

Critical Discourse Analysis of Pakistani TV Comedy Talk Show "Khabarnaak"

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ABSTRACT: Various TV channels are established in the Pakistani media with an increasing number of satellites. Talk shows are most prominent among other shows as they precise and present bitter facts in a very light way by commenting, satirizing, analyzing and criticizing in much funny style. All day morning, noon, evening, late night- talk shows are shown; even for special occasions, special talk shows are arranged. Among these shows Political shows are most spectacular to manifest the thinking, perceptions, and impact of the different political announcements from the leaders in a present alarming situation. "Khabarnaak" is a very popular comedy talk show in Pakistan due to lofty language, witty compliments and especially characters of "Khabarnaak" criticizing different aspects of society. Critical analysis of these announcements amuse the listener as well as convey the news exploring specific words, accent, tone, indirect speech or some similes or metaphors used by the host. Critical Discourse Analysis of "Khabarnaak" will explain how they criticize and why they criticize. Actually, characters of "Khabarnaak" did not know different linguistic phenomenon. They communicate in Urdu, Punjabi and English, every sentence uttered by the characters have a different ratio of code switching. The present study is based on political and social scenarios through CDA of "Khabarnaak" as it is very popular because it has first-mover edge. This research is purely qualitative and based on the philosophy of Fairclough's model. According to Fairclough's model language can be manipulated through different social factors. Three episodes are selected to critically analyze the socio-political aspects that can be identified from the Pakistani TV comedy talk show "Khabarnaak".

KEY WORDS: Critical Discourse Analysis, talk show, socio-political, communication, lofty language

I. INTRODUCTION

1.1 The Background of the Study

All the TV channels of Pakistan are catching public interest with expanding political talk shows. As it is the need of time to discuss significant matters of country's politics affiliated to people and government. This platform has a significant place in the production of political discourse. Verbal and non-verbal language is used to communicate ideas and facts. The element of dominance and inequality are key source critical discourse analysis to hold on all the patterns used in communication to get deep understanding. (VanDijk, 1993)

Critical discourse analysis takes the political scenario as a whole to highlight all the views, issues and overall situation of a politics; all the perspectives and points are kept in view according to the thinking of society as they make them easy for the public to understand by analyzing each and every aspect of spoken discourse in political announcements. All the normal usage of language either it is written or spoken is taken into consideration in term "discourse". Acquisition of the structure of language is not sufficient for its use, one has to go for its use in an actual situation with intellectual choices of language functions (Yalden, 1987).

Language is a wide phenomenon as it is hard to understand what does mean by someone's words in some particular situation using specific, accent, tone, words and metaphor or simile. Here the term "utterances" is necessary to discuss in connected discourse, it actually types of discourse which does not consider literally but according to the situation like "Humm", "Unnn", and "ooooh" are meaningful utterances. The era of Discourse analysis is wide as it let in the explicit words and hidden meanings including non-verbal actions used to convey a message like smile and movement of eyes etc. The emphasis in such an approach shifts from structure and grammar function and communicative competence, from assembling structures to doing things with utterances, from a sentence in isolation to the utterance in context.

Different formal speeches and conversations by political leaders are best analyzed by the tool of Critical Discourse Analysis to grab the whole insight of political situation. Their ideological reflections, expected actions, futuristic connections, and all the other political tendencies including their persuasive strategies and even ironies and paradoxes of their persons are wrapped in their diction.

Van Dijk, Hodge and Kress and Van Leuven's model have been applied by different researchers in their researches but in the present study, the researcher has applied Fairclough's model of critical analysis. As it is known that CDA has developed by various scholars is not a homogenous model, nor a school or a paradigm, but according to van Dijk (1993) a shared perspective on doing linguistics, semiotic or discourse analysis. There are different approaches to CDA. Among such approaches, there are mainly two models informing this study. The first one is Wodak's discourse-historical approach, and the second one is Fairclough's three-dimensional model approach. Applying the discourse-historical approach, scholars have studied the organization of the European Union (Iedema and Wodak, 1999), or the discursive construction of national identities (Cillia&Wodak1999).

The study is aimed at gaining an understanding of the political talk shows, whether these are able to create awareness among the public in Pakistan. To find the extent that whether these political talk shows can create an impact on people and be able to create a positive contribution to transforming society as well as the whole country. The study also has the objective to find out whether these political talk shows are able to create an authentic platform of communication between people and government.

II. THEORETICAL FRAMEWORK

Data is analyzed in the light of Fairclough's model. The qualitative approach is applied following Fairclough's model for the collected sample. All the data is analyzed from a CDA perspective. The study finds out how political discourse is used to construct power and dominance, and also to manipulate and influence society. Aspects of Fairclough's model are made to identify socio-political and linguistics features which are discussed in "Khabarnaak" for example politeness, metaphor, ethos, modality and interactional control etc.

Analysis of the text from a broader and multi-theoretical point of view including the discursive functions, processes, and circumstances high light the socio-political background of Khabarnaak. Prescribed themes relating to ideology, power, and persuasion is the agenda of the study in which the researcher has revisited the research problem and research question. This critical revisit of research has led objectives and expectations. Research objective has successfully been achieved, however, a part of them also remained undecided and unascertained. At the same time, certain other dimensions and implications of discourse have also come to the surface in addition to the objectives pursued by the researcher.

The Rationale of the Study

Fairclough's model is the most famous model of critical discourse analysis. Through this research, the reader will come to know the social aspects of a language in TV comedy talk show Khabarnaak. In this research elements of Fairclough's model are applied to the language of different characters of Khabarnaak. The aim of the study is the exploration of the relationships between language and ideology. Secondly, the researcher has explored the relationship of spoken text and its effect on society. In this study, it is tried to show that political talk shows broadcast by TV channels are working apparatuses of ideology and store meanings which are not always obvious for listeners.

Statement of the Problem

The purpose of the study is to explore that how much T.V talk show "Khabarnaak" is involved in the discourse of a language.

Research Question

1. What kind of discourse elements can be identified from the Pakistani TV comedy talk show Khabarnaak?

The Objective of the study

To identify discourse elements from the Pakistani TV comedy talk show Khabarnaak.

Delimitations

Data is collected from only three episodes of TV comedy talk show "Khabarnaak" (2014).

Methodology

The methodology includes data collection, data analysis, results, and conclusion. It is important to use methods for research analysis which are appropriate according to the background of the study. Application of Fairclough's model on TV comedy talk show Khabarnaak is the agenda of study.

Population

The total population is all Episodes of TV comedy talk show of "Khabarnaak" of the year 2014.

Sample

The total sample of study is three episodes selected through a purposive sampling of TV comedy talk show "Khabarnaak".

Research tools

Following research tools are used in the present study.

Critical discourse analysis of the language of selected 3 Episodes of TV comedy talk show "Khabarnaak".

Data collection

Data is collected from TV comedy talk show "Khabarnaak"

Data Analysis**Episode 1 (28 March 2014).**

Host –AftabIqbal, Guest - Anoki wrestler from Japan (Mir Muhammad Ali), Supporting

Characters are SaleemAlbela, Honey Albela, RobiAnum, Wajid Khan, Aga Majid (Aaro grenade),

NaseerBhai, Lucky dear, Master sahib (Farhat Abbas shah).

Objectives: First objective is to criticize the young politicians of Pakistan. The second objective is the history of "kalapani" a famous place in India (Inda man Iceland).

Summary of the Episode

Ali Mir hosted the episode and he was acting as a dummy of AftabIqbal. Aftab was sitting as a guest in the show. The agenda of the program was the structure of words, words meaning, mis-used words and young political leaders of Pakistan including HamzaShahbaz, MoonisElahi, and Bilawal Bhutto. The host, guest and other characters of the show used some words which have some meaning. Aftab explained in detail these words and characters of the program discussed these. History of kalapani is also discussed in the episode. Inda man Ice lands are located in India, in the colonial era, British Army used to send the Indian prisoners to kalapani for punishment. Another major issue that is discussed in the show is of beggars. They throw light through the show that how they are spreading day by day in the country and how much these professional beggars earn on a daily or monthly basis.

Sample Text

Aftab: nikaldiaunhonywesenikal hi diatha main nhigyatha show krnynhigyatha mane kahatha k main nhiaonga is k bad continue kiaakdedhhaftykikoshishon k bad donofreeq is nateejy per puhncy k nhi ho skta ye nichalsktapherchornapra.

Afat: shaydapbhibethy hen asslam o aliakumjonhimeriap per nazrparimeratraanikaljygamazi k azeemulshandakaithmarysath hen kesy hen?

Afat: achaapnibachpanki koi dilchasp bat btanapasandkrenykbhi koi chorikihoyakuch

Afat: farzkrenapikizindigika school ka college kadorbarakhubsortohatya to yaad to ata ho ga?

Description Text

Modal verbs which are included in the sample (nahiaonga- Will not come), (shaaaid- suppose), (nikljyga-will be afraid),(btanapasandkreny- will you like to tell), (farzkren- suppose).

Auxiliary verbs are those words that express possibility or necessity. According to Fairclough's Modal verbs create a situation of possibility or necessity according to context. While doing Critical Discourse Analysis a researcher should keep in mind all aspects or dimensions which may express Modality. In daily used language there is a number of modal verbs which complete the sense of the sentence, so it can be assumed that modality is the structural flexibility of the language. According to a researcher in critical discourse, analysis modality plays a vital role for the understanding of a common reader, because a common reader may not have complete information about the incident or event which is under observation.

In this episode uses of modal verbs is frequent. A viewer can find a number of modal verbs easily. For example, AftabIqbal and Mir Ali discuss the AftabIqbal's previous job that why Aftab left that job, in reply to Mir Ali's question Aftab says that I denied the offer of the previous TV channel. Aftab says I told them that I will never compromise on my dignity and I told them I will not come. (Mein nahiaonga). Now in the previous sentence, **Will** is a modal verb and it shows the uncertainty of AftabIqbal'.

Now Mir Ali discusses educational life of AftabIqbal. Mir Ali says to AftabIqbal supposes that your college life was very pleasant. In this sentence suppose is a modal verb that indicates the probability of Mir Ali's mind.

Episode 2(16 April 2014).

Host –AftabIqbal, Guest - Imran Khan (Mir Muhammad Ali), Supporting

Characters are SaleemAlbela, Honey Albela, RobiAnum, Wajid Khan, Aga Majid (Aaro grenade),

NaseerBhai, Lucky dear, Master sahib (Farhat Abbas shah).

Objectives

The objective of the episode is the political situation of KPK. To discuss the history of the Mughal era is also another objective of the show.

Summary of the Episode

The episode goes on air on 16 April 2014. AftabIqbal is the host of the programme whereas Imran Khan, a popular motivational and inspirational leader of Pakistan is the guest of the episode, who is also the Chairman of his party "Pakistan Tehreek e Insaaf" PTI's worker, General Musharrafand his cook. The issues discussed in the episode were the political situation of the country especially of KPK, Musharraf's position, importance of elephants and women in the Mughal era especially at the time of war, some famous names are JodhaBai, Mumtaz Begum andMaryamJahanAra, The role of comedians in the country and the discovery of salt mine of Khewra in the reign of Sikander e Azam. All were these things that came under discussion in the episode.

Sample Text

Asslam o alikum! Khabarnak mainkushamdeed main apkaHostAftaabIqbalauraj mere mehmanhe dummy museum sy ay Khan sahib aur un k aknaraz worker.

Kia halhy Khan sahab?

Imran khan: main bilkulthkhonapsunaenAftaab sahib apkakiahaly?

Aftaab :syasatkesechalrhihy?

Imran Khan: behreenA one pressure hy changes hen

Aftaab: incidents hen party totmarhiyaurbehren?

Description of text

- The promotion of Politics in Pakistan.
- The current Political scenario in Pakistan.
- Interactional control is a very controlled phenomenon which occursstepwise. AftabIqbal is the controller of the discussion and he also works as the in charge of turn taking. There are many other characters and participants in the programme, but AftabIqbal has dominance over all others due to his position.

Imran Khan is the famous leader of Pakistan and especially the youth of Pakistan is highly motivated by the speeches and actions of Imran Khan when we talk about his life and his struggles many thoughts came to mind he is against corruption and many other social evils which are present in the society and we hope that he has an aim to eradicate these evils from the society. Here in these lines, AftabIqbal, the host of the programme makes the introduction of Imran Khan with the audience of the show and also tells the agenda of the show. He is the controller of the show that is why he himself does these things.

Episode 3(05December 2014)

Host - AftabIqbal, Guest – Ali Azmat (Mir Muhammad Ali), Supporting Characters are SaleemAlbela, Honey Albela, RobiAnum, Wajid Khan, Aga Majid (Aaro grenade), NaseerBhai, Lucky dear, Master sahb (Farhat Abbas shah)

Objectives

The objectives of the study are the importance of pop music, street crimes in Pakistan as well as in Brazil and the solution to their eradication.

Summary of the Episode

The episode goes on air on 05 December, 2014. Aftab Iqbal was the host of the show and Ali Azmat (dummy) was the guest of the show. The topics of discussion were pop music, new words, their meaning and misspelled words. Street crimes in Brazil and begging are major social issues in Pakistan respectively. Mughal Darbar was also represented in the show. Some things were also discussed which, have their social identities related to their region like Okara's "Darian", "Khes" and "Barfi". There is a discussion about the book an Italian writer Manochi who wrote "Fasana e saltanat e mughlia". In that book he narrated some important things related to Mughal Emperors.

Sample Text 1

Aftaab: hmarasigmathyzban o byanlafazhy" saraab "lafzimaanihydhoka ye hy to Arbilafaz per is kamanba Farsi.

Aftaab: aglalafazhy "khachakhach" asallafazhy "khichakhich"

Hony: endaberakinygharakkita ay?

Aftaab: jesy "gul e aab" ko "gulaaab" banadiagyaaur "sail e aab" ko "sailab" bnadiagya"

Lafzhy "shoraaba" yanikynamkeenpanijisyprhnywalonny "shorba" bnadia

Aftaab: ye parhnywalokighaltihjesymuhawrahy "kilkil" k tum nykiakil dal rakhihyasallafaztha "kalkal"

Wajid: aj k bad kalkalsybhigy hum.

Aftaab: wokehty thy na k main apsyraqamlenyatahon tum kalkalpy dal daity ho.

Achajiphir "sheshnaag"

Aftaab: acha g ye sheshnaagasal main ye lafaznihyanskratkafazhy sees jiskamatlbhy raja.

Description of Sample 1

In the given above sample, the researcher found the element of words and word meaning according to Fairclough's model. In the given above sample, the researcher has picked up some words which are explained by the host. These are the following.

Sar eaab: "sar eaab" is an Urdu word and misspelled in our daily usage and pronounced as "sarab" which is not correct.

Gul e aab: "gul e aab" is a word from the Urdu language it is misspelled as "gulaab" which means a flower that has water in it.

Sail e aab: "sail e aab" is misspelled as "sailaab" means running water.

Shoraaba: "shoraaba" is pronounced as "shorba" which is wrong actually it is "shoraaba" which gives the meaning of salted water.

Khachakhach: The actual word is "Khachakhach" but in our daily usage it is pronounced as "khicha khich" and its meaning are to pull someone or to torture anybody.

Kalkal: "Kalkal" is wrongly pronounced as "kilkil" which is meant by dispute or unrest between two persons.

Seesnaag: "sees naag" is a word which came from Sanskrit meaning as snake commonly known as black cobra but people pronounce it as "sheesh naag".

Sample Text 2

Sofia: khabarhy k Brazil k alaqy main to juraimpeshabhaibachonkojaibtrashi, daketi, aurbadmashiki training dety hen police bebas.

Hony: sir ena nu koi puchanwalanhi?

Aftaab: Barazilakgarhy street crime kaaurpichlykai salon syazafa ho rhahy is kaakshehrhyjahan purse snatching, mobile snatching sab syzyadawahahotihy.

Wajid: ye josikhaty hen unkamarnachahye.

Aftab: pichlydinobariintresting or larzakhez report merinazar syguzri Karachi k chandalaqy hen jin main Lyarishamilhywahanbhibachoki street crime kiyahi position hy homeless bachylatadad hen. jeo main ajkalchalnhirahazarasichye k tehat ye akbaridilchasp chez hy k aye hum apjojaibtrashi k treeqybaen.

Description of Sample 2

Applying Fairclough's model on Pakistani Comedy Talkshow "Khabarnaak" the researcher found the element of Ethos from the given above sample. In the episode there is talk about the street crimes which are increasing day by day and Police is unable to control this social evil. The host of the show AftabIqbal highlighted a city from Brazil which is known worldwide due to social crimes like robbery and snatching things on roads and public places, there was a video clip also from that city of snatching a purse from a lady on road. The same situation is in Pakistan's city Karachi. In Karachi, there is an area named as "Liari" which is also known as thesetypes of crimes and it is socially known for these types of acts.

Mughal era is also discussed in the episode it has special social influence in the show through the talk of the characters of the talkshow it has come to know that how Mughal emperors were involved social evils like drinking. Especially Babar and Jangir were notorious for drinking wine. Italian writer Manochi narrated in his book "fasana e saltanat e mughlia" about the complete history and drinking stories of Mughal emperors.

Findings

According to the objective of the study Pakistani comedy talkshow "Khabarnaak" is a well renowned political comedy talkshow that brings smile and curiosity on the face of the listener through political and non-political words. Researchers also found that "Khabarnaak" is a very popular political talkshow among the Pakistani community as compared to other comedy talkshows.

III. CONCLUSION

Critical discourse analysis aims to find out hidden issues and motives behind various discourses that are embedded in the society by examining them from a critical point of view. It scrutinizes how the more powerful groups of the society utilize political discourse to control and influence the less powerful groups for their advantage. The textual struggle for meaning is the precise equivalent of the social struggle for power (Fiske in Matheson, 2005). Because of the expansion of media, political talk shows have become both an intriguing program for the public and a large platform for the politicians to administer power and dominance over the society.

Through the analysis of three episodes of a very popular talk show of a television channel of Pakistan, the researchers attempted to reveal how the ideologies are represented in these shows. It also suggests that these talk shows mystify the hidden meanings of language. In other words, critical discourse analysis reveals how these choices enable speakers to manipulate the realizations of discourse and power in the representation of action to produce particular meanings which are not always explicit for all readers. The findings of the study can be said that skillful manipulation is what the politicians use to justify themselves and influence people. They utilize different linguistic devices such as text production strategy and ideologies to engender power relations and control the mass population of the country

The researchers conclude that there are certain dimensions of every particular word that is announced by the characters, but it carries a totally different meaning for a listener. This is a gap between the listener and the speaker which creates humor, comedy or criticism. There are many dimensions for the upcoming researchers in this field and especially in “Khabarnaak”. It is supposed that every listener perceives the meaning of the word in his own way and that might have a conflict of interest as compared to another listener. This research also concludes that human thinking varies from person to person and place to place.

Acknowledgment and Declaration

This is to certify that the article *Critical Discourse Analysis of Pakistani TV Comedy Talk Show "Khabarnaak"* submitted for publication in *American Journal of Humanities and Social Sciences Research* is an original work by us based on our research, that we have duly acknowledged in the said paper the work or works of others we used in writing this article, that we have duly cited all such works in the text as well as in the list of references, and that we have presented within quotes all the original sentences and phrases, etc. taken from the sources that we have consulted in writing this article. We further declare that the paper submitted for publication in *American Journal of Humanities and Social Sciences Research* has not been previously published and also not currently submitted for review to any other journal, and will not be submitted elsewhere before a decision is made by this journal.

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