Discursive Construction of Ideological Shifts in Pakistan: A CDA of Right Wing to Left Wing Political Narratives

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Abstract
The purpose of this study is to critically analyze the ideological changes in Pakistani political narratives, with an emphasis on the speeches of Imran Khan and Nawaz Sharif, which shifted from right-wing to left-wing rhetoric. It looks into how political figures use language to create and modify ideas for their own and their parties' benefit. A subfield of critical discourse analysis (CDA), Political Discourse Analysis (PDA) examines how language is employed in political situations as an instrument of persuasion and power. To accommodate shifting political environments, Pakistani political leaders have regularly modified their ideological stances. This study examines how political ideologies are constructed and transformed discursively, with a particular focus on how Nawaz Sharif's story changed over time and diverged from Imran Khan's. Van Dijk's (1997) socio-cognitive model of CDA is used in the study to reveal hidden ideologies in political discourse. A qualitative-quantitative mixed-method approach was employed, with a focus on a few of Nawaz Sharif and Imran Khan's speeches that were conveniently sampled from official internet sources and YouTube. The results show that Nawaz Sharif and Imran Khan regularly manipulates public opinion by using repetition, positive self-representation, and negative other-representation. Particularly during times of political weakness, there was a discernible ideological movement from right-wing conservatism to more left-leaning populist discourse.

Keywords: Ideological changes, Pakistani political narratives, Right-wing to Left-wing, Political Discourse Analysis, Manipulation

Introduction
Political discourse is very complex genre of text; the complexity of political discourse is closely related to linguistic and non-linguistic elements such as power, racism, and ideology which are interrelated to one another. The formal structures of words, phrases and sentences are not used

by the politicians because they use them discursively when they deliver the speech in critical situation and they speak randomly or structure free (Schaffner, 1997). The main purpose of politics is to achieve power for social, economic, and personal purposes. This power is gained by the application of various ideas. In this construction, discourse plays immense role as societal and social practices for the application of political notions and language also controls the cognition.

Critical theory of discourse highlights the language usages as social practices. While all social practices have connection to each other to make the historical context, and these relations generate new productions and interests for functions. The hypothetical questions are related to discourse, discursive relations, power relations, and ideological relations. The literal and contextual meanings of these hypothetical questions are like, how does text express negative and positive ideologies? What are the situations for these textual constructions to express internal thoughts? Text and talk are associated with mind and personal interest and these interests are changed with the passage of time due to circumstances.

This study deals with 'ideologies' which are changed with time and situation due to personal and political benefits. Ideologies are magnificent part of political discourse while political discourse is a key tool to express political ideologies (Van Dijk, 2008). Mostly politicians use language indirectly for communication to one another; this particular and indirect language formulates ideologies. That is why, the researcher investigates repetition to analyze the structures of power and ideological structures of Pakistani political domain. The most frequent devices which are used by politicians of Pakistan are 'linguistic repetitions'. Repetition is used to get concentration and attention of listeners. Politicians use it for confirmations and their ideological ideas. They want to make emphasis on addressees through repetitions.

Language is not impartial tool for speech, expression, and communication because it plays mediate role among various means. Every language has different relations, realities, and identities to establish the society. All social relations, social realities, and social identities are created by language which means all these dimensions have different expression in social and political life. Post-Structuralists denote that language is use for identity, power relations, knowledge production, knowledge comprehension, ideology, community relations, and reproduction. Discourse creates new form of reality to support ideas and this reality is socially organized. Language power is exercised by various organizations and institutions to control their supremacy and hegemony. Political discourse expresses the ideologies of politicians, struggle for power, and hegemony. In fact, politics is source of power; discourse is remarkable tool to implement the power (Tyson, 2018).

Political talk consists of political speeches while different types of political agendas on regular basis. Different political speech analysis of Benazir Bhutto, Quid e Azam and Tahir-ul-Qadri have been done by various discourse researchers (see Nasir, Ali, & Ullah, 2013; Naz, Alvi & Baseer, 2012). The researchers investigate the purposes and rhetorical strategies to uncover the hidden meanings and intended ideologies beyond the discourse manipulation. In this modern era, politicians do contests with other political parties and institutions through words and discourses. Language manipulation is a crucial part in Pakistani politics and politics of other countries. Politicians try to persuade the people with the help of different rhetorical devices (Alvi & Jalilifar, 2011). They use various words to effect the mind of people. The main purpose of their speeches is to achieve the political goals which are possible in people's support. Rhetorical devices like

repetitions and pronouns are used for emphasis. Politics and persuasions are interconnected and they can't separate to each other. Discourse plays fundamental role to highlight the hidden ideologies.

Research Questions

The study is designed to address the following research questions:

1. Is there any change in the political stance of Nawaz Sharif and Imran Khan over the period of time?
2. Whether the change in Nawaz Sharif and Imran Khan's political discourse is due to his varying ideology or it symbolizes self-interest?
3. What does the 'new' intended ideology of Nawaz Sharif and Imran Khan illustrates?

Literature Review

There are various controversial classifications of discourse as a theoretical and interdisciplinary approach. Discourse is implemented due to find out the particular meanings and knowledge in society while the pre-existential discourse indicates the construction of latest discourses. It does not only indicate specific activity and social relationship but also constructs them (Fairclough, 1992). There are two Marxists and philosophers who concentrate on discourse for cultural and social variations just as Antonio Gramsci (1971) and Louis Althusser (1971). Discourse is organized way to classify and justify the status-que elements in society. Discourse is a method to establish and justify the various factors in society and these factors are acceptable or not and common or particular (Gramsci, 1971). For Althusser's approach, discourse is the establishment and formation of social roles and identities for people in society.

Political discourse analysis has basic objects to analyze political discourse critically (Van Dijk, 1997). PDA focuses on the political issues, political power, political speeches, and political production. It deals with various forms of dominance, power, and resistance of powerless against the power (Fairclough, 1995; Van Dijk, 1997). PDA commits the challenges against the power and differentiate the struggled discourse, and dominant discourse. Implement of DA on PD is quite different because discourse analysis is subject and political discourse is another form. The basic objective of political discourse analysis is to find out the political behaviour, political cognition, and fluctuations in politics.

The study of political discourse analysis investigates the discourses of renown and prominent politicians and other association e.g., political parties, prime minister, parliament, president, political institutions, and other officials. Political discourse observes the discourses at societal level, national level or international level. PDA figures out that it is vital to understand the political accounts, political actors, and communicative events just as public groups, audience, citizens and people (Wodak, 2013).

Khalil at el (2013) investigated the political discourse of Imran Khan, Chairman of Pakistan Tehreek-e-Insaf (PTI). The speech was examined by them. They were trying to lay out the agendas that operated behind the political speech given. The chosen speech was evaluated qualitatively by using Fairclough's theoretical framework, which he proposed in 1995. The report concluded that to convince voters to obey their secret agendas, politicians used such kind of linguistic tactics.

Van dijk discusses various notions about Critical Discourse Analysis than other CDA theorists. He follows much more to his fellow and colleague theorists. Anyhow, he believes that the main purpose of CDA is to analyze the different perspectives of Discourse and dominance (Dijk, 1993).

He holds the much emphasis of Marxism in CDA, where he claims that the dimensions of Discourse that is associated with power i.e. style, setting, rhetoric, topics, and participants. It is equivalent to the notion of Marxism because according to Marxism, who is the superior over the basics and sources that will control the outcome. There are many noticeable works of Van Dijk thet are related with power, media, ideology and debate. He discusses the racism and social inequality which contributes discrimination (Wodak, 2006).

Ideology discussed in earlier section in the form of social thought. Ideology illustrates as 'the beliefs that are shared by groups' (Dijk, 2013). That is why ideology is quite different from social cognition because social cognition figures out its one form. Ideology is being shared in society by members of society and sometimes it would be against personal beliefs. To some extent, ideologies are different to social cognition such as socio-cultural knowledge.

In Pakistan, critical discourse analysis is currently used to analyze texts at different levels and thus critical dialogue analysts focus on different topics by applying different methods of CDA. Several studies have been conducted using CDA. Some of them are discussed below.

Through the political angle, there are number of studies that investigate the political text, advertisements and political agendas. Discourse analyzes the rhetorical devices, political strategies, political speakers, political text and persuasion under the critical discourse analysis. It analyzes the objectives of audience, speech and how the intended ideologies effect the listener's mind (Noor et al., 2015). These previous studies concentrated on the different verities of discourses.

Sarfo and Krampa (2013) conducted a research on the political manifestos and their perceptions implicitly. They stated that language is an effective tool which is used to construct and ideology, or establish a power relation of imbalance between two groups of people. The study was underpinned by the hypothesis that speakers use different linguistic expressions to achieve their certain goal. To check this hypothesis, they collected data from the manifestos of PML-N and JIP by using Dijk's socio-cognitive and Wodak's DHA. After the analysis, the study came up with the results, by proving its hypothesis. Both parties' speakers manipulated their language to hide the ideologies.

Michira (2014) investigated the persuasive strategies of language, intended meanings and ideologies which were used in Kenya presidential campaign in 2013 election. In order to objectively examine the rhetorical devices and tactics employed by the leading contender for the president, he used primary knowledge, such as interviews, party manifestos and campaign video clips. He claimed that language is an effective instrument used not only to express their agendas and ideological views by leaders pursuing political authority, but also to establish those expectations in order to persuade and control voters.

Research Methodology

There are many studies regarding philosophical assumptions which explore the fundamental aspects of related studies and research validity. In this section, philosophical methods, interrelated components, practices, and nature of research are discussed deeply. Qualitative and quantitative paradigms are approaches where researcher explores the functions, intended meaning and basic differences respectively. This study does not criticize the various political parties but it explores the fundamental fluctuation of PML-N through Nawaz Sharif and Imran Khan's speeches. Exploratory paradigm is helpful to analyze the various ideologies that are exist in words and Nawaz Sharif and Imran Khan's behaviour. Qualitative paradigm unveils the

particular ideologies comprehensively and quantitative discusses the charts and objectives of study. Critical discourse analysis is hypothetical, practical, and speculative academic study which explores the language manipulation, discrimination, ideology, power, and social problems (Rahimi & Sahragard, 2007).

Convenient sampling is used in this study because this study analyzes the Nawaz Sharif's speeches to observe the fluctuations in his political position; that is why this sampling technique is relevant to this study. The sample speeches cover the data for this study which are taken from YouTube and the website of Prime Minister's Office Islamic Republic of Pakistan. These speeches are recorded for comprehensive analysis.

Socio- cognitive approach is used in this study because it analyzes the variation of text and discourse. Van Dijk (1997) explores the facts, text production and comprehension of political speeches with the help of social cognitions. This approach focuses on discursiveness of society and creates the connection between political speeches and social relationship at macro level. Van Dijk (1988, 1991 & 1993) investigates the structure of political discourse and social practices. Political discourse is distinguished by micro and macro level of analysis. Macro structure is fundamental level of this model that discusses the themes and important structures. It expresses all constituents of structuring.

Data Analysis

Repetition has many functions at sound level, sentence level and semantics level, it is also helpful in interpretation of political speeches. Repetition is vital rhetoric device to analyze the political characters, behaviours and ideologies to highlight the certain notions. Politicians use it to get attention of listeners or addressees for own interest, listeners give positive feedback through it (Dijk, 1997). The repetition of text in Nawaz Sharif and Imran Khan political speech is discussed in following table:

Nawaz Shareef's Speeches Analysis

This term is used widely that is not particular term to typical field or area. Repetition is classified as reappearance of words, phrases, sentences and collocations in same discourse (Tannen, 2007). It has many functions to govern the discourse, some are particular while some are common. The political discourse revolves around the repetition to classify the genre. Politicians rely on repetition and its functions to convince the listener or reader, that's why they utilize its different strategies of ideologies (Khudeir, 2016).

Table 4.1 *Statements about to establish a commission for inquiry the Panama Leaks*

Repetition	Context
1	April 05,2016 addressed as Prime Minister (PM) of Pakistan on television
1	April 22,2016 addressed as (PM) of Pakistan on television
1	May 16,2016 addressed as PM in National Assembly of Pakistan

Background

The 11 million papers published by Panama, Mossack Fonseca fixed them according to Panama law. The basic purpose of this leaks is to identify the connection between different businessman, leaders and politicians of the world and their illegal companies, wealth and accounts. These documents indicate the corruption and offshore companies of Nawaz Sharif's family. Nawaz

Sharif was the prime minister of Pakistan during this leaks. In April 2016, these leaks created disturbance for the Sharif family because the panama papers proved the allegations against the sons of Nawaz Sharif due to their offshore companies, accounts and asserts that were not proved from Pakistan. The basic objects of these companies is to attain the funds for international benefits, so Sharif family created network of these companies to make black money.

The Sharif's companies involved in money laundering in illegal way and hide the money from Tax department of Pakistan. Though, there was not Sharif's name in panama papers but he was owner of these accounts directly or indirectly, so he faced criticism on his reputation. Nawaz Sharif and his family rejected all allegations and called them illegal activities against them. In November, they stated to Supreme Court of Pakistan that their property and London flats had been procured through the investment in foreign companied which are owned by Qatar prince, these flats are gifted by crown family of Qatar ("Panama Papers: Pakistan PM Nawaz Sharif to face investigators", 2017).

Repetition is basic, universal and enormous element of discourse. There are other aims of repetition in this study just as, it denotes the manifestation of Prime Minister's duties and importance of justice, equality or fairness in investigation for him and his family.

Table 4.2: *Downbeat response of Nawaz Sharif after the decision of disqualification*
(on 20th April 2017) as Prime Minister of Pakistan

Phrase	Repetition Frequency	Context
Mujhy kun nikala?	02	Aug 10,2017 at
	11	Aug 10,2017 at
	03	Aug 11,2017 at Gujrat
	05	Aug 11,2017 at
	01	Aug 13,2017
	01	Feb 04,2018 at
Nikala keun gya mujhe?	02	Feb 1,2018 at Karachi

Table 4.3: *Nawaz Sharif's anti-judiciary speeches after disqualification as PM*

Repetition Frequency	Context
01	July 29,2017 address to Parlimani Party
01	Aug 10,2017
01	Aug 12,2017 political gathering at Lahore
05	September 26,2017 media briefing
01	December 2,2017
04	November 8,2017 addressed to media at Supreme Court
03	December 3,2018 addressed to workers convention
01	Jan 01,2018 political gathering at Haripur
04	Jan 7,2018 addressed to public convention at Kot Momin
01	Jan 09,2018 spoke to lawyers across the country

Politicians use this kind of discourse for their benefits and for the manipulation of people's thought to obtain the political advantages. That is why, ideologies are hidden beyond the

language and language is a remarkable tool to express the intended ideologies. Though, this decision of disqualification is not appropriate for Pakistan's democracy and reputation of Pakistan. So he gave the counter arguments against courts in his speeches, the democracy of Pakistan became the risk for all due to his political statements.

Imran Khan's Speeches Analysis

This is a comprehensive table that displays Imran Khan's ideological terms and phrases from speeches that demonstrate his ideological transformation from right-wing to left-wing after leaving office, as well as a comparison of how his diction and tone against the establishment evolved over time:

Table: Ideological Words and Shifts in Imran Khan's Political Discourse

Category	Speech Phase	Ideological Words / Phrases	Tone	Contextual Meaning / Shift
Religion & Nationalism	Before Government (Right-Wing)	"Riyasat-e-Madina", "Islamic welfare state", "Ummah", "Khilafat", "Moral revival"	Positive-Religious	Projected a conservative religious ideology aligning with Islamic values and nationalism.
Social Justice & Welfare	After Government (Left-Wing)	"Haqeeqi Azadi", "Public empowerment", "Elite capture", "Justice for all"	Progressive	Shifted toward leftist populist discourse, highlighting class divide and public empowerment.
Military/Establishment	Before Government	"Meri fauj meri shaan", "Humari fauj aman ki z guarantee hai", "Neutral hai to support karo"	Highly Positive	Depicted military as patriotic guardians; aligned closely with establishment.
Military/Establishment	After Government	"Mir Jafar", "Mir Sadiq", "Neutrals", "Sazish", "Shadow government", "Hidden hands"	Negative-Critical	Language became confrontational and accusatory, signaling a discursive break with establishment.
Public & Democratic Rights	Before Government	"Naya Pakistan", "Tabdeeli", "Accountability", "Meritocracy"	Reformist	Appealed to right-leaning reformist values within traditional frameworks.

Public & Democratic Rights	After Government	"Awam ki hukumat", "Real democracy", "People's will", "Imported government"	Populist-Radical	Claimed elite control of state and invoked populist left-wing rhetoric challenging the status quo.
Foreign Policy	Before Government	"Strategic ties", "Close friend China", "OIC solidarity", "Brotherly countries"	Nationalist-Neutral	Focused on alliances with traditional partners, following conservative diplomacy.
Foreign Policy	After Government	"Sazish hui", "External intervention", "American plot", "Imported hukoomat"	Anti-Imperialist	Accused Western forces of meddling; adopted anti-imperialist rhetoric typical of leftist movements.
Economic Discourse	Before Government	"Business-friendly environment", "Investment", "Ease of doing business"	Pro-Capitalist	Emphasis on neoliberal economic policies and private investment.
Economic Discourse	After Government	"Elite class ne mulk ko loota", "Riyasat logon ke liye honi chahiye", "Economic injustice"	Anti-elite, Socialist	Criticized capitalist elite; moved toward redistribution-focused rhetoric.
Judiciary & Accountability	Before Government	"Independent judiciary", "Accountability for all", "Justice system reform"	Idealist	Used to build legitimacy; aligned with legalistic, rule-of-law discourse.
Judiciary & Accountability	After Government	"Double standards", "Biased courts", "Judges under pressure",	Disillusioned	Shifted to accusatory stance suggesting judicial institutions were under

			"Judiciary captured"		elite/establishment influence.
Youth and Public Mobilization	Before Government		"Youth are our future", "Digital Pakistan", "Educated revolution"	Motivational	Encouraged youth within framework of reform and nationalism.
Youth and Public Mobilization	After Government		"Youth rise for Haqeeqi Azadi", "Mulk bachao", "Inqilab lao"	Revolutionary	Called for street-level resistance; moved toward left-wing style mobilization rhetoric.

1.   Nationalist and Religious Talk (Right-Wing Identity Formation)

2.   "Riyasat-e-Madina" is one phrase. "Islamic welfare state," "Ummah," and "moral revival"
These terms are well-known instances of ingroup construction and positive self-representation, and they were widely employed both before and after Imran Khan's rule. By appealing to the majority's religious identity, Van Dijk claims that they activate a common intellectual paradigm of Islamic government and moral supremacy. Within a nationalist-Islamic framework, Imran Khan and his party presented themselves as moral reformers, promoting a collective Muslim identity and depicting the West as morally reprehensible.

3.   Transition to Right-Wing Populist Speech (Post-Government Era)

Phrases: "Haqeeqi Azadi," "Elite capture," "Power of the people," and "Justice for justice"
This transition signifies a change in the way that people think, from religious conservatism to left-leaning, populist mobilization. The cognitive design of "Haqeeqi Azadi" (genuine freedom) attempts to replace the previous dichotomy of Islam versus corruption by redefining the conflict as one between the people and the elite. Traditional power holders are portrayed as oppressors by the expressions "elite capture" and "justice for all," which denote ideological polarization. In the eyes of listeners, this shift recasts the in-group (the downtrodden masses) vs out-group (the privileged class) dynamic.

3. *"Meri fauj meri shaan," "Fauj aman ki z guarantee hai," are new ways of presenting the military and establishment prior to government.*
These statements were used to position the military as the defender of national sovereignty and to positively portray the institution. According to Van Dijk, this supports power alignments that favor and legitimize members of the in-group.

4. *"Neutrals," "Mir Jafar," "Sazish," and "Hidden hands" after the government*
These utterances demonstrate cognitive re-framing and discursive de-legitimization. The military, which was formerly classified as an ingroup, is now classified as an outgroup. The historical allusions to "Mir Jafar" and "Mir Sadiq" serve as ideological indicators of treachery, creating a new mental model in which the elite is perceived as undermining democratic will. By suggesting fake impartiality and fostering mistrust, the word "neutrals" is a discursive irony. According to Van Dijk, the purpose of this discourse manipulation is to strategically affect the audience's memories and feelings.

4. *Neoliberalism and Economic Justice as Economic Ideologies*

Previously: "Easy to do business," "investment," and "business-friendly environment"

The right-wing economic philosophy reflected in these phrases seeks to instill constructive mental models of capitalism and free markets. The discussion advances the notion that elite collaboration and the expansion of the private sector are the keys to success.

Following: "Economic injustice," "Elite class ne mulk ko loota," and "Riyasat logon ke liye honi chahiye"

Imran Khan adopts an anti-elite economic stance after leaving office, bringing up the unfavorable portrayal of economic elites. According to Van Dijk, this is a semantic blame tactic used to reshape public sentiment and shift ire from individual shortcomings to systematic exploitation.

5. *Judiciary and the Rule of Law: From Confidence to Disenchantment*

Prior to this: "Independent judiciary," "Accountability for all"

In keeping with Khan's early right-wing reformer persona, these statements framed institutions as just and changed under his direction, contributing to the development of a trust paradigm.

"Double standards," "Biased courts," and "Judiciary captured" come next.

When political losses occur, the rhetoric changes to undermine the judiciary's credibility. Such changes give rise to different mental models, according to Van Dijk, in which institutions are influenced by influential out-groups rather than remaining neutral. Civil disobedience or dissent is justified, and public trust is undermined.

6. *Foreign Policy Rhetoric: Transitioning from Anti-Imperialism to Strategic Moderation*

"Brotherly countries," "strategic ties," and "OIC solidarity" were used previously.

These words are consistent with traditional allies and demonstrate diplomatic conservatism. The Muslim world and non-Western friends are the in-group here, and diplomatic language is neutral.

"Imported hukoomat," "American plot," and "external intervention" came next.

This is known as ideological othering, according to Van Dijk's concept, in which the West—and particularly the United States—is now seen as a powerful out-group enforcing its will. "Imported hukoomat" is a cognitive trigger that implies a loss of sovereignty. This encourages resistance and animosity among everyone.

Discussion

Discussion section evaluates the critical analysis of this study. Critical discourse analysis (CDA) is the study of verbal and non-verbal discourse and it emerges from critical linguistics (CL), it also discusses the socio-political discourse, political consciousness, political discourse and communication (Van dijk 1995). Critical discourse analysis deals with production, comprehension and social structures. The prominent notions of critical discourse analysis are political power, ideologies and political injustice. It focuses on all dimensions of political discourse just as rhetorical devices, grammar, style, speech acts, interactions, pragmatic, and schematic strategies in society. Political discourse emerged from critical discourse that discusses the political speeches and political subjects. The current study explores the hidden ideologies of Nawaz Sharif and Imran Khan about various institutions and these ideologies were changed with the passage of time through political discourse analysis.

These fluctuations have much impact on the democracy of Pakistan. When this study looks at the varying context of Nawaz Sharif and Imran Khan, it shows that the beliefs of Nawaz Sharif and Imran Khan are changed for their benefits. They use political ground and remarkable

manifesto for his personal beliefs. These are only benefits which connect him with other parties. Now, Sharif's and Khan's ideologies have much influence on the listeners and audiences because democracy is not possible without sympathy and promises of development. They use deferent methods of speech to prove himself as sincere politician of Pakistan.

The ideological language used by Imran Khan shows a conscious cognitive reengineering of public perception in addition to a shift in political stance. Using religious and nationalist rhetoric to justify his authority, he took a right-wing, pro-establishment posture while in office. After leaving office, his speech underwent a significant change to a left-wing populist framework characterized by class conflict, democratic opposition, and anti-establishment language.

By using Van Dijk's approach, it becomes clear that these changes are deliberate attempts to bend public opinion to suit the speaker's changing political demands rather than being coincidental. Khan successfully changed his public image from one of a state-sponsored reformer to one of a revolutionary leader of the people by employing polarization, repetition, self-victimization, and emotional triggers. He did this by manipulating the narrative with words.

Van Dijk's Socio-cognitive model is used in this study to discriminate between Us Vs Them. The pronouns are used to portray the original aspects of Nawaz Sharif and Imran Khan's speeches. Although the data analysis expresses the pronouns like we, us, them, our, their, it, they, and who. The rhetorical political tools focus on political discourse of Nawaz Sharif and Imran Khan's political parties. They also achieve the hegemony to form a positive identity. These rhetorical devices help in transformation of connotative ideologies to achieve the public attention and vote. Repetition is used form listener's concentration and attention whereas Nawaz Sharif repeated many phrases to attain the public sympathy and support. Nawaz Sharif uses it to get addressees interest and he gives positive feedback with the help of it. According to Van Dijk, there are two types of structures 'Micro and Macro'. In this study micro structure discusses the sentence, grammatical and phrasal structure. It is basic structure of discourse such are repetition and pronouns in polarization. While macro structure discusses the broad level such as, ideology, power, racism, and social injustice. In this study, macro structure shows the fluctuating ideologies of Nawaz Sharif due to political interests.

Conclusion

The study of Pakistani political leaders' discourse has made it clear that linguistic distortion is fundamental to political discourse. Context has been shown to play an important role in the selection of rhetorical instruments. Pakistani political leaders are well aware of linguistic persuasion techniques and have used these tactics to obtain sympathy from public. It is recognized that in the analysis of linguistic choices of political rhetoricians, comprehension of structural, social, and situational influences plays a crucial role. This knowledge allows the consequences of rhetorical tactics to be decided, and lead to the exploration of ideologies, secret aims and political motivations. It also highlighted the variables that are responsible for the preference of Pakistani language choices, including history, political practices, and personal ambitions. Through political discourse, ideologies are expressed in Nawaz Sharif and Imran Khan's speeches. Repetition is most widely linguistic element in all of the discourse of Nawaz Sharif and Imran Khan at the lexical and phrasal level. It is possible to build a deeper interpretation of Pakistani political speeches through the study of rhetorical instruments.

The main purpose of this study is to analyze the different Nawaz Sharif and Imran Khan's speeches and to express the intended ideologies which tend to change the stance from rightwing

side to leftwing side. These speeches had various spatial and temporal situations because he changed his ideologies before and after his disqualification. This study proves the egocentric behaviour of Nawaz Sharif and Imran Khan due to his personal benefits. At micro level in this study, repetition of lexical items, and sentences explore Nawaz Sharif and Khan's positive actions and negative actions of other political parties and institutions. There are numerous functions and frequencies of various linguistic devices employed by Nawaz Sharif and Khan which are explored in this research. This study also shows the variation in political discourse according to situations and benefits which are not for people of Pakistan but for personal profits. This study shows that how language strategies such as repetition and polarization (Us Vs Them) are used by Nawaz Sharif and Imran Khan to emphasis on people of Pakistan for execution of his political programs and agendas.

Eventually, Nawaz Sharif and Imran Khan shifted their ideologies for their benefits and interests. In Pakistan, the consequences of polarized politics are that the country is not developed democratically, financially, and politically. A democratic state structures and political systems have not been promoted by state elites, both civil and military. Many of the nation-building challenges come from idealizing the model of the nation-state. Constitutional politics and power structures are required under which the state guarantees economic, cultural, and political freedom. The structural and territorial authority of the state is recognized by the current democratic compact. Since Pakistan is suffering from political conflict between politicians. This also illustrates utter political immaturity, greed for authority, selfishness, and loss of self-esteem in politics of Pakistan.

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