the elements and the lexis, the data will be analyzed under the spectrums of CDA. The terms, linguistic choice and the objective as well as the ideologies hidden in the text will be analyzed. The interpretation will be made in unbiased way as it includes in the ethics of the research.

4. DATA ANALYSIS

4.1 Data Analysis PTI Page



#Budget2019



Figure I

English translation:

Creating employment is our top priority, it's a country of youth, the number of young men and women seeking employment is increasing every year, we must meet their expectations, from the Prime Minister's Fifty Lakh House Construction Program 28 industries will benefit and employment opportunities for unemployed, for this purpose land has been acquired in Lahore, Quetta, Peshawar, Islamabad and Faisalabad and arrangements are being completed for investment. Now this series will spread all over the country, Insha"Allah "

during his budget speech, the Minister of State Finance Hammad Azhar said that the government has completed all the arrangements for the Prime Minister's New Pakistan Housing Project. This project will not only provide employment to the youth but also strengthen the country's economy. (11.06.19)

Analysis

The adopted language which is can be analyzed under the macro level of Fairclough,,s CDA is that, it is persuasive. The attractive terms adopted by the speaker make the people more attractive and legitimate the political ideology. The powers relations are here while the term “service” and “livelihood Provision” which is seemed that national and governmental policy for the purpose of attracting the people. CDA disclose the hidden ideologies which are here as the things have not been done but the persuasive elements are described that the state is great well-wisher of natives while the description of “developmental thinking” is also being highlighted here. The discursive terms and discourse is being played here in a way that the natives of the Pakistani state would be persuasive and would like the policies of the state for their better future. The language adopted here to persuade the young people as the young people have been great supporters of PTI party due to the persuasive motives and terms as “tabdeeli (Change)” and “Neya Pakistan (New Pakistan)”.



Figure 2

English translation:

The current budget has been decided to achieve the following targets
GDP growth will be brought from negative 0.4 % to 2.1 %

Current Account Deficit will be kept limited to 4.4

Inflation will be brought to 6.5 % from less than 9.1 %

External direct investment will be increased by 25 %

Analysis

The language terms used in the post describe that the government is playing ideal role in the country even in the presence of challenges because challenges are too much disturbing as the growth seemed low and the foreign investment had been seized. The things discussed under the shade of Pakistani Flag, describe that the government is thinking much better about the country while the language description is also much persuasive for the purpose of controlling the minds of the people as the people of the state have to be in concern of national development. The semiotics also described here were the flag is age the desert as there had been no progress in the world while the present government is playing vital role. Through legitimating the ideology and the discourse by pure terms, the semantics are being produced through the post. This semantics is of losing the state policies, linking state policies is as similar as it likes Pakistan and the deserts are going to be converted in the greenery through the state politics in the regard of the national development.



Figure 3

English translation:

Opposition is not habitual and habitual to see Pakistan's progress, nor is it eager to see, so the previous rulers have never been able to do such a way that is in the interest of the country. All such failed politicians, including their supporters, conspiracy and negative propaganda against the current government Engaged in, which has always been their thermometer.

Analysis

The semiotics of the picture describe that the confusions are there on the faces of the members of opposition while the linguistic analysis exposes that the writer is intended to highlight the past experience of the politicians which always had been of leg pulling. The message and hidden political ideology is being proposed that the politicians would be at the platform of mutual understanding for the sake of national development rather than at the platform of interests making. The images as are shown describe that the member of imposition have no exact faces in one direction rather than their faces are at the divert and towards different direction which highlight that they had been having no mutual understanding in past but for the sake of seizing the national development, they are at one platform against the government. The ideology is propagated that the government is leading the country towards progressivism and development while the members of opposition are not at the state to peruse the development rather than they are creating hurdles on the way of country. The members of option are called as “Nakaam (unsuccessful)” because they had been ruling the country but they could never win the hearts of people as the people are now sensible so opposition’s propaganda will never be accepted at any price.

4.2 Data Analysis PML-N

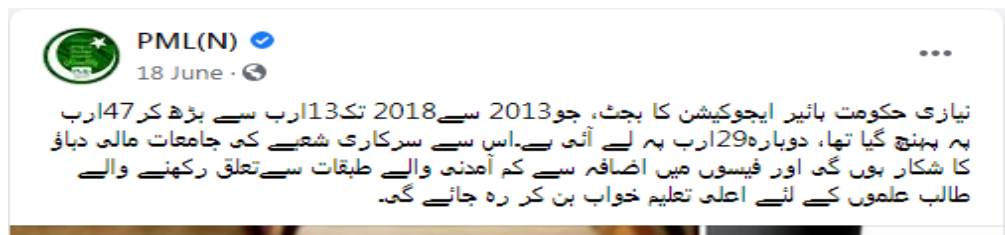


Figure I

English translation:

The Niazi government has brought the higher education budget, which reached 13 billion from 2013 to 2018, to 47 billion, again to 29 billion. Due to this, the financial pressure of the government sector universities. Higher education will become a dream for students with low

income classes rather than increase in fees.

Analysis

Lines describe the “failure” and “carelessness” of GOP which is currently ruling. The positive image is being to tend to be shown in the eyes of the readers as there were enough facilities in the time of their ruling while the minimization of capital as support in the field of Higher Education is being told by the current GOP. The GOP is called as “Niazi” government in the pragmatic perspectives because General Niazi was the person who surrendered before enemy troop which is known as “Bhagorha (the Coward person”. The present GOP is called as “Niazi Government” because, according to opposition, these are ruining the economy of the country. Through these discursive practices, the tendency and the motive of demoralize the state apparatuses persons are being criticize while the past government is being show as “ Positive” and “ Progressive” being compared to the reserve capital for Higher Education. The try is being made to win the heart of the middle man class as “the present government is not in position to facilitate the middle class families for higher education”. Through this discursive discourse, the social practice is to demoralize the state runners in the eyes of public and winning of the hearts of the public in their own favour.

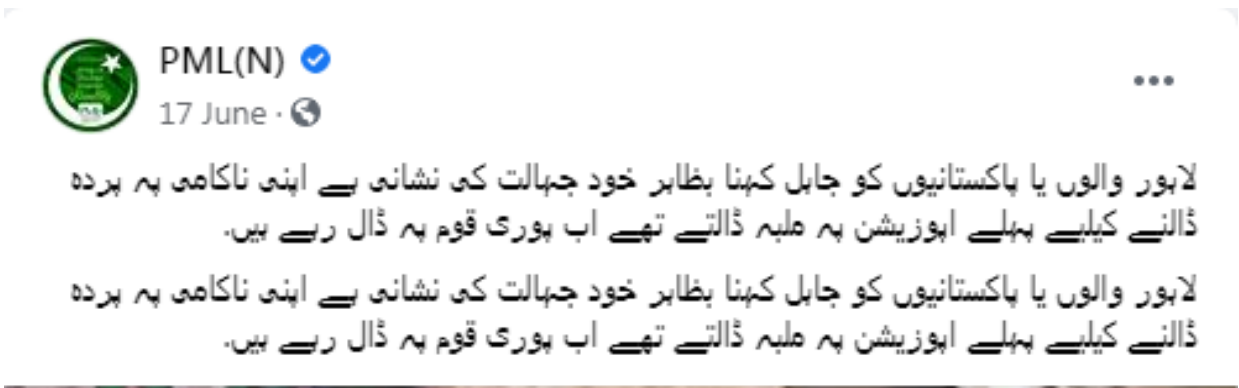


Figure 2

English translation:

Calling the people of Lahore or Pakistanis ignorant is apparently a sign of ignorance. To cover their failure, they used to put debris on the opposition, now they are putting it on the whole nation.

Calling the people of Lahore or Pakistanis ignorant is apparently a sign of ignorance. To cover their failure, they used to put debris on the opposition, now they are putting it on the whole nation.

Analysis

The lines describe the intended criticism and highlighting the scene of being called “Lahorians” as illiterate and ignorant” by Minister of the ruling party. The ideology which is being tried to be played in the post is that, the government of Pakistan is illegible and it cannot control the state and the state affairs rather than it can only criticize the opposition. The issues in this regard are the “construction of the political ideology” in the minds of public that the government is criticizing the public after opposition that the nation is also ignorant. “Load of illegibility” is the term which is being used by opposition to describe the “performance of the government” as the ironical and discursive way. This post indicates that the state runners can only criticize the opposition and the public rather than show the performances. Pakistani nation is sensible nation but the ministers of this party are tended to call it as ignorant. The previous deeds of the ruling people were to call bad names the opposition and now the “load of ineligibility” is being put on the whole nations. The tended ideology production in the post is that the ruling party disrespected the opposition and now disrespecting the whole nation because of its failure in whole scenario. We (opposition) are the true well-wisher of public and can provide the possible facilities to the nation.

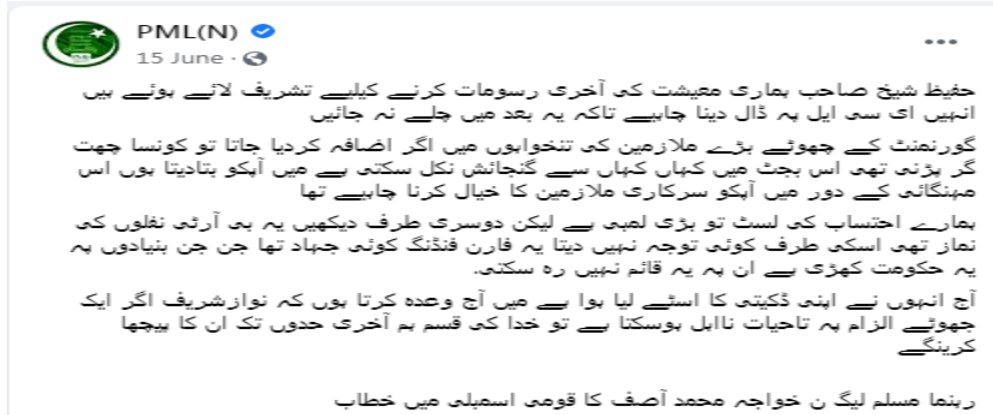


Figure 03

English Translation:

Hafeez Sheikh Sahib has come to perform the last rituals of our economy. He should be put on ECL so that they don't go later.

If the salaries of the small and big government employees were increased, which roof would have to fall down, where can this budget get the capacity? I tell you, you should have taken care of the government employees in this period of inflation.

Our list of accountability is very long, but looks at the other side, it was the prayer of Naflon, no one pays attention to it. This foreign funding was a jihad. The basis on which this government is standing, it cannot stand.

Today he has taken the status of his robbery. I promise today that if Nawaz Sharif can be disqualified for a lifetime of false accusation, I swear to God, we will chase him to the last limits.

Leader of Muslim League N Khawaja Muhammad Asif addresses the National Assembly.

Analysis

Language used in the post is full of “discursive terms” to label the ruling people as the “mafia”,

“cruel” and “ineligible” as they have no vision to run the state. No increments in the salaries of the civil servants have proved that “no care” is being shown by the state runners because they are only intended to destroy the economy. The “ECL” is the term used to cancel the foreign visa so it is only employed to the corrupt people. The minister is being called pragmatically as the corrupt and running person from the state so he is being called in such way. Through this discursive illustrations, the intended things are being told in the post is the present Finance Minister is the corrupt person and has been let in the country to destroy the economy of the state. The winning of the favour of the civil servants is being shown in this regard is that there is high price increasing in the country while no care is being paid by the country. The scenario is clear out that the state runners are not since. The “Nafal Prayer” name as given to BRT, “Foreign Funding” to PTI as “Jihad” and the basis of the government are so weak. The intended meanings in this regards are clear that the state is being run by the weak and administratively weak people who have only purpose to descry the state. The intentions to produce the political ideology in this regard are that there would be protest against “the cruelty” of the state and the state can be ruined systematically by them. The last lines are of high discursive ideology that “ineligibility” to the former PM is being alleged due to one blames then the present government can be chased even on the last efforts. The speaker is intended to “threat” the ruling

people as they are criminals in their documents.

4.3 Data Analysis Baba Koda Page

Figure I

English translation:

Three months ago when Shehbaz Shareef returned from London then such type of statement came from Patwaris:

Run away, Run Away Corona Virus, Shehbaz Sharif has come.

Till NAB has called Shehbaz Sharif in Assets cases, from that time, the leader of Patwaris, Maryam Aurangzeb ,,s statements are coming as such:

If Shahbaz Shareef suffered in Corona then the Government will be responsible.

Shahbaz Shareef refused to be present before NAB calling it that officers are suffered in Corona. Utmost declined will you seen on the wall of Patwaris. Himself Baba Koda.

Analysis

The semiotics of the picture illustrate that the leader of opposition is being tagged as the



fear for Corona and victory against Corona virus. As the Corona Virus is being threatened so the supporters of PML-N made hangers of like this. The CDA of the post described that there is huge amount of resistance by the public figure as there have been seen in the picture. The language adopted here is of vulgarity in which the term “Patwari” is employed on the supporters of PML- N while the writer is intended to propagate the ideology that there is diversity in the sense and language of the leaders in which the tended ideology proposed by the page of opposition is to make leader of opposition as “threaten to virus” while on the other side, the discourse which is produced in resistance is that the leader of opposition is misguiding the people even due to the his presence in NAB but s being told that the NAB members could be affected of Corona Virus but at the same time, the ideology is being proposed the things are quite diverse to the reality. At the end, the resistance is being made in a way that the illiteracy is being inherited to the members of opposition and their supports because the diverse things are being proposed in all aspects.

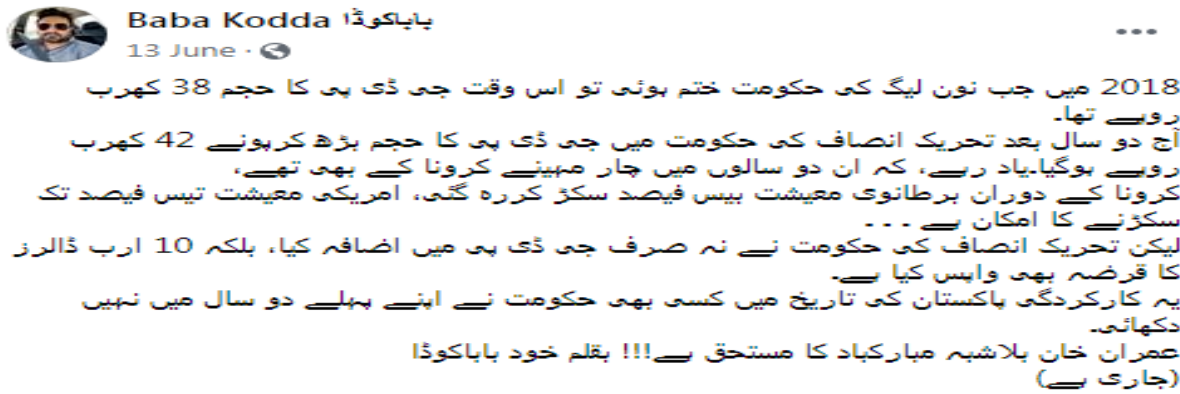


Figure 2

English translation:

When the government of N League ended in 2018, the volume of GDP was 38 trillion at that time. Today, after two years, the volume of GDP increased to 42 trillion in the government of Tehreek-e-Insaf. Remember, in these two years, there were four months of Corona. During

Corona, the British economy has shrunked by twenty percent, the US economy is likely to shrink to thirty percent But the Tehreek-e-Insaf government has not only increased the GDP, but also returned the debt of 10 billion dollars. No government has shown this performance in the history of Pakistan in its first two years. Imran Khan deserves congratulation. Bqalm himself
Baba Koda

Analysis

The ideology based on the facts is being proposed in favour of the state runners because the state runners are playing vital role in the development of the country. The language adopted here is of the pre supportive to the government as the development terms as “Growth of GDP” is being employed here to measure the tendency of national development. The ideology is also being proposed to make comparative analysis in the form of language to the developed countries that the growth rate is being minimized while the aspects which are of the high concern is that the return of “debt” is also the measure the growth rate of the public figure because the indebted country is showing progress in shape of the growth of GDP in compare to the developed countries while the reduction in the debt is also the reason of progress. The things which are of high concern is that the comparative is also been made to the past governments. The ideology which is proposed here is that the present government is the great well-wisher of the public as well as the country while the aspects described in the figures enforce the ideology of the people as the state is running towards the true direction due the leadership of the government of Pakistan which is being run by the members of PTI.



Figure 3

English translation:

Nawaz Sharif had recruited thousands of league workers in Punjab police from 1985 to 1988 during his tenure of Chief Minister. One of them was born in the house of Patwari Police Constable and he took sweets to the neighbors house When he went, someone asked fearfully, Orange King, you are on the nose at night, then how did this child come? " I'm on the nose but my wife is on the bed-The Orange King replied with anger while giving the moustache to the moustache. N-League's Mash Hina Pervaiz Butt tweeted that Hamza Shahbaz has been in jail for one year, and recently he has born a moon-like daughter. You dont need to be surprised!! Hamzais in jail, the house is borrowed on the front!! Bqlm himself Baba Koda

Analysis

The exposition of the political ideology is made here in terms of exemplification and similarities. The proposed ideology in the post is that the defenders of oppositional leaders are not playing true part in defending while they are at the stream of making the aspects be more crucial as well as defeating the ideology of political concern. The things in this perspective are of

high concern in a way that the members of position are not describing the true facts while the birth of the child without father participation is same as to be called as “illegal infant”. This ideology is being propagated to make sure the spectrum of “illegal infants” who are not of true father rather than of the other father. These types of terms employed to the situation where the keen aspects are propagated in the ideological form and the exposition if the hidden ideologies are made resisted as “chand si beti (moon like daughter)” is also given illegal infant. This type of discourse is full of alleged ideologies in which the aspects are not presented in true form. The ideological displaying is resisted in the post which is being manipulated by the language scientists which are called as politicians.

5. Findings, Discussion and Conclusion

The present study is being conducted to manipulate the hidden realities of the political discourse; the following objectives are kept as under study:

1. To critically examine the posts of political pages for construction and deconstruction of political ideologies through the images and linguistics choice.
2. To understand the semantic and cultural discourse being presented through the political posts of political pages for the construction and deconstruction of ideologies.

The researcher is confined to the political posts of political pages in the given time. For data collection purposes, the posts from political pages of ruling party and the opposition party page are observed. In this regard the public figurative page which is mostly publically liked “Baba Koda” is also being observed.

As the sample of the study, 09 posts (03 from each page and 03 from Baba Koda) are taken from the following pages as the source of data collection:

1. Official Page of PTI
2. Official Page of PML (N)
3. Baba Koda (Official Page)

The analyzed data describe that the construction and deconstruction of the political ideology

is being used in the political posts of the selected pages. The unique contradiction is used here in the pages of the mapping the minds of people as legitimating own deeds while criticizing the others.

In oppositional perspectives, the ideologies are tried to construct through illegal aspects of opposition as sugar mafia, only allegations on former PM Nawaz Shrif, no corruption of opposition rather than allegations only, reduction in budget for education, no fulfilling of the promises by PTI government, unemployment, price inflation, ineffective measures during Corona Virus issue, dual measurement of progressive standards by measuring the fuel prices of present and previous government, counselor accession to Indian Spy and ineligibility of the government to control different aspects of administration in the state. These terms are used to construct and deconstruct of minds of people for the purpose of personal and group legitimation as the group is great well-wisher of the people and people would give preferences to the group and make critical remarks on other.

The public figurative group which is selected is Baba Koda page which make the analysis even in the public discourse way. The public discourse is always full of amusement and abusing and then making critical remarks. The use of terms as Deisli (of Dierasl; this term is to Fazlurrehman), Patwari (illiterate; supporter of PML-N), Jamotiye (workers of Jamat-e-Islami) and the other “simile terms” which mostly refers to the abusing and amusement. The terms are employed to make the critical remarks and to resist the political ideology posted by the pages. This type of discourse is also been used at public level in which the public aspects are discussed by making resistance against the political ideologies. The political discourse is being used to legitimate own theology and making other theology as the faulty. The employed discourse used in this page is declarative rather than of more political concern. The things are used to construct the minds of the people through describing the facts comparatively and making it more descriptive than of the other people as statesmen. This term is being used to illustrate the aspects of the social concern so that the move of the social stakeholders would follow the social ideology

of the group.

It can also be illustrated that the political discourse is deep and have hidden semantics and ideology so that the public would to follow the propagated ideologies in the legitimated way. This tendency makes the discourse as complex through manipulation of the situation and retrieving and molding the situation towards themselves.

5.1 Findings

- CDA is helpful to expose the hidden ideologies of politicians of every country.
- Political ideology is the complex scenario but the model of Fairclough and Van Dijk is helpful to understand the hidden semantics discourse.
- Construction and deconstruction of ideology is made by politicians under the umbrella of specific circumstances.
- The objectives behind presenting the political discourse is rating, legitimating, favour, intentions, attentions and adoption of the same ideology.
- The public discourse is used as resistance against the political ideology while the language of public figure is of vulgarity and abusing as the power does not lie in the hands of public so the vulnerable language can be seen here.
- Every situation is tried to take it in favour in the legitimated way by the both type of parties as ruling and opposition despite of the facts.
- The used of media discourse is also presented in semiotic way to take the favour of mediagroups.

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