

**RESEARCH PAPER****Critical Discourse Analysis of Political Comedy Talk Show in Focus****Tahseen Fatima, Aneela Abid and Sana Shafiq**

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Email: shaanzy770@gmail.comReceived: 4th July 2017, Revised: 29th July 2017, Accepted: 2nd August 2017**ABSTRACT**

The current paper deals with the critical discourse analysis of political comedy talk show. Media discourse plays a vital role in creating different ideologies. It influences the thinking of people and every discourse has certain meanings which are hidden but conveys certain meaning. Media has power to dominate on thinking of people that how they should think and what they should think. And Critical discourse analysis is tool which is adopted to bring such aspects in front of public which were not clear to some readers. Every show has its own perspectives and agendas which are propagated to influence the opinion of public. The researcher has selected Fairclough three dimensional theories for analyzing the political comedy talk show which results hidden ideologies, not clear to audience.

Key words: Discourse, critical discourse analysis, political comedy talk show

INTRODUCTION**DISCOURSE:**

Discourse refers to anything written or spoken and which conveys meaning in its context. Discourse can be a written or spoken and it also can be an image or gesture. Discourse is language used in real situation.

CRITICAL DISCOURSE ANALYSIS (CDA):

Every utterance has some underlying meanings which are not always hidden. Critical Discourse Analysis exposes those hidden meanings and objectives which are out of sight for a listener. Every text propagates some ideology and critical discourse analysis sees how and in what ways a text conveys meaning in a society. "Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context" (Van Dijk, 2001).

IDEOLOGY:

Ideology can be defined as system of beliefs, ideas and values which provides a restricted view of the world. Van Dijk (1995) remarks that "ideologies are typically, though not exclusively, expressed and reproduced in discourse and communication, including non-verbal semiotic messages, such as picture, photographs and movies." Every person has his own ideology and is affected by the ideological constraints of dominant power relations in society. "The discourse dimension of ideologies explains how ideologies influence our daily texts and talk, how we understand ideological discourse, and how discourse is involved in the reproduction of ideology in society" (Van Dijk, 2004).

AIMS AND OBJECTIVE OF PAPER

We are living in an age where media plays an important role. To a great extent it influences our view of reality. It conveys some ideological messages through different programs. Media also plays an important role in forming social change and also in politics. It also makes us aware of different national affairs. It can also influence the election of national leaders by presenting their image in front of public and by alerting them to whom they should give their votes and to whom not.

The purpose of this paper is to focus on media discourse particularly, a political comedy talk show 'Mazaaq Raat'. This show is broadcasted by 'Dunia TV', a private TV channel of Pakistan. As the

product of the social and the political world, although media may not have the power to dominate what people think and act, but definitely it has power to persuade how people think about and response to the information it presents.

This study aims to explore the relationship between language, ideology and power and how such relationships are represented through discourses by using three dimensional model of Fairclough. Different Pakistani TV channels are working with certain ideologies and all conveys meanings which are majorly implicit and not explicit for all viewers. Through the analysis of an episode of popular and political comedy talk show 'Mazaaq Raat, it is unveiled that how certain ideologies are expressed in these shows.

METHODOLOGY

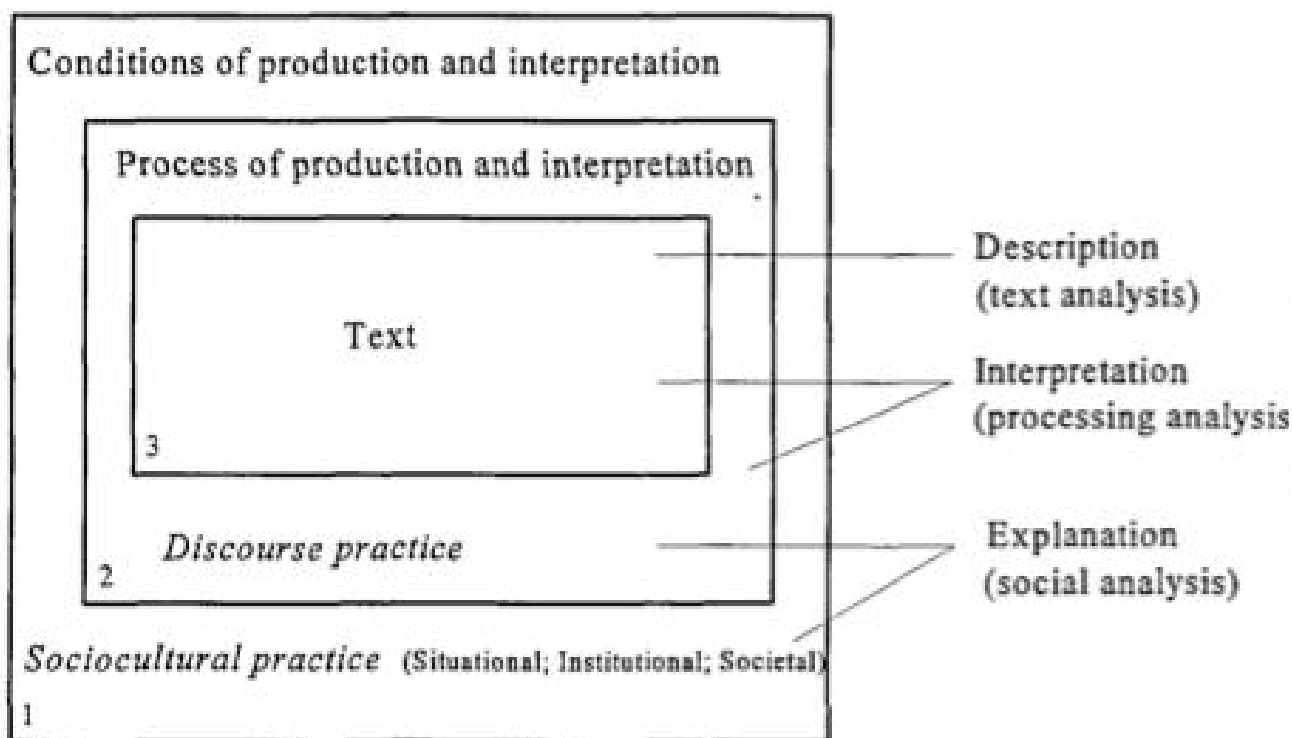
Fairclough is one of the most important contributors in the development of critical discourse analysis (CDA). He has given three dimensional framework for analyzing any text. This 3D model consists of three inter-related dimensions of discourse. These dimensions are following:

1. Text (description)
2. Discursive practice (relationship between text and interaction)
3. Social practice (processes of production and interpretation and their social effects)

The first level of framework is textual analysis. It explores the text that whether sentence is active or passive, whether it is direct or indirect. Either sentence is declarative, imperative or negative. It explains that what experiential value words have. Why euphemistic expression has been used? Is language formal or informal? What pronouns have been used?

While second level of framework deals with production and interpretation that how people produce a text and how they interpret a text. Third level of framework deals with social practices that how text functions in different spheres of society.

Fig. 1: Fairclough's dimension of discourse and discourse analysis



(Janks, Hilary, 2002)

(Inner square= 1st dimension, middle square= 2nd dimension, outer square= 3rd dimension)

In every episode of Mazaaq Raat there is a parody of Hindi songs at the end of the show and Noman Ijaz always says that this song is basically voice of nation's heart. Therefore CDA is applied on the song to unmask the hidden ideology behind the song.

Name of Show	:	Mazaaq Raat
Telecast on	:	March 12, 2014, Dunia TV
Anchor person	:	Noman Ijaz
Parody Song By	:	DJ

1. Lines

Day moqa

Day moqa

Lagnay ko hai har cheez ki Boli

Kar kuch tu beeba

English Translation

Give (us) a chance

Give (us) a chance

Everything is going to bid

You have to do something dear

Textual Analysis

Informal language like 'day moqa', 'boli', 'beeba' is used to show that it is language of common people. 'Day moqa' is an imperative sentence and it used for request from leaders. Declarative sentence 'lagnay ko hai har cheez ki boli' is used to express the sensitive condition of Pakistan. Imperative sentence is used 'kuch kar tu beeba' for polite request from leaders. 'Beeba' is an ironic word. This word shows intimate relation between the two participants. It show that leaders are dear to people but actually they are not.

Interpretation

This song is sung by DJ in Mazaaq Raat. It represents the voice of the whole Pakistani nation. This song, to some extent is a satire on attitude of politicians and leaders of Pakistan. Pakistan is on a very sensitive stage. People are helpless and government has no concern with them. Leaders do nothing for their public.

2. Lines

Kiya hi maza ho, aatay ki bori

Baantay jo tu beeba

Aadha pona hi sahi

Khwaab draaona hi sahi

Hum ko day moqa

Kahen k very good

Kahen k very good

English Translation

It would be amazing, if a sack of floor

You will distribute dear!

Either it is half or quarter

Give us a chance

Give us a chance

To say that 'very good'

To say that 'very good'

Textual Analysis

Informal language shows that it is voice of common man. Imperative sentence is used to request from leaders 'Kiya hi maza ho, aatay ki bori' 'Baantay jo tu beeba.' Euphemistic expression 'kya hi maza ho' is used to de-intensify the power full emotions. Connotative expression beeba is used to

refer to Prime Minister Nawaz Sharif. Pronoun hum is used to give importance to all public. 'Very good' are ideologically loaded words which represent that current leaders of Pakistan have done nothing for their country for which people would appreciate them. Adjective 'draaona' (horrific) is used to refer the feeling of Politicians when they have to facilitate their public without their will.

Interpretation

In these lines an important aspect is brought into light that there are thousands of people in Tharparkar which were dying with hunger. They have nothing to eat and Prime Minister Muhammad Nawaz Sharif was not taking any action immediately to save those innocent people. Through these lines it is conveyed to them that it would be an appropriate action if government would take notice and provide those innocent people bread and all eatable necessities and save the life of those poor people. Although it would be a difficult act for leaders to provide wheat or flour to the thousands of people from government's treasure. Either you (leaders) would give those poor people full sack of flour or half, at least you have to provide them that those poor people can survive. Public seems to be requesting to their leaders that give them a chance that they could appreciate them for their kind act. It would be definitely good for the reputation of politicians if they will show their concern with the poor people of Tharparkar. This song also reveals that government was not showing any concern with their public either they are living or dying. So in this song there is a request to leaders to change their priorities and shift it towards their public.

3. Lines

*Kay no mahinon mein to koi demo na diya
Na is doraan silsila hi doron ka ruka
Hai har policy wohi maazi ki chal rahi
Kay ratta do more ka na goron ka ruka*

English Translation

*Neither you have given any demo in nine months
Nor you stopped visits during these days
Every policy is as same as of past
Whites are still saying that do more (visits)*

Textual Analysis

Declarative sentences are used 'Kay no mahinon mein to koi demo na diya' 'Kay ratta do more ka na goron ka ruka'. Demo is euphemistic expression which is used to refer to 'public welfare'. 'Goron' is ideological word, which shows that English people are still dominated as they were 50 years ago.

Interpretation

PMLN is in government from last nine months. They have done nothing to solve the crisis of electricity and gas. Industries are backbone of a country. And without electricity and gas an industry cannot run. And because of this crisis economic condition of Pakistan is getting worse day by day. There are no opportunities of employment for people. People are suffering from those crises and because of unemployment crime rate is increasing. Leaders are doing nothing but doing visits of foreign countries without any reason and spending a great amount of money at their trips. Every policy is as same as in the governance on Ex President Zardari.

4. Lines

*Yay to sab kehtay hein masla simple nahi
Hal batatay nahin
Phir kis kaavish pe
Kahen k very good
Kahen k very good*

English Translation

*Everyone says that problem is not simple
(But) no one tells the solution*

*Then on which struggle
We say that 'very good'
We say that 'very good'*

Textual Analysis

Declarative sentence is used 'Yay to sab kehtay hein masla simple nahi'. 'Masla' is an euphemistic expression used to lessen the effect of actual situation. Interrogative sentence 'Kahen k very good' is used to show that public wants to see their leaders as there well wishers.

Interpretation

When elections were near, all politicians particularly PMLN was saying that although Pakistan is suffering from lots of problems but we will solve them in few months if public will give us votes. And when they came in power then they said that problems of Pakistan like load shedding of electricity, gas, railway system and corruption are not simple. It will take many years to deal with these problems. PMLN is in power but they are not looking for any solution. In these lines PMLN is targeted in harsh words. They have done nothing to elucidate the problem of load shedding and gas. These are basic problem of Pakistan from many years. If PMLN will not determine how to solve these crises then people will not show any appreciation for them. And next time they would not elect them as their leader.

5. Lines

*Na bijli na gas hei
Na jaybon mein cash hei
K bill jab aajaye to kuch bajhta nahi
Tabi'yat na'saaz ho
Kay jab na kuch pas ho
K leader jesa b ho phir wo jachta nahi*

English Translation

*Neither there is electricity nor gas
Neither there is any cash in pockets
When bill comes, nothing remain (in pockets)
When condition is indisposed
And noting is there (in pocket)
Then no leader seems nice no matter how he (actually) is*

Textual Analysis

Informal style is used. Declarative sentence is used 'Na bijli na gas hei' which declares the worse condition of Pakistan. 'Na jaybon mein cash hei' declares that poverty is increasing and people have no opportunities of job and they mostly are getting low salaries.

Interpretation

Pakistan is suffering from crisis of electricity and as well as of gas. All industries and business of people depends upon electricity and gas. Load shedding is destroying economy of Pakistan and unemployment is increasing day by day. Poor people have not enough money that they can manage their one time food. People have low monthly income but bill are more than their income. And still prices of electricity are increasing day by day. These lines are revealing that in Pakistan there is unemployment and people do not have sufficient money to fulfill their basic needs. Because of inflation people have burden on their mind. If they fell ill they do not have sufficient money to take medicine and to go to hospital. In Pakistan people are bearing lots of problems. When there is tension all around then people will not appreciate any leader until and unless they will not solve their problems.

EXPLANATION

Media text plays an important role in society. It influences the thinking of people greatly. Although people are free to think and free to interpret whatever they see and listen. But there interpretation

is made by their experience and whatever they observe and whatever happens around them. When media presents such type of programs regarding politicians and their attitude towards their country then it deeply affects their thoughts. They start to create negative opinions about their leaders. Media presents the things, events, situations and people in such realistic way that they start making their mind according to that presentation.

In this song media is presenting negative view of leaders and politicians. It is enlightening the fact that politicians are not playing their role for their country as they should do. They are not increasing employment opportunities and not looking for the benefits of public. When media is presenting the pathetic situation in a way that people of Tharparkar were dying with hunger and government was not taking any step to save those people by providing them food then definitely it will create negative impression of leaders on the mind of public.

In this song media is also emphasizing the fact that government had done nothing in these nine months then it will definitely create impression in the mind of public that they have not elected the deserving leaders. It will arouse feeling of hatred in the mind of public for their leaders. This type of presentation greatly affects the elections. Next time when there would be election people will not give votes to current leaders. When they listen such type of songs and programs then they realize that they were in mistake that they had elected such type of leaders and they brought them in power through their votes.

CONCLUSION

In conclusion we can say that media discourse always plays an important role in creating ideology. It influences the thinking of people and every discourse has certain meanings which are hidden but conveys certain meaning. Media has power to dominate on thinking of people that how they should think and what they should think. And Critical discourse analysis is a tool which is adopted to bring such aspects in front of public which were not clear to some readers. Every show has its own perspectives and agendas which are propagated to influence the opinion of public.

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