

Political Discourse Used in the TV Talk Shows of Pakistani Media

Authors : Hafiz Sajjad Hussain, Asad Razzaq

Abstract : The study aims to explore the relationship between application of speech and discourse used by the political workers and their leaders for maintaining authoritative approach and dialog power. The representation of these relationships between ideology and language in the analysis of discourse and spoken text following Van Dijk Socio-Cognitive model. Media and political leaders are two pillars of a state and their role is so important for development and effects on the society. Media has become an industry in the recent years in the globe, and especially, the private sector developed a lot in the last decade in Pakistan. Media is the easiest way of communication with the large community in a short time and used discourse independently. The prime time of the news channels in Pakistan presents the political programs on most favorite story or incident of the day. The current program broadcasted by a private channel ARY News July 6, 2014 covered the most top story of the day. The son of Ex. CJ Arslan Iftikhar moves an application to Election Commission of Pakistan about the daughter of the most popular political leader and chairman PTI Imran Khan. This movement turns the whole scenario of the political parties and media got a hot issue form discussion. This study also shows that the ideology and meanings which are presented by the TV channels not always obvious for readers.

Keywords : electronic media, political discourse, ideology of media, power, authoritative approach

Conference Title : ICSLAS 2015 : International Conference on Spanish and Latin American Studies

Conference Location : Lisbon, Portugal

Conference Dates : April 16-17, 2015