

IMRAN KHAN'S EFFECTIVE SPEECHES CONCERNING COVID-19 FUNDRAISING: A CRITICAL DISCOURSE ANALYSIS

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Abstract

Purpose: The primary purpose of the present study is to analyze the speeches of PM Imran, which he delivered to persuade the economic organizations and masses for fundraising on the first and 4th April, respectively.

Method: The research is qualitative and analytical. The primary data was collected from the speeches and telethons on two well-known news channels of Pakistan. Theoretical/secondary data have been collected from various online sources. The data were analyzed employing Fairclough's 3D model—Textual, at the first step, processing, at the second step, and finally the social implication(s).

Main Findings: The textual analysis suggests that the Prime Minister deliberately focuses on the lower class—'people' of Pakistan. Therefore, he persuaded the local individuals and the international organizations; more, he also conquered the minds of Pakistani ex-pats living in foreign and convinced them to send aids and foreign remittances. These speeches also immediately affected and motivated the local non-profit services organizations and masses to help others throughout the pandemic. Hence, the public figure (celebrities or characters) also promoted the idea of Prime Minister).

Application of the Study: The study suggests the techniques for the speakers how they would manage to make balanced speeches under challenging times. Various linguistic techniques are employed and tested adopting from the other researchers, which may also be helpful for future researchers. Hence, general social individuals would also find the cultural referents for the economic fundraising techniques utilizing the linguistic technique; for instance, Imran Khan successfully employed these to collect the funds for hospitals, universities, and the state.

The Originality of the Study: According to the researchers' best knowledge, the study is innovative as no such type of study was conducted in the context, i.e., the context speeches relevant to fundraising. This research argues that a parliamentary system is a more desirable and efficient system of government than others. This research explains the differences between both these systems. Both the houses of these parliaments provide different services that require separate investigation and throw further light on the subject.

Keywords: *Critical Discourse Analysis, Political Speeches, COVID-19 Pandemic, Lexical items and Linguistics Features in Speeches, COVID-19 Pakistan.*

INTRODUCTION

The present study highlights how linguistic choices assist in understanding the underlying meanings. The present study also reveals, employing the political discourse analysis, that the prime minister was more concerned about the public's sentiments (Naz et al. 2012). Critical discourse analysis deals with power, misuse of power (Fandos and Shear, 2020), inequality (Højholt & Larsen, 2019), dominance, and maintaining power (Maner, 2017) through the usage of language (Iqbal et al., 2020; Baig et al., 2020). Moreover, CDA is an approach to analyze speech established from critical linguistics. It explores language, discourse, and communication (Vulchanova et al., 2019; van Dijk, 1997). Execution of political matters is an essential part of politics, especially in Pakistan. The powerful strategy used by politicians is the extreme use of rhetoric to convince the public (Shafiq et al., 2017). Bhatia (2006) and Dunmire (2012) contend that critical discourse and political discourse, respectively, enable politicians to achieve their desired communicative purposes.

In this regard, Chilton (2004) and Fischer & Gottweis (2012) remark that politics mainly depends on language, and language significantly influences politics. Van Dijk (1998) argues that thinking is shown and formulated in the discourse. Different types of analysis have been done by various researchers (Naz et al., 2012) on the speeches delivered by several political leaders in the Pakistani context like Nawaz Sharif (Raza et al., 2021), Quaid-e-Azam (Anwar et al., 2015), Tahir ul Qadri (Shahzadi, 2018), Imran Khan (Saeed et al., 2020), Pervaiz Musharraf (Aziz et al., 2021) and many others. Imran Khan's speeches are already analyzed by Iqbal et al. (2020) in the context of COVID-19 smart lockdown policies and these speeches also highlight that Imran Khan's speech rhetoric falls within Islamist and post-Islamist thought and his political party also follows these thoughts. Moreover, the researchers conclude that usage of rhetorical language is the fundamental element in the speeches of Imran Khan. Additionally, he also supports his arguments with Islamic references.

The current study is conducted to analyze the speeches of Imran Khan in the context of fundraising concerning the coronavirus pandemic. Language plays an essential role in achieving goals or success and suggests how talks or conversations make the message powerful and effective? How is discourse implicated? Fairclough's (1992; 1993; 1999; 2001) model of CDA consists of three stages: Textual, interpretational and social. It enables the researcher(s) to

concentrate on the signifiers that make the text, the linguistic items, and usage (see [Aazam et al., 2019](#) for more details). The present research focuses on how the power of words, the importance of pragmatic function and effectiveness of rhetoric language, and the impact of repetition on the public reflected in the speeches of PM Imran Khan.

Significance of the Study and objective

This study's primary concern is to analyze Imran Khan's speeches on Coronavirus for fundraising, employing political discourse analysis extracted from CDA. This study explores that rhetorical language persuades the public to donate the maximum fund to Imran Khan for the coronavirus pandemic. The repetition of words could concentrate on worrying about the current situation that evokes people's subconscious relevant to upcoming panic about Coronavirus. Moreover, all these messages and concerns are deliberately communicated through political language to persuade people to donate effectively. The study would be significant – politically, socially, and academically, suggesting the contemporary techniques for understanding, following, and analyzing rhetorical devices to understand better lexicon and linguistics devices utilized by the speakers, specifically in the political context.

THEORETICAL COMPONENTS

Discourse Analysis

Discourse is a broad term with various definitions; discourse integrates the entire pallets of meanings ([Alba-Juez, 2016](#); [Baig et al., 2020](#)), extracting from the various fields ranging from linguistics (see [Turdiyeva, 2018](#) for more details), sociology (see [Keller, 2020](#)), philosophy (see [Talib and Fitzgerald, 2018](#)), and other current social sciences disciplines. For this paper, the researchers also extract the definition of discourse grounded by [van Dijk \(1997\)](#) and utilize his established idea of discourse as textual content in context, which may be utilized to answer the questions yet through/following empirical evaluation ([Alba-Juez, 2016](#)), much attention of the research has focused on Critical Analysis employing Political Discourse a contemporary approach to Critical Discourse Analysis ([Dunmire, 2012](#)). So, it can be said that the term 'discourse' is far broader than the 'text' –the entire process of social interaction refers to 'discourse' involving textual content ([Fairclough, 1999](#)). Hence, discourse is far behind the lexical or sentential level, which is often utilized to extract the meaning utilizing comprehensive techniques following the established model from the critical discourse analysis field.

Critical Discourse Analysis

Critical Discourse Analysis in its distinct manner, now not a homogenous version, nor a faculty or a paradigm; however, it is far more than that, at most a shared angle on doing linguistics, semiotics, or discourse evaluation ([Amoussou, 2018](#); [Ledin & Machin, 2017](#); [van Dijk, 1998](#)). Giving power to written and spoken texts ([Flowerdew & Richardson, 2017](#)), Critical Discourse Analysis (CDA) is necessary for describing, decoding, and critiquing social life contemplated in the text ([Luke, 1997](#)). The objective of CDA is to investigate the complex usage of language in the context of social practice ([Talib and Fitzgerald, 2018](#)). The verbal/written communication system does not work in isolation, but it also collocates with lifestyle, social and mental systems ([Rusu, 2019](#)). CDA accepts some of these social contexts and figures out the connections amongst textual structures and takes this social context under consideration, and explores the links between textual systems and their features in interaction with society ([Fairclough and Fairclough, 2012](#)). Such an analysis is often complicated, diverted from the original meaning, the meaning often lacks directions, and one can correspond to textual content linking its structure with social features ([Contemori et al., 2019](#)). The relatedness of the complex mechanism of discursive exercise and social function is often and willingly left obscure, specifically when the need happens to create and maintain differences in the social context ([Fairclough and Fairclough, 2012](#)). One of the objectives of CDA is to create a paradigm for decreasing this stated opacity. [Fairclough \(1993\)](#) perceives that discourse analysis aims to discover hidden relationships between the society and reality systematically; (a) discursive practice, activities, texts, and (b) wider social and cultural structures, social members, and strategies; to investigate how such practices, occasions, and texts show out ideologically formed power and struggles over gaining power; and to explore how the vivid lens of relationships between discourse and society are observed focusing on elements of power and hegemony ([Baig et al., 2019](#)). For instance, “politics cannot be carried out without language” ([Chilton and Schaffner, 1997, p. 206](#)).

Fairclough Model

Text (description)

As stated above, description, interpretation, and explanation are the three stages of discourse analysis. In the description, formal properties of language are analyzed, such as vocabulary (wording), grammar (transitivity, passivation), and text formation. It is the first step. Wherein textual content is analyzed. For [Fairclough \(1999\)](#), "Description is the stage that deals with formal properties of the text. Moreover, linguistic features of the textual content would be explored at the descriptive level.

Discursive practice (interpretation)

[Fairclough \(1999\)](#) argues, “interpretation is concerned with the connection between text and interaction with seeing the text because it is made of a technique of production, and as a recourse inside the method of interpretation” (p. 26). At the

interpretation level, the relationship between the discourse and its construction is interpreted. Besides, discourse is not always as effective as text. However, a discursive exercise in this stage, apart from reading linguistic functions and textual content structure, should be interpreted with other factors together, i.e., speech act and intertextuality. These elements link the textual content to its context.

Social practice (explanation)

According to [Fairclough \(1999\)](#), explanation is concerned with the relationship between interaction and social context with the social willpower of the process of production and interpretation, and their social outcomes. The analysis in an explanative element connects with the social and cultural contexts. Since the information in discourse may be considered social practice, sociality and group use comprehensive impact information reviews.

In discourse analysis, particular news reports, the undiscovered indicators of power, ideology, and, according to Kachru (1989), language can be investigated and explained in this part, focusing on cultural, institutional, and societal context (as cited in [Akhtar et al., 2020](#)). The rationalization stage corresponds to the scope of 'discourse as social practice', specifically in 'socio-cultural practice's ([Fairclough, 1993](#)).' Moreover, at this stage, elements like ideology or power are often taken under consideration to entirely explain the interaction among socio-cultural context and the production and intake of texts.

The three stages are closely associated with each other, which would not be employed separately. Following these three steps collectively and one-by-one, the hidden understanding of linguistic, inter-textual, and social features in the text can be explored employing the model of Critical Discourse. The implementations of this model would be observed reading the various research focusing on the political leaders, i.e., Trump, Rouhani, Obama, through their political speeches.

This size (textual content as discursive exercise) includes techniques. One is the institutional way (editorial manner), and the alternative is discourse procedure (the alteration that the text is going via in production and intake). Here, the critical idea 'intertextuality' is fantastically conducive to explain the discourse process. In different words, this step deals with investigating inter-textual relations among discourse, texts, and setting. That is, the discourse ought to be considered not only because of the linguistic model but also as a kind of discursive practice. Those factors related to how humans produce and interpret the information discourse need to be considered; thereby, the information source and reporting modes should be worthy of exploration inside the interpretive level of news reports ([Fairclough, 1993](#)).

Conceptual framework

Our concept is followed by Norman Fairclough's approaches in *Discourse: Discourse and hegemony*. The current study analyzes the discourse analysis of Imran Khan's speeches on the Coronavirus for fundraising. Language plays an essential role in achieving goals or success. How talks or conversations make the message powerful and effective? How is discourse implicated?

[Fairclough's \(1993\)](#) model of CDA consists of three stages: Textual, interpretational and social. It enables the researcher to concentrate on the signifiers that make the text, the linguistic items, and usage.

The researchers attempt to analyze Imran Khan's speeches. His speeches affect the public and encourage the public to donate to Coronavirus (COVID-19). The repetition of sentences used by Imran Khan shows how effective the speech was. The use of rhetoric and how he used to convince the public. Simultaneously, the analytical part of this paper analyzes the possible interrelatedness of textual traits of his speech and energy relations, which is likewise discussed in Fairclough's conceptual work.

Furthermore, this paper tries to deconstruct covert ideology that is hidden inside the text of Imran Khan, stemming from the theoretical conceptualization of [Batstone \(1995\)](#), who claims, "vital discourse analysis seeks to reveal how text is constructed so that precise views can be expressed skillfully and covertly; due to the fact they may be covert, they are difficult of a direct plan, facilitating what Kress calls the 'retreat into mystification and impersonality'" ([Batstone, 1995, p. 198-199](#)). The essential analytical device of our paper is the "three-dimensional technique of discourse analysis." Introduced by Fairclough (1999), particularly the "language text, written or spoken, discourse practice (text manufacturing and textual content interpretation) and the social culture practice" (p. 97). The conceptions of Fairclough's model into an analytical technique along with "linguistics description of the language textual content, interpretation of the dating between the discursive methods and text, a proof of the connection between the discursive techniques and social and the social techniques ([Fairclough, 1999](#)). He delivered a speech on **1st April 2020** and **4th April 2020**. This study analyzes his speeches using Fairclough's model.

METHODOLOGY

A mixed-method approach was used in this study. These studies analyzed the speeches through Fairclough's model qualitatively and counted the words' frequency in speeches quantitatively.

Data Collection

Data is collected from Imran Khan's two speeches during Covid-19 for fundraising, delivered on 01-04-2020 on ARY

News Telethon and 04-04-2020 (See Appendix for links). After collecting his speech text, he arranged the data into subcategories accordingly. Data is analyzed employing Fairclough's model, and both qualitative and quantitative methods are used, employing Fairclough's model of Critical Discourse Analysis.

Sampling

The nature of the sample is purposive. Two speeches of Imran Khan are selected for data collection, which was delivered for the fund for Covid-19 sufferers.

DISCUSSION/ANALYSIS

Qualitative and quantitative methods are used to analyze the data. The words or sentences he used in his speech to collect the funds for Covid-19 show his confidence, leadership, and worrying nature about the nation.

Textual Analysis

According to Fairclough's model, the first step to analyze the data is textual analysis. It is embedded in a linguistic analysis which means morphology, syntax, and semantic. Imran Khan's speech consists of more or less than 10,000 words. Researchers analyze his speech into three parts.

Table 1: Frequency of recurring words

Words	Frequency	%
Nojawan (Youth)	06	0.06
Lockdown	18	0.18
Loog (People)	78	0.78
Corona	13	0.13
Tiger	07	0.07
Fund	10	0.1
Virus	08	0.08
Qaum (Nation)	17	0.17
Mulk (Country)	23	0.23
Jang (War)	09	0.09
Paisa (Wealth)	20	0.20
Database	21	0.21
Register	05	0.05

Source: Self-made

Use of Deixis

Deixis is a speaker-centre notion. Deixis means pointing via language. They are interpreted concerning the situation in which they are uttered. Person deixis involves the speaker as a first-person, not hearer. The addressee is called the second person. Such as;

- **I, we, our, this, here, those**

He used *I, WE, OUR*, that show his determination towards Pakistan. The use of *I, WE, and OUR* throws light that he is not separate from the public; instead, his heart relates to the public. It is a soul-to-soul connection.

He used the person dies '**I** five times he says, "*I am the greatest fundraiser of Pakistan*" and '**WE**' 20 times which shows his love for the public. His approach is collective here. For example: "*Our work will become an umbrella to tell the donors where they can donate their funds.*"

In this example, the pronoun '*our*' indicates possession, and the '*will*' shows a strong affinity. This shows his determination about the distribution of funds.

Then he used the pronoun "*we*" as he says,

"*we will coordinate*" In this example, the pronoun indicates the reflection of the expressive power. That the government will work with the donors for the best results.

He used the sentence,

"*Sab mil kar iska muqabla kryngy orr in sha Allah jeetyngy*".

In this example, he shows his firm determination that if the public and govt work together, we will succeed.

Modality

Modality is concentrated on the degree of affinity of the speaker. Some speakers use low affinity like 'little' a bit, and some speakers use high affinity by using the modal verbs will, shall, must. Imran Khan used the modal verb '**will**' like,

"the nation will win and defeat" here, he displayed implicit power with an objective degree of affinity.

Vocabulary

He used the word "*Mushkil Waqt*" to realize to the people that it is time to be united and help each other. Then he used the phrase "*ye qaum ka cause hai*" to reflect that it is a national crisis, and everyone must contribute to this.

He used the word "*Imaan*" to make a connection between the funds and their importance in Islam that will provoke the public to donate the funds for this virus.

He used words like, "*daily wager, rickshaw wala, painter, chabri wala, rairi wala, Gali muhly ky log*" (Khan, 2020).

He used these particular words to show them that he is with these downtrodden people and the funds given by the elite class will be given to these poor people at their doorstep.

References from Islam and Europe

To make his speeches much more substantial, he gave references from ISLAM. He states that the "*IMAAN is the great power for the Muslims.*" This sentence created a considerable urge in Muslims to give funds. Furthermore, he urged the youth by saying that youth is also a great power. On listening to these words, the youth got urged for donations. He also quoted the history when he collected funds for Shaukat Khanum Memorial Hospital and Namal University. He showed his honesty and transparency herein the use of the fund.

He made his speeches very powerful by giving the example of the USA, EUROPE, CHINA (Wuhan), SPAIN, ITALY about Coronavirus that these countries are suffering a lot. Their economic condition is stable, but still, they are unable to control this virus.

To provoke the public for the fund, he used the verbal phrase 'have to.' "*If we lock the people in houses, we have to provide the food materials at their doorstep.*" He used conditional sentences to make the people realize that infected cases can be 20,000 to 25,000 till 25th April if we are careful these days, but if we fail to care for ourselves, this infected curve will cross 50,000 cases.

Processing Analysis

According to Fairclough's model, the second stage is processing analysis. To make the text cohesive, formal and contextual connections are likely to be used. His transitional signal use is powerful, which makes his speeches persuasive, as he says, 'first I will tell you why we need the fund?' 'Furthermore,' the tiger force will work at street level. Then he used the word 'But' to compare the corona condition with the USA and EUROPE. He also used the interrogative pronoun to grapple the concentration of the audience.

For example: *What do we do with this fund?*

What is the difference between the US, USA, and EUROPE?

These links provide the intertextuality within the text.

Social Analysis

In this stage, the text is analyzed within the socio-cultural context (economy, culture, media). He started his speech by giving an example of the USA, SPAIN, EUROPE, who are fighting with Covid-19 physically, economically, politically, and socially. He used the word '*JIHAD*' against Coronavirus. The word jihad here will provoke the Pakistanis, especially Muslims, to fight against this virus from the core of their hearts by isolating themselves, donating money and funds, and helping each other. According to him, it is a national cause. The nation will defeat or win. Then he gave the references from Islam and said, we have the power of IMAAN. "*ALLAH gave the Iman to us, and people donate money to the needy to please ALLAH ALMIGHTY... I often read on social media that ALLAH has created Pakistanis in a way that corona will not affect them. Please do not delude yourself into thinking like this. Corona will not spare anyone.*" (Khan, 2020).

In the above sentence, he used the word 'spare,' which indicates the public's severe alert. These words left a massive impact on people who became ready to stay at home because of the fear of death.

"If you think you are immune, just look at New York" (Khan, 2020).

In the above sentence, he gave New York an example to make the people sure that corona will hit anyone whether your immune system is strong or not. They locked the whole of New York but were still facing severe conditions. It can hit the youth, adults, and children. "*It is an enormous challenge*" (Khan, 2020).

Here the premier warned the mass or public about the threat of the Coronavirus. He emphasized that not to take this pandemic as a cup of cake because this severe layer hit not only in health but also economically. More than half of Pakistan's population lives below the poverty line; most of the mass is the daily wagers. There is no abundance of resources for the government to go door to door and facilitate every family with the essentials. So, this drastic situation

even gets worse for the government to handle if the public does not compromise. The nation will rise if the elite class contributes to the fund abundantly. The database will recognize the needy people, and the government will facilitate them.

"We have faith that we can win it (war against disease) with unity and faith, one of the basic principles given to us by the Father of the Nation Quaid e Azam, and we have second-largest youth population in the world which will be used to assist the government and administration in overcoming the disease" 'our tiger force is ready' (Khan, 2020)

Here Imran Khan, in his speeches, uses the deixis to refer to the people and himself. "We" used as a first-person to pinpoint the mass. In these above lines, Imran Khan gives the hope of light to the public by emphasizing that we can win this war with sheer determination, brevity, and strong Faith in ALLAH ALMIGHTY. He gives the direct reference of the father of the nation Quaid –e- Azam as Quaid also exemplifies a great spirit to fight and win against any battle. He also urges the youngsters to come to the front line to help the poor and needy perform duty with the administration to cope with the current situation.

"Pakistan's (economic) situation is not the same as that of the United States or Europe. There is poverty in our country, with 25pc of the people living in extreme poverty" (Khan, 2020).

Her premiere again emphasizes the economic state of the country. He made a comparison of Pakistan with developed countries like the United Nations and Europe. Here he used the Simile to make the comparison between the two nations. He said that we are not as strong as other western countries, with 25 percent of the population living in extreme poverty.

"Iss mulk mai khule dill waly ki koi kmi nahi" (Khan, 2020).

In this line, Imran Khan tried to boost the wealthy people who have ample resources to help the needy people in this critical time. He used the word "khule dil" directly related to the concerned person or people who possessed the ability to figure out what we need in this difficult time. He urged people to donate as much as they can. He also promised his nation that he vigilantly took care of all affairs related to donation.

"Mai apky samny wo admi khara hu jisny sb se ziada pesa ikhata kia" (Khan, 2020).

In this line, Imran Khan showed his loyalty to his nation. He directly gave a reference to his journey of gathering money for a cancer hospital. He urged people to trust him and give more and more donations to help the poor and distributed cash, essentials among the needy people. He cajoled his public by portraying his example.

"Pakistan wo Mulk hai jo poori Dunia main five ya 6 number pr ata hai donation dene mai" (Khan, 2020).

Here he said, many countries gave donations, and Pakistan stands on position fifth or sixth worldwide. His laconic speeches attracted the nation so much. He had well played with the nation's sentiments and urged them more and more to donate for the poor people. His speeches addressed the local wealthy people and influential, intrepid overseas Pakistanis who always come to the front line whenever the country falls in danger.

"Jitna ALLAH hamny nawazta he, hum uski raah main Kitna kharch krte hen, basically ye Hamara imtihan hai" (Khan, 2020).

Here Imran Khan talked about the materialistic world. In this world, we are sent to test. Test by wealth, test by children. ALLAH continually tests people by giving them more or sometimes less. Once upon a time, one needy man came to the Holy Prophet's doors and asked for something, maybe food. Our merciful Holy Prophet (P.B.U.H) gave him all and kept little for him. The person standing nearby Holy Prophet said, why have you given all and kept little for yourself. Holy Prophet SAWW replied,

"All that I have given remains forever and the little I saved it spent" (Khan, 2020). In the light of the above Hadith, Muslims must help their brother in a time of need. In Islam, to pay zakat is a clandestine activity done in a sneaky way to earn more virtue. In this world, we are sent for testing. He puts more stress on the word 'Imtihaan,' which urges the people to contribute more and more.

He used deixis excessively to make it clear to the people that he is the person who is trustworthy and will use their donation honestly. The people who believe him will be focused more on believing in him.

FINDINGS/RESULTS

He is the only one in Pakistan to whom overseas Pakistanis donate. On his appeal, IMF immediately responded to give \$1.4 billion for the covid-19 crisis. One can check his honesty and speaking skills when Faisal Edhi, WHO himself runs a charity forum, donated 10 million to him for Covid-19. Many national and international icons came forward and supported him. Darren Sammy twitted;

"PM@ImrankhanPTI leading from the front helped him out by donating towards PM's Covid Relief Fund at <http://covid.gov.pk>"

West Indian cricketer Michael appealed for PM Imran Khan Covid-19 fund. Mahira Khan donated without telling me the amount. Hamayun Khan gave 5,00000. A well-known Cricketer, Basit Ali, gave his YouTube channel income of three months. Arif Pardesi (owner of Cool and Cool) donated sanitizers worth ten million. Meji Pakistan gave 25,00000. Waseem Akram donated 10,00000. Salman Iqbal (CEO ARY NEWS) worth four crores and 50 lacs. Chairman KPT Admiral Jamil donated five crores. The CEO of Hire participated by giving ten million. Senator Faisal Javed gave 1 lac to the Shaikhani family and donated .10,00000 rupees. Mumtaaz gives ten million from Dubai and Aziz from Canada. Imran Khan has collected 4 billion for Coronavirus till now. That is a considerable amount in this crisis when everyone is suffering.

RECOMMENDATIONS

- ✓ The pragmatic function of the text is left. It needs to be studied as it is also one of the significant parts of critical discourse analysis.
- ✓ More research on his way of speaking style would be analyzed. It is an essential factor as well.
- ✓ Sentence structure would also be analyzed, which would help the researchers who ~~have desired to~~ study syntax.

CONCLUSION

Overall, his speeches' structure is vertical. He persuaded the public and obtained his target tactfully. He collected a considerable amount of funds by persuading the minds of the people. He quoted the references of Islamic preaching as the Muslims have a strong connection with it. He used the pronoun 'I' to show power and 'we' to show collaboration and unity. He illustrated the country's present situation in front of the public and compared it with other countries using different linguistic tools. His speeches' structure and tone are very appealing and impressive that he captured the hearts of the general masses and urged them emotionally to fulfill his target.

LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The was delimited to the data analysis of two specific short speeches delivered before the two television programs aired on 1-04-2020 and 4-4-2020 respectively. The speeches were too short to conduct a comprehensive study employing the third step of Fairclough's model to find out the social significance of the present speeches. The speeches were conducted only for fundraising; therefore, the political aspects of the speeches were also limited.

For academic purposes, the future researcher may employ the suggested model integrating it with socio-political discourse analysis models from [Dunmire, 2012](#), [van Dijk, 1997](#) and [Fairclough and Fairclough, 2012](#).

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AUTHORS CONTRIBUTION

Fareha Zafran: Started the paper and finished till end working on each part.

Hanan Afzal: Devised the theoretical framework.

Zafar Iqbal: Worked on theoretical framework, proofread and edit the paper.

Khurram Shahzad: Worked on data collection and raw interpretations.

Maria Niaz: Devised the research design.

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Appendix

Two selected speeches are available on YouTube:

Khan, I. (2020). Special Transmission on Prime Minister's Relief Fund for COVID-19. Retrieved from <http://youtube.be/CjPxRK9PgGE>

Khan, I. (2020). PM Imran Khan gave a great speech today. Retrieved from <https://youtu.be/idi0duhLCwA>