



Rhetorical and Ideological Digression in Media Discourse in Depicting Socio-political Events of Pakistan

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ABSTRACTS- Research in hand is aimed at exploring how ideologies are articulated by BBC discourse practices; how rhetorical ramifications are deployed in the BBC's representation of Pakistan. Based on the theoretical framework of Van Dijk's socio-cognitive approach (2006) and Van Dijk's Ideological Square (1998) and which is the most suitable for analysing media discourse, the data was evaluated qualitatively with a particular emphasis on rhetorical implicature. The approach used in current studies is critical discourse analysis. The study centred on reflection Pakistan's socio-political events in the BBC from the viewpoint of the global problem of the post-September Global War on Terrorism (GWOT). The research is designed to exploring whether and how the BBC used rhetorical implications to represent Pakistan's worldview in the world.

Keywords: ideology, rhetorical implicature, Critical Discourse Analysis

I. INTRODUCTION

Media plays a vital role in influencing people's way of seeing things and experiencing reality. Post 9/11 foreign global turmoil has had an impact on the world as a whole and Islam and Pakistan have especially triggered (not so neutral) ideological media discourse. Media discourse, the ideology, language and news are interrelated based on social practices.

1.1 Media and 9/11

World political instability, increased extremism, rivalry and debate have led Pakistan to stay in the news and media since 9/11 (McClure, 2009). As Friedman says, 9/11 has been seen in literature as the most decimating and emblematic attack on the US Defense Department. It was the deadliest terrorist attack ever to have claimed more than 3000 lives in the US (2002). After 9/11, on the same morning, the CIA Chief claimed Osama Bin Laden to be the main executor behind this terrorist attack and further asserted that he could plan numerous attacks without warning. The media advanced expressions such as the attack on America, some other like the war on America, and also expressions like America under attack though explicitly or implicitly calling much attention to the attack on America and resentment against certain groups.

1.2 Stereotyping of Islam and Muslims (Islamophobia)

This triggered Islamophobia. It is mainly characterised by the isolation, fragmentation, violence, aggression that is formed in the generalised and deceptive depiction of the religion of Islam and its allies (Kingsbury, 2008). For Gottschalk, & Greenberg, it is simply an anti-Muslim notion that Americans call "Muslims; the new enemy" (2008).

The reality of the media and its role in fostering Islamophobia cannot be overlooked. What they are shaping and depicting Islam in media is constrained and assumed it to be a "manipulative quasi-religious political entity."

1.3 Pakistan and Post on 9/11 Scenario

Since the 9/11 terrorist attack, big concerns and difficulties have arisen in Pakistan's foreign affairs (Scahill, 2009), and this incident even proclaimed in the United States that it was taking the aid of various nations to get away with this venture, that is, the mission against the Al-Qaeda group that was suspected of completing the attack.

According to ARY News Official, Hillary Clinton, as US Secretary of State, in an interview with Asma Sherazi on ARY news in 2009, responded, though she was oblivious to anything, to take some blame and to say, "it's not our war, it's your war" and to say, "I don't know that has much to do with us" (2009)

There is however a consistent reason for the propagation of rumours, the distribution of such evidence, whether true or false and advertising by language choices which may be socio-political, religious or territorial.

1.4 News as Discourse & Ideology

Van Dijk opines Ideologies are socio-cognitively characterised as the collective representations of social groups, and in particular as the self-evident concepts of those depictions. Ideologies, as the basis of a social group's self-image, structure its goals, behaviour, beliefs and norms, as well as its connections with other social groups (2006).

The geographical regions according to Ungerer, & Schmid, are one of the most critical aspects of identifying the linguistic culture and the interaction between the language, and the region represents its laws, specific identity and demographic background (2013). Pan, & Kosicki, define discourse as the system employed by people and what is inferred at the end and certain language constructs which are integrated with actual life scenarios is known as discourse (1993). It is often said that the features of the discourse would be formed mainly based on objectives and aims. These objectives may be ethnic, political, religious or regional. All paths lead directly or indirectly to discourse, while language is one that emphasises the extension of the roads leading to discourse. For Fowler, the analysis of this discourse, which unveils these variables (paths) based on hegemony, power, or ideology, leads to more detailed critical research or critical discourse analysis (2013).

The expression, ideology and discourse in the news are mainly related to an overview of the characteristics of linguistics which show the bias of ideologies in representation. The primary objective is seen as instructional, educational or informative as the discourse consumer is instructed and guided to interpret ideals that are subliminally placed by language for particular viewers to achieve an explicit goal (Van Dijk, 2006).

1.5 Objectives of the Study

In the context of the aforementioned debate, the following research objectives have emerged.

- To explore how are ideologies articulated, implemented and reproduced by discourse, using rhetorical choices.
- To highlight and examine how such rhetorical implicatures are employed to present a specific ideology in the news.

1.6 Research Questions

The study tried to find answers to the following questions;

1. In what ways the form of news in terms of the rhetorical choices of the socio-political events depict the ideological conviction and prejudice of the BBC?

II. LITERATURE REVIEW

2.1 Ideology

The goal of this chapter is to explore the concept of ideology in media discourse in specific and review the related research work under this domain. The simple concept of ideology is a framework of principles, values, beliefs of individual, group or society that is dedicated to perceiving, understanding and interpreting the world. Van Dijk, positions the ideologies explain who we are, what we stand for, what our beliefs are (1998).

Van Dijk's approach to ideology can be placed into an interdisciplinary triangle of culture, perception and discourse. In fact, ideologies are viewed as a kind of "system of ideas" and therefore hold a role in the conceptual domain of thinking and belief, that is, in "cognition." (p. 5). Ideologies, but not necessarily, are mainly relational and linked to group struggles, disagreements and desires. In this regard, ideologies are both social and cognitive (1998).

The idea of ideology is related to the use of language. It means that the ideologies are typically articulated and replicated by expression. The core roles of ideologies in society are evasion, coercion, manipulation and often discursive social practises. Ideologies are conceptual constructions and ideas shared by members of the community, and discourse plays a critical part in the reproduction of ideologies. Ideology, therefore, is a self-seeking representation and the ultimate structure of the collective practises of persons and their members and acts as a medium of social practice formed as discourse. Van Dijk, therefore, argues that it is necessary to investigate discursive representations in order to explore philosophies and how they work, change or evolve, as discursive practises are rooted in social systems, most of which are developed, validated by language, i.e. discourse (1998).

2.2 Critical Discourse Analysis

CDA is concerned with examining and interpreting spoken and written texts in order to unveil discursive sources of control, domination, bias and injustice (Van Dijk (1997). As for Van Dijk, CDA is interested in how these discursive sources are retained, maintained and reproduced within a particular psychological,

historical and political context. It reveals a variety of underlying ideological biases through the exercise of the power of the text or discourse or exercising power through text. The element of context is significant in CDA and for Van Dijk, it is contextual how we perceive a scenario in our cognition and that perception is stored in our cognition in the form of a model. Thus, when people produce any ideologically loaded discourse, they do so in the form of these models and produce positive or negative discourse. (2013)

III. METHODOLOGY

The analysis is in the realm of the CDA and benefits from Van Dijk's theoretical bearing of socio-cognitive approach and methodologically benefits from Van Dijk's Ideological Square. The methodology of this dual opposition or dichotomy is often expressed in the discourse of linguistic features (1998, p. 33). The discourse analysis of the research revolves around to highlights "our" positive things as it emphasises "their" negative things and de-emphasizes "our" bad things by de-emphasizing "their" good deeds. The framework operates on two levels: contextual analysis and textual analysis. The study in hand seeks to investigate the mechanism of discourse structures and specific linguistic features and in particular, the rhetorical ramifications for us and "them" in establishing the ideology. The methodological framework adapts its bearing from Van Dijk's Ideological Square (1998) and executes on the level of rhetorical implicatures specifically.

This analysis takes into account purposive sampling as the sampling technique. For this specific analysis, the selective news article by BBC is chosen. For sampling, the researcher may intentionally specify the criterion for the collection of the sample. The precision of this sampling procedure relies on the researcher's parameters and research objectives. Personal judgement or keyword technique shall be used for sampling to pick samples that meet research goals and address. Palinkas et al. opine purposive sampling is used in the qualitative study to "identification and selection of information-rich cases related to the phenomenon of interest" (2015, p. 1). The sample chosen is the most representative of all because of the delimited scope of the study and the scope of research, additionally because of the circumstances that Pakistan and its socio-political activities were identified in the context of the war on terror in the selected news story. The basic discourse chosen for the thesis was consistent with the analysis objectives.

The year 2009 has been the most important and thus has a perfect justification to be selected. The year is marked by a sharp rise in inflation followed by an increase in international loans; the highest number of troops ever positioned at the Pak-Afghan border; 89% of military operations have been carried out since 2001; 2,586 militant, insurgent and sect attacks have been reported to have killed 3,021 people and wounded 7,334 (Amir, 2009; Wasim, 2010; Khan, 2012). Based on the above factors, the year 2009 provides the relevant reasons to be analysed, which have added a great deal to this global war on terrorism; despite suffering a great deal from the war on terror, what is the stance of the BBC and how it presents ideologically loaded discourse (positive or negative ideology) about Pakistan. The news report was considered to be sectioned into distinct paras to perform a thorough analysis.

IV. ANALYSIS

Afghanistan, as portrayed in the press, is perceived to be the base of terrorist organisations. Pakistan, on the other hand, does not launch any such organisations but is itself a victim. Under the heading with Afghanistan, it is addressed and also stated to face a decisive year, showing an ideological bias by comparing and linking the two states attached to at least one action simultaneously. Under the heading, the term 'decisive' is used as hyperbole because it is not a decisive year for Pakistan, but rather because Pakistan is either a survivor or is at the frontline of the battle for domestic as well as global terrorism. That the term 'decisive' may be a distorted model for being used with Pakistan, considering the attempts and challenges to counter-terrorism domestically and internationally, because Pakistan's status and position are being blamed as part of the war on terrorism by claiming that together with Afghanistan it also will face a decisive year.

Following is the extensive analysis.

The phrase 'holding their breath' is a hyperbolic expression since the new year is coming. This hyperbolic expression of rhetoric makes the news far more dramatic. This is indeed, apparently, not a derogatory ideological term. This hyperbole has been used to make the point dramatic, grounding the forthcoming rhetoric practices in the news for both Afghanistan and Pakistan, and especially Pakistan.

This phrase though is, within the discourse, the ideological backdrop of possible biased mental models. This hyperbolic linguistic expression is the setting of the argument as a co-text. The phrase 'prestige and

power ' is alliteration which reinforces the standard of being influential and prestigious connected to the United States Or "Us," with which the BBC relates by glorifying its power.

BBC used rhetorical expression in these lines and showed negative ideology that Pakistan was an unreliable government ally with the West. Using a euphemistic word, if West will be able to find "effective," government collaborators in Pakistan and Afghanistan explain a less negative phrase, but after all, it means that Pakistan was "non-effective" in having any relationship with West, hence an out casting. For Afghanistan, that may be valid, but not for Pakistan. In all respects, the government of Pakistan has been operational, successful and cooperative with everyone battling terrorism also adheres to its foreign policies and keeps in mind its best regional interests. Not only can such discursive strategies (rhetorical strategies) make Pakistan as "Them" also they are ideological and divisive.

The phrase "political wrangling" is a hyperbolic description and a distortion of definite argument or "taking a decision" on a topic to illustrate it.

This controversy and whether or not to conduct parliamentary elections is whereas a facilitator, mediator or the third party, West may have contributed but not anyone to be reliable to have the ability to wrangle. The BBC has used the hyperbolic language to boast about West or "Us and their influence as a rhetorical strategy.

In order to reinforce and illustrate the negative character of the Afghan armed forces, rhetorical implicature is used. At the end of each adjective 'undermanned, undertrained' and yet to be prepared' the alliteration of the consonant /d/ is used by the BBC to intensify, increase and optimize these qualities, as described in adjectives, connected with Afghanistan, which is one of 'them' and which is also attached to Pakistan.

The personification of summer as 'decisive summer' is an ideological phrase, emphasizing the summer of 2010 to glorify the West's war and regeneration.

This also refers to the 'decisive' year in the title. Not only has the BBC personified the summer, but it also ties up with the 'decisive'. Not only has the BBC personified the summer, but it also ties up with the 'decisive'. This also means a euphemistic sense that if Afghanistan faces a decisive summer, Pakistan faces the same as the title says that 'Afghanistan and Pakistan face a decisive year' and are thus ideologically tied. The term is ideologically loaded as the West has been glorified that influences both Afghanistan and Pakistan and control at the same time.

The term 'Taliban fires' is a metonym for the militant acts of the Taliban. This discursive strategy is used to establish the possible sense of danger that the Taliban can cause.

Fire faces a risk that it will not only ruin the suburbs but also wildly spread whether it gets unrestrained or not adequately snuffed on time. As this rhetorical device produces a possible danger, it speaks of the potential intervention of US troops drenching or extinguishing the flames. with the dangerous "Them," which is the Taliban, there is a positive "Us."

According to the Oxford Advanced Learner Dictionary, the term 'sanctuaries' is used for the Afghan Taliban who is said to be in Pakistan:

1. A place where wild birds or livestock are protected and are allowed to reproduce. [countable noun]
2. Safety and protection [uncountable noun], especially for people who are being chased or assaulted.

If the first description is used it acts as a symbol for the areas in Pakistan controlled by the Afghan Taliban. The term "sanctuary" implies a location where wild animals kept and encouraged to breed. The danger associated with the Afghan Taliban and their presence in Pakistan is equated, in this way, with the location where wild animals are kept. This word, however, is not merely a metaphor, but a hyperbolic term as well. The Afghan Taliban not only remain in Pakistan, but they are also "encouraged" to breed (terrorism), according to this hyperbole as used by the BBC. With Afghanistan, there is an ideologically loaded, rhetorical strategy used to demonstrate the threat associated with Afghanistan and Pakistan, thus one of "Them."

In this news article, the discourse producer demonstrates that Pakistan appears to use discourse techniques such as number games, euphemism and hyperbole to demonstrate its ideology to its consumers. In 'triple crisis' the use of the phrase 'triple', in saying that Pakistan faces it the BBC uses number game as a rhetorical strategy and that too an odd number to raise the impact of the crisis as much as the number is big and odd. To exaggerate the impression of disaster, there is also hyperbole. In arguing that Pakistan faces an 'ever-worsening' economic crisis and uses the economic crisis to a superlative degree, it reveals a negative ideology that overstates the negative ideological discourse. According to the BBC, the 'vast armies of jobless youth' was generated as a result of the ever-worsening economic

downturn' that is hyperbolic and is another debate tactic or rhetorical exaggeration weapon. In addressing the Taliban issue, the term 'army's success rate' is the micro meaning within the text and is a euphemism.

By mentioning the 'Army's success rate' in the sense of calling it one of the 'Triple Crisis,' it means that there is simply no success rate, and therefore a euphemism is being used to covertly assert a negative proposition that depicts negative ideological discourses regarding the Pakistan Army. The creator of the discourse cannot refute the reality of the Pakistan Army's collaboration in the region's eradication of terrorism. The commitment is visible in the maximum number of operations carried out by the Pakistani army in 2008-09 and the large number of security forces killed in the fight against terrorism. Even then, by not mentioning the success of the army and using euphemistic statements to downplay the success rate of the Pakistan army, the BBC portrays negative, there is some ideologically loaded discourse.

The alliteration of the words "potential power" magnifies the quality of being strong that is connected to America, one of us." The use of alliteration makes it sound musical to the consumers of words and makes it stand out in the news as it also plays a powerful role in aggregating its own meaning. There is a positive attribute of the influence of "Us" and it is glorified with the help of this discourse strategy and rhetorical alliteration device.

BBC is talking about 'Pakistani calculations' manifests to exaggerate the occurrence of the deadlock under the heading' impasse 'which implies deadlock. The hyperbolic phrase of exaggerating the deadlock or impasse phenomena by using the word 'calculations' which is also in its plural form in saying 'Pakistani calculations' manifests that there is a list of items either existing or yet to be applied to Pakistan's credit for triggering this deadlock or' impasse 'or for some change in the region's condition.

BBC used the rhetorical devices in these lines, euphemism in saying that India asking Pakistan to 'break up' all 'indigenous' extremist groups infers a condition otherwise. It is simply a euphemistic declaration that these terrorist organisations have actually been built up and flourished by Pakistan. Indirectly, it strategizes a negative ideology towards Pakistan.

The phrase 'growing anti-Americanism' is a hyperbole, an inflated expression. Pakistan may have a different viewpoint on American policies and may agree or disagree with this on many aspects, but calling it 'growing anti-Americanism' is simply a hyperbolic expression of the difference of opinion on some policies or acts that Pakistan has taken in compliance with its foreign policies. The rhetorical structure thus suggests Pakistan's inflated and negative sense and makes it an "out-group" entity and views it as "them."

A repetition or recurring strategy in lines 26, 27 and 28 in the news in repeatedly saying Pakistan 'defying the pressure of the United States not to be convinced to help Afghanistan'; and having 'growing anti-Americanism' and 'volatile' moods against the United States, is a trust deficit by the BBC and the United States that Pakistan does not effectively participate in the war on terrorism. There is also irony in the expression that Pakistan has a turbulent mood against the United States and India since it is 'powered by the military,' given the background, the actual circumstances and the reality show that Pakistan and its army have suffered the most in all these years especially after 9/11 and have willingly helped the United States and the West to fight terrorism in the region.

Previously, there is a recurrence of the issue of global instability, and this line also has the recurrence or repetition, for example, of the annual \$1.5 billion assistance package, of 'economic investment' of the huge local capital flight, of Pakistan's rapid economic, underlining the negative trait and policies of the weakening economy. The economic turmoil that the BBC has consistently pointed to in attempts to project a negative picture of Pakistan. Indeed, much as other Western nations, it is clearly a survivor of the war on terrorism. In addition to having lost the most, Pakistan is "out-grouped" and treated as one of "them".

It is significant to analyse this news holistically. The overall mapping of the news story (macrostructure) is ideologically loaded, which does not imply a positive image of Pakistan presented by the BBC. The systemic thorough study indicates the same. The news title "Afghanistan and Pakistan face a decisive year" consists of a biased model and also implies that the two countries are united by "grouping" the two. The opening of the news story involves the 'holding their breath' hyperbolic expressions, which provides a dramatic opening to the news and gives people in South Asia and Pakistan, in particular, a not so positive connotation. Therefore, it is an ideological discourse that uses the strategies of discourse to accomplish its objectives. An elusive specification of meaning for establishing unity and a binary between Pakistan and Afghanistan is created by the first five paras. The BBC's discourse producer expresses concern about the "prestige and power" of the United States in withdrawing from Afghanistan without stabilizing it. At the same time, it notes that the problems faced by Pakistan and Afghanistan are "deeply interlinked" and "enormous." While the BBC connects (makes a binary of the two nations with their challenges, the United States is still concerned with saving its 'prestige and strength' from the globe. "The

Us is also concerned with its 'prestige and strength' in front of the world as the enemy, "Them" is drawn to be 'interlinked' in the face of Taliban and Al Qaeda attacks.

Afghanistan is not only viewed as the geographical neighbour of Pakistan but in the discourse, it is often discussed parallel to Pakistan. Through the use of negative ideological rhetorical implicatures used with Afghanistan, this strategizes Pakistan to neighbour it with Afghanistan. In the war on terrorism, Pakistan's army's successes are not hidden from the world except by contouring the discourse in a particular way. The ideological "to and fro" and change shows that this image of Pakistan is arbitrary.

V. CONCLUSIONS

The current study aimed at exploring the ideology of the BBC and how it depicted or Pakistan. The research figured out how certain linguistic choices exhibit the ideology of the media. The rhetorical implicature has added some concealed ideological aspects that are not ideological on their own, but the immediate context (micro-context created within the text) made certain rhetorical constructs ideological loaded. Taking Pakistan into account, it was portrayed as an ideological foe of the BBC, categorically portrayed, which was evident in the news discourse.

The misapprehension of the newspapers, the fabrication of the news and the lack of the truth and the biases of Western news have become evident and cannot be ignored because of the use of rhetoric and the representation of the Western world as a whole has been caused by many issues, both psychologically, militarily, economically and politically, resulting from skewed perceptions and manipulations.

5.1 Research Findings

In the context of the in-depth study of the chosen BBC news and above the researcher examined and outlined the results of how the BBC represented Pakistan's socio-political events. The outcomes of the study are as follows. BBC has a strong negative ideology in news discourse that is not in line with Pakistan's desires and does not create a positive image of Pakistan in the world. In fact, the BBC adhered to Western ideology by complying with Western interests. Pakistan was dichotomized and segregated from "in-group" notion, rather it was "out-grouped" with the objects of potential threats and terror.

1. The news on one hand ideologically linked Pakistan with a (potentially) problematic figure, such as the Afghan Taliban generally and Afghanistan in particular, or ideologically linked all of Afghanistan's vulnerabilities to Pakistan made parallel with Afghanistan's 'under-armed army.'

2. The use of rhetorical strategies such as euphemism, irony, hyperbole, pun and metonymy, while they do not explicitly reflect any ideological significance, have illustrated and stressed Pakistan's negative image, while at the same time emphasising the positive image of the U.S. and West and its supremacy.

3. BBC uses cautious rhetorical implicature quite shrewdly and purposefully to show "Our" authority, superiority, pacifism, the standard of Us as mediator and peacekeeping; and the treacherous "Them" options, and the challenge of Pakistan, which magnifies Pakistan's problems.

4. BBC has "to and fro" shifts, in opining the ideology about Pakistani's it cannot ignore Pakistan's contribution to the war on terror. Much like the US-Pakistan alliance has been "up and down" in the national interest of the United States, the BBC is adopting the same strategies. As little as it discusses Pakistan's sacrifices in the war on terror as soon as it constantly makes contextual comparisons to bias models with even more focus and more rhetorical implicature as a technique to soften the tinge of a positive picture, it has had to say about Pakistan.

5. The rhetorical features metonyms were used in such a manner as to confuse a minor object with a bigger one in order to have an expanded and generalizable effect on the larger masses of possible charges or challenges. Same is also used to sensationalise the immediate threat and risk associated with Pakistan through the use of hyperbole. BBC did not employ as many rhetorical tactics to illustrate "our" positive as it used to stress "their" negative. These instruments were used to illustrate Pakistan's negative profile.

5.2 Recommendations

The media be it from any part of the world, print, electronic or social media, bear a considerable amount of liability for portraying fact and facts irrespective of any alliances. Media's primary aim should be to transmit the facts and realities, regardless of the social community, it belongs to. The Code of Ethics should be set in news production and publishing. At same media, houses should also pay special attention to being unbiased and not playing too relentlessly with the masses' emotions on engaging in sensitive issues such as religion. Moreover, BBC has played with the emotions of Pakistanis and specifically of Muslims around the world by using the expressions 'expanding Islamic terrorism.' Extremism is an emotional state like fanaticism, even though it is a psychological disorder and by linking it to

Islam, creates a huge concern and at the same time impedes Muslim sentiments. Such ruthless remarks will lead to outrage, hatred, and rebellion within target communities, politicians, or the nation they belong to. No language is non-ideological and neutrality does not imply pro-Eastern ideologies here but the fact that a nation like Pakistan has contributed much to the war cannot be ignored and must be acknowledged.

It is the media's responsibility and discretion to show fairly and without segregation based on colour, religion, gender, ethnicity, social group, community or region. Western media should be careful not to single out a particular class, ethnicity or country purely for its foreign-policy interests. Media needs to do transparent reporting, irrespective of any politics. Also, media houses need to understand their strong position and devise their channel policies without any prejudices. Some universally specified criteria should be established in black and white and conclusively for the needs of both individual and broad domain institutions. Individuals should be linguistically equipped enough to know about such camouflaged linguistic abuses. Moreover, they should additionally be aware of how media shape their ideologies without letting the individual know. People consciously or unconsciously disregard how media shape their perceptions via ideologically driven discourse. Linguistic knowledge should not be limited to academic specialisation but should make people aware of the linguistic abuse for their best personal and social interests.

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