A Socio-Cognitive Critical Discourse Analysis of Ideological Manipulation in Imran Khan's Political Interviews

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Abstract:

This study examined particularly four interviews of Imran Khan (The Former Prime Minister of Pakistan), which were being aired on official channels like CNN, Sky Net News, Russian TV and TRT World, observed under the lenses of Socio-Cognitive Approach of van Dijk. The entire analysis focused mainly on cognitive, social and textual dimensions of the due interviews in order to unveil underlying ideological frameworks as well as power. As a result, the overall findings show that Imran Khan's discourse reflects his manipulative political agenda and strategically tends to frame issues to align with his personal political stance as well as governmental means of interests. The study thus enforces the vitality of analyzing textual structures and linguistic in Political discourse, specifically within the contexts of power. While using van Dijk's Model, this research identifies both the micro and the macro level discourse structures. At the Micro Level, the selected interviews are the one that contained (questions, agreements and assertions) as well as the indirect acts in the form of suggestions and implications. Meanwhile, the Macro Level, goes for the discourse that displayed coherent organization through the topic, introduction, argument development, and the conclusion.

Keywords: Imran Khan, critical discourse analysis, socio-cognitive approach, political discourse, language, power, manipulation, social cognition

INTRODUCTION

Discourse analysis is said to be a very much engaging field that is totally well-established consisting upon absolute attracted scholarly attention that is being put in it for decades. It basically analyzes language across vast diverse contexts, enriching and captivating both informal and formal speeches, thus acting as a strong agent for analyzing the language shaping social paradigm, a construction of meaning (Smith, 2023). Critical Discourse Analysis (CDA) is widely employed in linguistics owing to the fact of its multidimensionality in nature, as its various models and approaches usually tends to offer different perspectives on discourse (Jones, 2023).

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Discourse Analysis further extends to up cover various forms of written as well as spoken discourse, including the formal texts, conversations, social media and also seeks to interpret language with philosophical, psychological, and also social contexts, to elaborate its operational mechanism in society (Johnson, 2023). Political Discourse Analysis (PDA), as being a very complex branch of the discourse studies, thus, focuses on political texts like speeches, debates, interviews, and also press conferences to analyze and also examine that how language is used to construct political ideology. This current study particularly analyzes Imran Khan's political interviews to unravel how political actors use language to communicate and disseminate their ideologies.

Human by nature is always tends to pursuit of power and control, resultantly exposed and expressed through speech and language often. According to Cislak (2018), power is something that is sought in order to manipulate circumstances and to have an absolute control over others, both for the sake of personal interests. Power is actually dynamic, rather than being static and is thus subjected to keep changing over time (Fairclough, 1989).

In a political context all the power basically lies at the very core of a discourse, as Chilton (2004) defines the politics to be a struggle over power, meanwhile van Dijk (1996) overviews the control as being an absolute inherited feature of the political communication. Political Discourse keeps serving as a definite strategic tool with the help of which political actors influence their following audience, thus, enriching their public image, and advance political agendas, thereby revealing their real hidden intentions (Fowler, 1985).

The analysis of political discourse has quite deeply rooted historical offshoots, linking to influential philosophers of time like Plato and Aristotle, hence underscoring the vitality of systematically examining Political language (Chilton & Schaeffer, 2002). One must say that understanding the multiple dimensions of power relations in a Political discourse is quite essential, as language is a medium to mold point of views, control narratives, and also to influence the public audience's opinion (van Dijk, 1996; Fowler, 1985). Even the foundational insights of the classical philosophical frameworks continue to inform contemporary political discourse analysis by stressing critical interpretations and rigorous analysis (Chilton & Schaeffer, 2002).

Understanding the different faces and nature of political discourse is also very important for a comprehensive analysis of political discourse. It is a fast-growing study of power and ideology, and it also studies the hidden meanings in political discourse. Many Researchers have studied different aspects of political discourse, for example. The use of pronouns, to understand the political ideology of prominent figures like Osama Bin Laden and Donald Trump.

Muqit's (2012) study of Osama bin Laden's political discourse showed that his ideology was mainly religious, as shown in the way he used pronouns in his discourse. Similarly, Nuriana (2019) used Political Discourse Analysis to critically analyze Trump's interviews and came to know that by using pronouns Trump showed his idea of power and ideology. Based on such researches, the present study will use Van Dijk's Socio-Cognitive Approach to further investigate the connection between power and political ideology in political discourse. Through this approach, the researcher can provide a deeper understanding of how language is used by politicians to shape their political power and ideology.

The study has the following research objectives: To analyze Imran Khan's discursive construction and articulation of his political ideology. To identify and examine the Linguistics Strategies that were utilized by Imran Khan in his Political Interviews in order to communicate, project and legitimize his political ideology. To examine the factor of Imran Khan's usage of Language as a manipulative tool, strategically in order to influence the public cognition within the Socio-Cognitive Approach of van Dijk as a framework.

This study focuses on the following research questions: How does Imran Khan linguistically construct his political ideology? What specific linguistic devices does Imran Khan utilize to express and reinforce his political positions? How can the manipulative language strategies used by Imran Khan for influencing his public audience be measured while using framework of van Dijk's Socio-Cognitive Approach?

Language extends far beyond communication, hence, serving as a prominent powerful medium of ideological manipulation and political influence. Political actors often strategically use linguistic techniques to enforce, reinstate, mold public perception in order to enrich their own political image, and to obviously secure the support of public. As a result, in this context, this present study examines the use of linguistic devices and language as whole in particularly selected interviews of Imran Khan to examine how he strategically influences the public cognition and, how he constructs political ideology towards his own point of view.

This study basically highlights the role and vitality of language in terms of political dynamics as well as the communication through media world, which can be strongly useful for individual like political analysts, professionals at media platforms, and also the infamous modern day discourse analyst. Thus, the resulting outcomes of this very study can also be employed to more vivid understanding of how media molds public perceptions, and further specifically the political agendas. In order to gain a far better understanding of the relationship between political ideology, power dynamics and of course the language, as this study follows van Dijk's Socio-Cognitive Approach. The strategy considers not merely the linguistic aspects of political speech but also the social and cognitive factors that impacts how language is used, incorporated and interpreted. This study has both practical and theoretical value because it can fore further, the academic understanding as well as having practical effects on political and media communication.

RESEARCH METHODOLOGY

This qualitative and descriptive research design, examines particular Imran Khan's interviews by the use of van Dijk's Socio-Cognitive Approach. It basically, investigates and identifies linguistic strategies and social contexts with the help of which Imran Khan constructs his manipulative political ideology, thus, aiming to enhance understanding of the relation between power and language and also power in Political discourse.

Data and Data Source

The researcher has particularly selected four interviews of Imran Khan for analysis. There is certain reason that supports this selection. Firstly, Imran Khan as being a globally renowned sportsman as a Cricketer. Following to that, secondly, he has also received quite significant among of International globular and public recognition as in (2019's Times Magazine, named him to be one of

the"100 Most Influential People in the World," and The 500 most Influential Muslims ranked him 16th in 2020 and also 10th in 2022. Thirdly, he is one among the most followed politicians all over Pakistan, especially among the youth, hence, making his political point of views the representative of quite a broader Pakistani National perspective. Lastly, the prior Discourse Analysis have focused on Imran Khan's speeches rather than his interviews.

The overall data were collected from Imran Khan's official channels and also reputable media outlets, including CNN, Russian TV, TRT World and The Sky News. All of the following interviews are in English;

- (23rd May, 2022/ CNN): Conducted after Imran Khan's ousting, hence, focusing on the Regime Change in Pakistan and also following to that his Long March towards Islamabad on 25th of May 2022.

- (2022/ Sky News): The same topic of Regime Change along with the Long March was discussed.

- (2nd February, 2022/Russian Media): The interview conducted during his government, covering his outmost interest Sufism and visit to Russia, maintaining ties of Pak-Russia relations, and also the Kashmir issue.

- (11 December, 2018/ TRT World): The fourth one was given to TRT channel.

1.   Retrieved on 11/09/2012, from: https://youtu.be/rEvZ5r9Czz8.

2.   Retrieved on 22/07/2022, from: https://youtu.be/ua5bjbCGbwg

3.   Retrieved on 22/07/2022, from: https://youtu.be/yTDPDDKE2qE

4.   Retrieved on 23/07/2018, from: https://youtu.be/QKrq2k1WiXs

Transcription of Videos

The following videos above are downloaded from the official channels of Imran Khan and also the other concerned media news agencies such as CNN, Aljazeera English, NDTV, and The Sky News. All the videos were then transcribed into textual form using the transcription feature of YouTube. The official YouTube transcription translates the word of the English video by word automatically.

Theoretical Framework (van Dijk's Socio-Cognitive Approach)

The Critical Discourse Analysis (CDA) basically explores how elements like dominance, social power, constraints, and inequality are usually expressed, reinstated, reproduced, incorporated as well as challenged through the help of language in both political and social contexts (van Dijk, 2004).

van Dijk (2005) first introduced the "Ideological square" to simply analyze the ideological discourse with four of his principles of self and other representation;

- To Emphasize "Our" strength: Points out the positive actions or shall it be called virtues of one's own group.

- To Emphasize "Their" weaknesses: It mainly focuses on the faults and factors or undesirable traits of the others.

- To Minimize "Our" faults: It usually goes for the act of downplaying and veiling the negative qualities and mistakes of one's own group.

- To Downplay "Their" strengths: While reducing all the attention to the positive and bright traits and also achievements of others.

Principles as such mainly tends to illustrate positive self-presentation, actually, a strategy that specifically aims to promote one's own group meanwhile criticizing others. Thus, this approach helps to explain conflicts among groups and also the articulation of ideological positions within the very social interactions being occurred (van Dijk, 2004)

The researcher of this present study has applied van Dijk's Approach to Imran Khan's interviews in the following ways;

Discourse Analysis: The first step is the researcher thoroughly analyses Imran Khan's interviews from a discourse perspective. The researcher carefully examines his language, the themes he emphasizes, and the context of his comments.

Cognitive Biases: As part of the socio-cognitive approach, the researcher investigates cognitive biases that might affect Imran Khan's decision-making and communication during the interviews. To frame challenges in a way that advances his political objective, the researcher searches for patterns of reasoning and uncovers any cognitive shortcuts he might use.

Power Relation: The researcher examines the power relationships that are present during the interviews. This involves studying how Imran Khan carries himself during interviews and how others react to him. Understanding these power dynamics might help you better understand how Imran Khan responds and handles challenging questions or criticism.

Persuasive Language: The Researcher looks at Imran Khan's interviews to see how he uses persuasive language. The researcher focuses on the rhetorical devices he uses to influence public opinion and gain support for his policies and ideas.

Figure#1 Socio-Cognitive Model by van Dijk

RESULTS AND DISCUSSION

Language is a powerful instrument for political communication, assisting leaders in persuading their audiences, conveying their views, and crafting the narrative that encompasses their political actions. Imran Khan, a well-known personality on the international political scene, is hardly an exception. This section breaks into the language techniques Imran Khan use to effectively communicate in his interviews and looks at the intricacy of his methods for expressing his ideas. Linguistic devices, repetitions, emotional language, rhetorical language, and response-eliciting strategies are the main topics of the examination. The linguistic patterns found in Imran Khan's chosen interviews are the focus of this section. The research examines how often and deliberately he employs these techniques and how they impact his communication style and the ideas he wishes to convey in order to comprehend the inventiveness behind his discourse. By comparing them with this model and seeing how they interact with his audience's cognitive processes, the study delves further into Imran Khan's communication tactics and how he effectively exploits the social environment to deliver his message Lastly, this study examines Imran Khan's language's innate

relationship to political philosophy. The study examines how his political beliefs and objectives align with his language choices. By analyzing the language features of his ideology, it is able to see how he develops his viewpoint, frames issues, and constructs his political narrative.

LINGUISTICS DEVICES

Linguistics Techniques used in Imran Khan Interviews

In order to create and mold the public audience's perception and also to oscillate, political rhetoric must employ linguistic tactics. To communicate their views and win over the public, politicians frequently employ rhetoric, metaphors, and other techniques. These methods work well for evoking powerful feelings, emphasizing important details, and generating a sense of urgency. However, it's crucial to remember that linguistic ploys may also be employed to confuse or mislead voters, which is why it's vital of political speech (Fairclough, 1992).

Pronoun

Pronouns are employed as a language device in political discourse to refer to certain people, teams, or entities without using their full names. Pronouns are used in political discourse to foster inclusivity, improve message delivery, and forge a bond between the speaker and the listeners (Maillat & Oswald, 2009). In political speech, pronouns can also be employed to reveal the viewpoint or bias of the speaker. As an illustration, the words "we" and "us" might convey a common identity between the speaker and their audience, whereas "they" and "them" can imply a sense of distance or isolation (Baxter, 2003).

His Most Used Pronouns

"We have my party poised; in fact, I'll go a step further unless we make mistakes. Nothing can stop the party from winning because the majority of young people in Pakistan have decided on a change, so they have identified that you can solve PTI my party for change now unless the candidate's image does not suit the party's image for change, which is the only way we will not win" (Imran Khan's, Interview 4 July 22, 2022).

Several pronouns are used in Imran Khan's speech, such as "we," "my party," "they," and "the party." The use of "we" and "they" highlights the idea that the party and its supporters are working together to accomplish a similar goal and gives the listener a sense of shared identity. The use of personal pronouns like "I" and "us" encourages closeness and a sense of personal commitment to the Imran khan's goals.

"If I can establish the rule of law in Pakistan and lift our people out of poverty, that is how I want to be remembered. Human societies are defined by two great things: a welfare society, which is a society that is humane and just and looks after us. It's people who are not so privileged who are poor" (Imran Khan's, Interview 3rd, July 23, 2018).

In order to demonstrate empathy for Pakistan's less fortunate citizens, Khan employs a variety of pronouns in this speech. Imran Khan and the other group members are referred to as "us" in this context. It promotes an atmosphere of transparency and unity by emphasizing the khan's connection to the culture being discussed. When referring to people, the pronoun "who" is employed. In this instance, it refers expressly to "people who are not so privileged" and "people

who are poor." It highlights the Imran khan's empathy for those individuals and their wish to help change their circumstances. "Our" is a possessive pronoun that is used to convey ownership or a feeling of belonging. In this instance, it implies that Imran Khan views all Pakistanis as belonging to his group.

Figurative Language

The use of words or phrases that depart from their literal meaning in order to create a more vivid and engrossing story is known as figurative language. In political speech, figurative language is commonly used to highlight a point, arouse emotions, or convince an audience. One of the main objectives of political speech is to use metaphorical language to make a message more engaging and remembered. By using vivid and creative language, political speakers may captivate their audience and help them remember their views. The figurative languages used by Imran Khan

Metaphor

Imran Khan: "I believe my party is ready for it" (Khan, Interview4 July 22, 2022).

Here, Imran Khan openly claims that by euphemistically conveying readiness or preparation, "ready for it" creates the impression that the party is in a strong position to win the next election.

Imran Khan: "well, Insaaf is the idea of time has come" (Imran Khan, Interview4 July 22, 2022).

Khan's statement that "the idea of insaaf (justice) has come" might be seen as a metaphor. It suggests the start of a new era or the expansion of a certain philosophy. This is a useful strategy for highlighting how urgent a political statement is.

Imran Khan: "Young people's use of social media, such as during the Arab Spring, has raised political awareness to such an extent that you are witnessing a completely new Pakistan, and the old politicians are unable to accept it because they are still trapped in a time war identify the linguistic devices (Khan, Interview4 July 22, 2022).

Here, Imran Khan compares the inability of earlier leaders to adapt to the emergence of social media and technological devices to a "time war" metaphor. This metaphor highlights the generational gap and the challenges that seasoned politicians face in understanding and embracing the new dynamics brought about by social media and the emergence of youth political consciousness. It paints a vivid picture of Pakistan's conflicting ideologies, points of view, and political philosophies.

Imran Khan: "we have a dummy Parliament because the Prime Minister is not the chief executive" (Khan, Interview4 July 22, 2022).

Imran Khan uses the metaphor of the "time war" to describe the past politicians' inability to adapt to the emergence of electronic and social media. This metaphor highlights the generational gap and the challenges faced by incumbent politicians in understanding and accepting the new dynamics brought about by social media and the emergence of youth political consciousness. It provides a comprehensive picture of the conflicting ideologies, points of view, and political philosophies of contemporary Pakistan.

Imran Khan: "Afghanistan has been suffering for 40 years; it doesn't matter if you are on one side or the other; it's not a football game, and when there are issues in Afghanistan, Pakistan is the nation that suffers the most" (Khan, Interview2, July 22, 2022).

When the situation in Afghanistan is compared to a football game, it suggests that finding a solution is more important than taking a side. The comparison to a football game highlights the need for an in-depth examination of the challenges in Afghanistan that goes beyond crude binary perspectives. Additionally, the idea that Pakistan bears the brunt of Afghanistan's problems highlights their interconnectedness and the significant consequences for Pakistan's security and stability.

Repetition

Repetition is a technique that includes repeating words, phrases, or thoughts in order to highlight a point or make it remember. In political discourse, repetition may serve a number of purposes. One of its primary objectives is to highlight a certain idea or message. A political speaker may repeat a key word or phrase to highlight a point and make it appear significant. The audience will be drawn in by this (Chilton, 2004).

Imran Khan: "I believe my party is poised to win; in fact, I'll go a step further. Unless we make mistakes, nothing can stop the party from winning because the majority of young people in Pakistan have decided on a change, so they have identified that you can solve PTI my party for change now unless the candidate's image does not suit the party's image which is for change" (Khan, Interview4 July 22, 2022).

The term "my party for change" is used many times in the text, highlighting the central idea of the party's program. The slogan "for change" is frequently used to reiterate the goal of Imran Khan's party and its commitment to drastically altering the political system. It highlights the party's agenda to solve the issues mentioned and capitalizes on the electorate's desire for change. Because of the recurrence, the party becomes closely linked to the concept of transformation.

Imran Khan: "........Mumbai to justice it's by conviction that time has come in Pakistan......................as a whole because remember Pakistan is the one which is suffering...................50,000 people and terrorist attacks so the time has come now again for Pakistan.................." (Khan, Interview1 September 11, 2012).

Imran Khan used the phrase "the time has come" many times to highlight the urgency, importance, and inevitability of changing Pakistan's approach to terrorism. It implies that a critical juncture or turning point has occurred, indicating that change or action is required. The persistent call to action is strengthened and highlights how important it is to take advantage of this chance.

Imran khan: "well you know David put it this way Pakistan government has its hands full its army .... on a precipice so would Pakistan government then open .... target has been the Pakistan Army I mean .... attacked Pakistan military headquarters they've attacked the commando base in Pakistan where................" (Khan, Interview 1, September 11, 2012).

Imran Khan repeatedly uses the terminologies like "Pakistan Government" and "Pakistan Army" throughout the section to highlight the importance of the Pakistan Army and government in the current situation. Imran Khan frequently makes similar claims to encourage unity and support for

the government and military. It seeks to inflame public opinion and highlight the vital role these institutions play in preserving domestic security and tranquility.

Emotive Language

The use of words or expressions intended to evoke strong emotions or sensations in the listener is referred to as emotive language. In political discourse, emotive rhetoric is often employed. One of the primary objectives of emotional language in political speech is to persuade the audience to adopt a certain perspective or stance. By using words that evoke powerful emotions like fury, terror, or hope, political speakers can influence the audience's perception of a particular issue or policy (Charteris-Black, 2006).

Imran Khan: "I think .... poised it in fact .... blunders nothing can stop the party from winning because the ....on a change so ....for .... is for change it's the only ...." (Khan, Interview4 July 22, 2022).

Words like "poised," "blunders," and "change" that have strong emotional implications are utilized to evoke powerful feelings in the listener. Words like "winning" and "poised" create a positive and hopeful mood that increases the fans' confidence and fervor. The word "blunders" alerts the audience to the risks and negative consequences associated with making errors. The term "change" appeals to the need for growth and advancement. It promises a brighter future while appealing to the discontent with the current situation. The phrase "only" suggests that the person in question is especially qualified to effect the intended change. It aims to position the party as the superior choice when compared to alternative possibilities.

Imran Khan:" ....people of this country want one thing elections they do not want a foreign imposed government on uh where members of our party were bought by million dollars each was offered to them to switch sides and then the government was removed........" (Khan, Interview2 July 22, 2022).

The phrase "bought" is emotive language intended to evoke an emotional response from the audience when used to characterize the purported activities of the other side. The phrase "bought" creates feelings of betrayal and undermines public confidence in democratic institutions by suggesting that politicians are tainted by financial incentives. It aims to cast political opportunism and unethical behavior in an unfavorable light. The phrases "government being removed" and "switch sides" refer to anti-democratic activities that foster an unstable and unfair environment. It seeks to arouse compassion for the victim while highlighting the importance of just and open governance.

Irony

Irony is the use of words to express a humorous or strong meaning when, in reality, they signify something quite different.

Imran Khan: "...........now we are in an incredible situation but for the first time you are seeing in this in the worst of times the best of times we are actually seeing a genuine democracy about to explode...... (Khan, Interview1, September 11, 2012).

The statement "for the first time you are seeing in this in the worst of times, the best of times, we are actually seeing a genuine democracy about to explode" is contradictory since it suggests that, in spite of the difficult conditions, Pakistan's democracy is flourishing.

Imran Khan: "…….you can't call them judges you know so we have a client judiciary we have a dummy Parliament…… "(Khan, Interview4 July 22, 2022).

The ironic statement "you can't call them judges" alludes to the judges that Musharraf chose and who gave Sheriff the power to amend the Constitution. Imran Khan suggests that the judges' independence, impartiality, and justice are not upheld. The irony suggests that they don't have confidence in their ability to adequately do their duties, and their credibility is questioned. Additionally, the word "dummy" is used to indicate that Parliament lacks actual authority. The irony suggests that the Parliament is mostly a ceremonial or ineffectual institution by highlighting what might be seen as a mismatch between the representatives of the people and the real political authority being employed. Imran Khan's resentment of the courts and the Parliament is shown through sarcasm. It suggests that he believes these institutions are not fulfilling their intended functions or the public's expectations, which is leading to discontent or disappointment.

Hyperbole

To make their message more memorable and powerful, politicians may use hyperbole. By highlighting and attracting attention to a topic, they make it more likely that their audience will remember it. (1997) Van Dijk One persuasive tactic is to use exaggeration to sway people's beliefs. Politicians may make absurd claims in an effort to change people's minds or gain their support.

Imran Khan: ………it doesn't matter if you're sitting on oil like Nigeria you will still have masses of poor people……… (Khan, Interview3, July 23, 2018).

The phrase "it doesn't matter if you're sitting on oil like Nigeria" uses hyperbole, or exaggeration, to highlight the concept that corruption affects everyone, regardless of their financial condition.

Imran Khan: …………in the Muslim world this war on terror has been the biggest disaster I'm just I just hope… (Khan, Interview1, September 11, 2012).

Khan used the exaggerated term "biggest disaster" to express how deeply he feels about the fight on terror.

Imran Khan: ……..they're criminals sixty percent of the cabinet is on bail the prime minister and the chief minister were about to be sentenced when they were made the chief minister and prime minister…… (Khan, Interview3 July 23, 2018).

Imran Khan exaggerates to show how corrupt the administration is when he says that "sixty percent of the cabinet is on bail."

Rhetorical Questions

A rhetorical question is one that is asked to make an impression without expecting a response. It is often used in politics to highlight a point, disprove an opponent's claim, or captivate the audience (Chilton, 2004).

Imran Khan: ....no one has understood this phenomena, this massive change which started in the ground level and then suddenly exploded... (Khan, Interview1, September 2012)

Nobody seems to have really grasped or comprehended the changes in Pakistani politics, according to Khan rhetorical remark, "No one has understood this phenomenon?" Imran Khan asks various rhetorical questions, including "what is happening is the rich countries are now building barriers," to get the reader to look at the problem differently.

Imran Khan: ......and what is the purpose behind it to raise our people out of poverty that is any head of status main focus should be how do you raise people out of poverty.........(Khan, Interview4 July 22, 2022).

Imran Khan employs the rhetorical question "what is the purpose behind it?" to highlight the importance of any head of state's main objective, which should be to help people escape poverty.

Imran Khan: ....what was achieved at the end what happened in Afghanistan 20 years of god knows hundreds and thousands of people dying what was the achievement so therefore I'm not a believer in military conflicts......... (Khan, Interview1, September 11, 2012).

Imran Khan forces the audience to think about whether armed conflicts are feasible by posing a series of rhetorical questions.

Van Dijk's Socio-Cognitive Approach and Imran Khan's Political Discourse Strategies

In order to uncover the underlying power dynamics in speech, van Dijk's CDA (Critical Discourse Analysis) method delves deeply into the intricate relationship between language and its social and political environment. This approach employs a rigorous three-tiered examination that integrates textual, social, and cognitive components in order to thoroughly evaluate the text's complexities and implications. By including discourse analysis, which takes into account social cognition, social context, and mental models, the van Dijk model provides a comprehensive understanding of texts and their consequences on society. This holistic approach not only enhances clarity but also offers a comprehensive perspective that captivates readers and scholars alike.

Imran Khan: "Mark I am against all military operations I was against Iraq war I was against U.S going to Afghanistan consistently I'm against military solutions in Ukraine to solve problems but point I'm trying to make is that to hold me responsible and in this cipher it was only me being held responsible while our ambassador was telling us that this was a long before the store was planned the purpose of going there were bilateral things we had nothing to do with it" (Khan, Interview2, July 22, 2022).

Social Structure

In this particular sentence, Imran Khan makes it apparent that he opposes both military action and solutions. He declares that he is against the US involvement in Afghanistan, the Iraq War, and military action in Ukraine. He says he is being unfairly punished for his decision to travel to Russia, despite the fact that the trip was organized well before the Ukrainian crisis began. From a sociological perspective, Khan's endeavor to establish himself as a reliable and astute leader is the driving force behind his argument. He is arguing that he has never been in favor of using force to resolve conflicts overseas and that he is not a warmonger. He also seems to be attempting to paint

himself as the victim of unjust criticism from those who are attempting to blame him for events that were beyond his control.

Imran Khan: well the US war on terror actually bred terrorists ....because Pakistan by joining the us we had 80 000 people dying in this joining the ....it produced more terrorists and I'm convinced it's exactly the same what happened in Afghanistan ......people in the US did not really the public that does didn't know the amount of collateral damage .... so the all the revenge attacks were against the Pakistani soldiers against the people of Pakistan ...... (Khan, Interview4 July 22, 2022).

This lines demonstrate the societal significance of the US war on terror by discussing its impact on Pakistan and Afghanistan. Imran Khan highlights the power gap between the United States and Pakistan, which is seen as an ally in the US's war on terrorism. This power imbalance is clear as Pakistan was the target of the terrorists' retaliatory attacks, which claimed 80,000 lives.

Imran Khan: Mark, Afghanistan there was never going to be a military solution anyone who knows the history of Afghanistan and the British .... there was never going to be a military solution people like us who kept saying that this is not you will not solve Afghanistan problem by bombing them or sending your military we were called Pro-Taliban people like us were always talking about how would there be people in Afghanistan for 40 years they've been suffering it's not whether you are in one ma this is not a football match whether you're on one side or the other it's trying and where Afghanistan when there are problems there the country that suffers most is Pakistan because we sub we already have three and a half billion afghan refugees there (Khan, Interview2 July 22, 2022).

Numerous social situations, organizations, and problems related to the situation in Afghanistan and its impact on neighboring countries like Pakistan are covered in the text. Afghanistan's past and its experiences with foreign intrusions, especially the British occupation in the 19th and 20th centuries, constitute one of the social backdrops. According to the text's author, this backdrop lends credence to the notion that a military solution to the Afghan problem is unfeasible. Another social background is provided by the struggles the Afghan people have faced over the last 40 years. This demonstrates how the people of Afghanistan has been impacted by a persistent societal issue of violence and instability.

Imran Khan: well let me just go back in history when the cold war was you know ravaging the whole of the world the world was divided into blocks Pakistan moved into the united states we became part of the block in the cold war with the us India actually stayed neutral but it was very close to the soviets now when I look back I think initially Pakistan needed help because when we became independent we were impoverished the millions of refugees in Pakistan we needed help but you know beyond 10 years or so we should have then been non-aligned independent country stood in our own feet not relied on aid we became part of a block because we got foreign aid when you look back foreign aid is a curse for a country because you do not fix your own systems you do not raise your revenues you don't increase your exports you rely on handouts and it stops a country evolving and developing and becoming self-reliant so the world being divided into cold war blocks and Pakistan becoming part of a block when you look back it stopped us from developing as a country (Khan, Interview4 July 22, 2022).

The power dynamics between Pakistan and other countries in the story's social structure are reflected in the text's portrayal of Pakistan as a dependent rather than an autonomous participant. Imran Khan's use of the terms "conditioned on others" and "function of other processes" creates the impression that Pakistan lacks agency and is unable to act independently. This lends credence to the interviewer's argument that Pakistan needs foreign assistance in order to survive.

Cognitive structure

Imran Khan: "what I hope to achieve is to show the whole of the country that the people of this country want one thing elections they do not want a foreign imposed government on uh where members of our party were bought by million dollars each was offered to them to switch sides and then the government was removed and so therefore we feel that rather than someone else imposing a government on our country let the people of this country decide whoever they want to to lead them" (Khan, Interview4 July 22, 2022).

Imran Khan's rational and critical cognitive processes are evident in his words. After evaluating the state of affairs in their country, he comes to the conclusion that free and fair elections are the best option.

Imran Khan: Mark I am against all military operations I was against Iraq war I was against US going to Afghanistan consistently I'm against military solutions in Ukraine to solve problems but point I'm trying to make is that to hold me responsible and in this cipher it was only me being held responsible while our ambassador was telling us that this was a long before the store was planned the purpose of going there were bilateral things we had nothing to do with it (Khan, Interview2, July 22, 2022).

From a cognitive standpoint, Imran Khan bases his case on the concept of accountability. He contends that he was not informed when he made the decision to fly to Moscow and that he cannot be held responsible for events that were out of his control. He uses both logic and a sense of reason to support his perspective, indicating that the data he utilized to reach his judgment at the time was reliable.

Imran khan: you see if humans want they can solve any conflict the problem is that the humans the leaders and I'm talking about the leaders I'm sure in people in Ukraine and in Russia everyone understands that if there's a conflict there will be consequences everyone will be (Khan, Interview1, September 11, 2012).

For instance, the cognitive framework of this text's discussion of conflict resolution includes the idea that a terrible peace is better to a good war. Imran Khan argues that differences can be resolved if people want to, even though he acknowledges that the leaders are the problem. The cognitive structure also reflects the political context and the history of the dispute, which might influence how possible solutions are viewed.

Textual structure

Textual structure has a significant impact on both the social and cognitive aspects of communication, according to van Dijk's suggested socio-cognitive model of discourse analysis. A text's organization can affect how the listener or reader interprets it. This idea holds that speech serves as a medium for both social interaction and the expression of knowledge (van Dijk, 1997).

Imran Khan: well the world faces two huge challenges one is climate change where the material existence when we only live in this world for material well-being then the classic example is how we imperil our own existence is what climate change is how we have ravaged the earth and how we have misused the blessings of God so that is the biggest challenge I think for human beings the second biggest challenge is the plunder of the developing world by the ruling elites of the developing world where every year huge amounts of money according to the faction channel of the secretary general of the UN 1.5 trillion dollars move from illegally there's a trade imbalance anywhere I mean the trade the money flows through the trade imbalance to the developed world anyway but the illicit the illegal money laundered by the ruling elites over 1.5 trillion dollars every year moves to the offshore accounts and western capitals now this is going to have severe consequences on food on hunger on starvation on imbalance between the rich and the poor and so I don't think enough attention is being paid to the second one because the richer countries benefit from it because they have this capital inflow so they don't care but the poor countries are getting destroyed (Khan, Interview3, July 23, 2018).

According to van Dijk's socio-cognitive model of discourse analysis, the textual structure of this paragraph may be analyzed at several levels, including macrostructure, superstructure, and microstructure. The text's macrostructure, which may be viewed as an overarching map of the text's ideas, includes a thesis statement, a list of supporting arguments, and a conclusion. The thesis statement, which might be interpreted as the claim that individuals are always seeking a greater relationship with God, is then supported by evidence in the text. It accomplishes this by looking at how individuals ask questions about life's purpose and what happens after death. The conclusion of the book is that humans have a duty to help others and that religion provides answers to these problems. According to van Dijk's socio-cognitive model of discourse analysis, the textual structure of this paragraph may be analyzed at several levels, including macrostructure, superstructure, and microstructure. The text's macrostructure, which may be viewed as an overarching map of the text's ideas, includes a thesis statement, a list of supporting details, and a conclusion. The thesis statement, which might be seen as the claim that humans are always seeking a greater relationship with God, is then supported by the text. It accomplishes this by looking at how individuals ask about the purpose of life and what happens after death. The book concludes that humans have a duty to help others and that religion provides answers to these problems.

Imran Khan: well let me just go back in history when the cold war was you know ravaging the whole of the world the world was divided into blocks Pakistan moved into the united states we became part of the block in the cold war with the us India actually stayed neutral but it was very close to the soviets now when I look back I think initially Pakistan needed help because when we became independent we were impoverished the millions of refugees in Pakistan we needed help but you know beyond 10 years or so we should have then been non-aligned independent country stood in our own feet not relied on aid we became part of a block because we got foreign aid when you look back foreign aid is a curse for a country because you do not fix your own systems you do not raise your revenues you don't increase your exports you rely on handouts and it stops a country evolving and developing and becoming self-reliant so the world being divided into cold war blocks and Pakistan becoming part of a block when you look back it stopped us from developing as a country (Khan, Interview3 July 23, 2018).

According to van Dijk, Khan recounts historical events in chronological order and with a cause-and-effect connection, using a narrative or tale organizational approach. The material presents Khan's perspective on the topics being discussed in addition to objective assertions and subjective opinions.

The text's macrostructure may be seen as a narrative framework in which Khan travels back in time to chart Pakistan's ascent to prominence during the Cold War. The information is arranged chronologically, starting with Pakistan's situation after gaining independence, moving on to the need for international help, and concluding with the negative effects of that support. Khan analyzes the situation and asserts that a country's ability to become independent is hampered by taking foreign help. The text's microstructure is defined by the employment of causal connectives like "so," "because," and "when," which reinforce the cause-and-effect link between several occurrences in the story. Additionally, the use of judgmental terms like "curse," "impoverished," and "handouts," which convey Khan's viewpoint on the events, shapes the overall tone of the story. In conversation, pronouns like "we" and "us" are commonly employed to express a feeling of collective identity and responsibility for the topics being discussed. Overall, Khan's speech has a narrative framework with causal connectives, evaluative language, and a distinct chronological order of occurrences. Khan can support his position and help the audience comprehend the events being described by employing these linguistic strategies.

CONCLUSION

Imran Khan's effective use of persuasive language has proven to be a powerful technique in winning over his supporters. Khan has successfully appealed to the masses by utilizing a clever combination of emotive appeals, populist narratives, compassionate language, and charismatic authority. He has done this by establishing himself as a voice for change and a champion of the people's complaints. He has created emotional connections with the public by utilizing vivid images and personal experiences, which has helped to create a feeling of urgency for change. It is important to approach Khan's appeal with critical thinking, keeping in mind the complexity of political influence and the various interpretations of his methods, even though Khan's communication skills have been successful in building a huge following. Imran Khan's capacity to persuade the public to his point of view is one component of his political interviews. He succeeds in connecting with the populace by positioning himself as a defender of the oppressed and offering solutions to their issues, which increases his following.

According to Teun A. van Dijk's Cognitive-Political Model, which emphasizes the interaction between language, power, and ideology, Imran Khan's use of language is strikingly consistent with this model. Khan carefully uses linguistic tools including emotive appeals, populist tales, compassionate language, and strong imagery to create an argument that appeals to his audience. The use of van Dijk's model provides useful insights into the linguistic tactics used by Khan to influence public opinion, build support, and develop his reputation as a transformative leader dedicated to enacting change in Pakistan. Finally, Imran Khan's political interviews demonstrate a smart combination of persuading communication, emotive appeals, and populist stories. By empathizing with people's concerns, positioning himself as an ambassador for change, and using his charisma to project authority and confidence, these tactics have allowed him to create a devoted and strong following. But it is crucial to approach any analysis of political personalities with critical

thinking, keeping in mind that various people may interpret these strategies differently and draw their own conclusions. Although Khan's communication style clearly contributed significantly to his popularity, it is essential to keep a critical eye on the big picture and consider other points of view to fully comprehend his power as a leader and the aspects of political influence.

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