Chapter 4

POLITICAL DISCOURSE
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4.1 Introduction.

The study of political discourse covers a broad range of subjects. It has two meanings: (i) It refers to the debate or discussion which is itself political and another refers to analysis of extracts, books, using the language with explicit political overtone. One can conclude today that in one way, all discourse analyses are political (Shapurn 1981). Morton A Kaplan, means, the study of political system should be attributed to the shift of emphasis from that of the formal political institutions to that of the real political process. The structure is electric: It defines concept, represents political issues, analyses relevant extracts and attempts to highlight two relevant research questions (i) Control, division, domination (Orwell’s Animal farm) (ii) Dissidence, resistance (Noam Chomsky’s writings).

4.2 Definitions.

George Catlin, defines the problem of power and social control. It may be said that originally the term ‘politics’ meant pertaining to the problems of the city state. (in Aristotle and Plato’s time) the state as an institution of power is conceived in its totality of its relations, its origin, its settings (land and people), its objects, its life conditions, its financial side, its end, etc. According to Painclough (1992a, 1995; Giddons 1991, C2hilton and Schaffa 1997, the term politics deals with issues of power, conflict, control or domination. The term politics, is used to refer either to practical politics; meaning the art of controlling a party and securing the nomination and election or the appointment of particular person to office or the art of directing or guiding the policy of the government, towards a particular goal of the government. And, notwithstanding the facts, it is praiseworthy to say that it is divided into two parts, one is theoretical and another is applied. In theoretical politics it includes the theory of the state and in applied politics or in practical politics, it includes the actual form of the government, work of government, its laws, its legislation and its diplomacy, social, peace, war and international aspects. It may
be extended to cover the historical survey of the origin of the state, political theories, political ideals, and political philosophy and the analysis of the fundamental nature of the state. Politics is the study of political parties because they are the bridge between government and people. My main objective is to adopt a descriptive, perspective, highlighting the use of language attitudes, biases in the political context i.e., the need to give linguistic focus on political discourse.

4.3. Function of Political Party Control From Above.

All political parties have certain aims, objectives, focus on farsighted plans, developed ideologies which play an important role in forming public opinion. They influence the minds of the people. Their slogans, manifestos, use of words and phrases within different ideological frameworks are worth investigating.

Dr. Finer says, “Without parties, an election and the electorate would be either impotent or destructive by embarking on impossible policies that would only wreck the political machine”. Of course, it’s a fact, that the classification and the function of political parties may be varied in terms of different social system as called totalitarian society or in one party system, which carries negation of ideas of the political party of the society. The political parties work on round the year in preparing party’s strategies whereby they can use language to manipulate reality. Political leaders inspire obedience and draft manifestos for achieving power.

The political parties are the instruments through which the popular government can be carried on and if there are no parties, there will be chaos in politics, and parties frame programmes’ which would not have any effective democratic solutions. In democracy, the party system plays vital role, running the administrative machinery under the fold of the constitutions, such as England, America and European countries, where single party and by bi-party systems still exist.

4.3.1. Party System.

Countries where neither two parties nor many parties exist but one party forms the government, is called dictatorship. Examples may be drawn from Germany, under Hitler, Italy under Mussolini and Soviet Russia with a site of Communist China, where
independence for the elector and choosing the system of a government is paralyzed, and people's voice have no say in a dictatorial set up. Parties prepare strategies for soliciting public opinion on critical issues.

### 4.4. Ideology and Political Discourse.

Ideology can be explained as a set of ideas that are used to view the world. Everyone has an ideology, which we can understand as a way of describing the set of beliefs and behaviours we think of as natural or common sense. In addition, a community is often bound together at an ideological level – a mutual world view. As we saw, when there is a dominant world view, we can describe it as the hegemonic ideology. Ideological power struggles can ensure if people don’t agree with the hegemonic ideology in a society, there emerges resistance. Ideologies are influential in all aspects of life.

I have already stated that politics has to do with situations of power, governance and authority. In these situations, language is the tool with which these power relations are constructed and maintained. In the previous chapters, I have referred to the semantic and syntactic choices people use in their interpersonal dealings to gain political power. In addition, it is also possible to gain power through physical force. Dictators with their armed forces do not need to use rhetorical skills to win power over a nation. They can use their physical ability to force people to give them power. Politicians want us to give them power willingly. For us to give them power, they need to persuade us of their argument—that their political agenda is the best one for us. If we give them power instead of them taking it by force, we are more likely to follow their style of governing. But in what way someone can persuade us to give them power? How is it that someone’s political agenda makes sense to us? Part of it is the rhetorical skills that they have, but another significant element is the ideologies they draw upon.

### 4.5. Political Power and Multimodal Function.

Digital technology has become a place for political engagement. This helps us to look at the power base in a political discourse. I have referred to very prominent samples of current representative issues discussed in television and newspapers.
Political discussions and ideological debate are frequent in online communities. Online relationships are formed in part according to these political views. News media is increasingly characterized by user generated contents; this is also true of what we normally conceive of as ‘mass media’ where traditional mass media may be subjected to censorship and other less obvious restrictions. News media has made it possible for ‘everyone’ to participate in the exchange of information and views. Digital communication technology thus creates new types of political networks and new ways of doing politics and new ways of using language. Sometimes this is multimodal—that is, written, spoken and visual all at once.

The politicians use language and create particular identities by persuading people to work according to their ideology, significantly, over time, they develop their own group communicative rules and norms.

Moreover, without specifying a political agenda, they may well shape people’s view and can be understood as being part of a political debate regarding public’s rights. This is a powerful mode of discourse, as it is informative. New media technology allows interaction with people we might not otherwise be able to speak with. It also allows us to connect with people who share our values and world views.

We understand politics as being about how society is organized, how people interact, the choices that are made in representations and the kinds of things that can be thought and said without adverse consequences, and everything then is political.

4.6. Tools for Political Discourse.

I will be outlining a version of CDA here. This exposition has two main aims. I want to draw up a set of tools for the analysis of the data here. This exposition serves to provide an analytic template that could be used in studying political life. Cultural studies, while more and more often making claims about the discursive construction of socio-political life.

Language in political context highlights the importance of language in understanding issues of politics. I would provide a Critical Discourse Analysis below. Language resources are vast. Selection of specific words, phrases, figures of speech suggests how the writers give emphasis or undermine the significance of various subjects.
Politics is a power game where some enjoy privileges where as others are deprived from it.

4.6.1. Functions of Political Discourse.

Politicians use language in order to know how best they can use language for a purpose. Speeches are concoction of facts. Politicians like other people, use language to persuade us of their agenda. We are aware that politicians want to change our political views and we know that politicians are able to use language to do this. We may not have noticed the hidden ideology in any political statements.

4.6.2. What to do with the study of political Discourse.

Broadly speaking, my investigation is to find the various words the speakers and writers use while delivering a message.

While analysing a text/ book/ extracts, I explain the way, a paragraph is organised and the message is conveyed and I too specify the reason behind quoting elements from other texts.

4.6.3. Wide Vistas of Political Discourse.

Analysts on political topics discuss the following:

- Turn-taking in political conversations.
- The language of political humour.
- Power relations of political leaders/journalist interviews.
- Dialogue in chat rooms.
- The discourse stated in the archives, records or files of governments.
- The conversation at political party-meetings.
- The scripts of a given television program.
- The discourse of politicians.
- Language of speakers who are opposed to established practices.
- The arrangement of political narratives.
The strategies used by political speakers/writers in order to fulfil a given discourse function.

Why does one use irony or metaphor, sarcasm for certain communicative aims?

The use of linguistic graciousness.

The extracts of political messages used by politicians.

How politicians create socio-political categories like "powerful" or "powerless" as they talk to, about, or among each other.

Hence, besides using two seminal authors Orwell and Chomsky, I study extracts from Newspapers, Interviews, and Net etc.

4.7. A brief note on the importance of Political manifestos, debates, interviews, slogans, posters, Cartoons etc.

Political manifestos, slogans, debates, interviews, use of political posters, cartoons are significant. One can discover patterns in them. They are about public declaration of principles and intentions of political nature. It sets out the outlines and strategic direction. Some examples of political manifestos, debates, interviews, slogans, posters; Political manifestos, debates, interviews, slogans, posters are mission statements. These commit the voters for fulfilling certain promises. If any political party wins the election then that one is bound to implement the same that was pre-committed with the people.

Political manifestos, debates, interviews, slogans, posters are set of promises made by political, parties to the people on account of an election. It works like this: "a political party through its manifesto says - if you vote for me then I will do this for you".

Uses:

1. Canvassing of vote for political parties
2. Helps people to decide which party to vote for
3. People know what they can get from the parties in the next five years etc;

Political manifestos, debates, interviews, slogans, posters etc, are used in parliamentary elections make promises or pledges to fulfil different agendas presented in these things
stated above. The value and importance of election manifestos, debates, interviews, slogans, and posters are immense. It raises the consciousness of the voters. Through these channels political leaders promised to grant the right to affordable healthcare, housing, the right to employment, the right to fight corruption etc. They also make promises to fulfil basic amenities, food, clothing, shelter etc.


Extract -1.

In the part two of political discourse I attempt a critical analysis of the daily bulletin series (1). And some word in the 2nd Para of 8th group in the second line, the term ‘Ballyhood’ signifies that A. Kejeriwal is a good person, smart, highly educated, intelligent and modest. He is a non-corrupt and like an internal slow tender breeze slowly impacts hearts and minds of the electors.

See the third Para of the extract: Kejeriwal has my sympathy, not my vote, yet, gratifies third lines with word how having much strength and focus regarding responsibility and public attraction, INNUENDO’, which clarifies the new era/brand of political activities”. There is a caveats i.e. AMM Admi can solely indulge, producing people’s apathy and disregard malady of corruption and which at present is playing in Indian politics.


In the extract 3rd bulletins of ‘Hindustan Times’ daily newspaper updated on Tuesday in 22nd, April, 2014, at the ensuring of general election. A heading signifies “AbkibarModiSharkar” (it’s time for Modi government), no doubt, it is the time of BSP, to give a paraffin in the Indian politics with soft and polite voice, that is the time for new thinking and new hope and it translates Modi centric slogans and the public is now in a mood to move forward, “AbkibarModiSharkar”, the same counterpart has been given by the national political party with a language based slogan i.e., “Congress mukta Bharat” opposite to the party itself and these slogans bridge like hurricane spread over the country. Further Modi’s forceful evocation in public speeches: “Har - Har-Modi”,

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slogan, as a part of the election campaign, like “Quite India” or “Purna Swaraj” and BJP, attempted to chant, “Har-Har-Mahadev”. The purpose and possible efficacy of such slogans perhaps echoes the similar slogan, formulated by the Prime Minister Mrs. Indira Gandhi, strategically, e.g., “GaribiHatao”. These words from Modi and Mrs. Gandhi Contain powerful persuasive messages. These condense form of expressions, messages and slogans usually stoke positive feelings.

There is a tactical use of language in every word and stanza, the politician or the political parties use it in order to create a perceived national mood, a wave like situation in their favour.

4.7.3. A Critical Analysis of Political Discourse on 2G Spectrum Scams.

See below the extract of news bulletin, on 2G spectrum scam, highest 2G spectrum scam, by telecom minister A. Raja, in 8th April of 2012, updated by the Indian Express, the daily newspaper in the international field.

The government has lost one point 76 lakhs crores, without following the procedures Raja ignored the advice of ministry of law, and finance; the ministry of government of India. It was the most brutal scam in the world and in India’s biggest corruption scandals and the ruling congress party has been hit as a series of damaging corruption, over the past years. There was uproar in Indian Parliament, on 7th March, 2011. The eminent journalist Kuldeep Nair says,

“Corruption, Corruption, Corruption, is the national rhythm.

Shake less faith and tranquillity bugles; no national property is people’s property in action, is corruption, corruption, corruption.”

Look at the echo word above corruption, with pronounced “Corruption is blood, and politics is heart and mind, in national stream of political science”.

4.7.4. Critical Analysis of Naxalism in India.

The Naxalists, don’t have certain aims and objectives.

It is a fact that, Naxalism in India is spreading like wild fire. The Naxalite-affected areas are, Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Karnataka, West Bengal, and
Uttar Pradesh, Tamil Nadu, Maharastra and Odisha. The Naxals attack the police informers, ruling political class, Railways, Airways, Public and private sectors of the country. And, they do believe in capturing power, by means of violence and bullet.

4.7.4.1. Types of Naxalism.

Naxalism in India spreads like an umbrella having 70% of states, are under its sway. It is named as Mao badi, and in Assam it is called Ulfa, PWG, Ranvir Sena, in Tamil Nadu it is called Liberation Army, people Liberation Army, in Meghalaya, it is called as people’s liberation Front. Labels thus raise terror-scare.

In brief, it can be said that they believe in bloodshed and armed revolution. They try to get the international support from terrorists, “which is a bright example of attack on the Parliament in 2006”. They do have some of the left-wing extremism linkages in west Bengal, Nepal and Bhutan.

Assassination of political persons, general people, officials etc is triggered by the terrorist in Jamu and Kashmir. The function of elective representatives has been paralyzed and the critical inputs are provided by inter-Service-Intelligence and central administrative representatives.

4.7.5. Critical Discourse Analysis of Political Cartoons.

The term “Cartoon” refers to comic drawing. Now it is very much used, more so in commenting /satirising some political-personages. In India Keshav Shankar Pillai had impacted the millions of people. Political cartoons caricature political events in a comical manner with humorous or emotional pictures, pithy comments added to pictures sharpen the attack. The wit and humour is decipherable.

Political cartoons are an easy way to understand complex Ideas. Artists who create political cartoons love to include many clues in their illustrations. Some of these are obvious while others are subtle.

One really finds all of the clues that help us to understand the power of language. Cartoons usually convey less information than, say, grunting or gesturing. Cartoonists sometimes use words (titles, captions make it clear that nobody wants to trust other’s intention.
In cartoons some are portrayed favourably. Cartoons that I have used for my sample study are published in national/local newspapers and it displays a strong bias visavis political issues. A cartoon picks up sensitive themes for illustration. Languages of political cartoons are used as evidence to examine the way linguistic differences are used by the political cartoonists. The use of words with full of bias has negative implications.

4.7.5.1. Critical Analysis of Political Cartoons during Election.

Extract-1.

This cartoon, "was published in Bhasker.com, May 12, 2012’. I have shown how this cartoon displays a strong national bias. The offending cartoon (1949 cartoon) was sketched by a legendary political cartoonist of the era, Keshav Sankar Pillai, who passed away in 1989. The denotation of this cartoon refers to the late Dr.Bhimrao RamjiAmbedkar, who was the head of the panel drafting the constitution of India .The cartoon in question depicts Dr. Ambedkar sitting on a snail holding a whip with crowd in the background. Pt Nehru was shown sticking Ambedkar . Word "constitution” is written on the snail. The cartoon signifies that Mr. Nehru was trying to goad the snail on. It is in reference to slow work done in writing the constitution.

But instead of reading it as a comment on the slow pace of framing of the Indian constitution, several politicians from the Samajwadi party, BSP, Congress, & BJP saw it as an insult to Mr.Ambedkar even if there are no records to show that the gentlemen depicted in it had a problem with it. TheFinance Minister of India PranabMukkerjee (at present, President) did not see the irony & clarified that Dr.Ambedkar is considered the VedVyas of the Indian constitution, a unique document. In this perspective, trying to placate Members of Parliament, then HRD Minister, Kapil Sibal announced for removal of said cartoon published as far book as 1949.

I think Dr.B.R.Ambedkar, who is acclaimed as the father of the Indian Constitution is wrongly criticised with insinuating remarks. He is the undisputed leader of Scheduled Castes.
4.7.5.2. Critical Analysis of the Cartoon (the picture Modi turns face to Didi, Amma, and Behenji).

Extract – 1.

Modi, indicates that these three ladies; the CMO of Amma in Tamil Nadu and representative of Sc& St people and dalit called Mayabati, and Chief/CM mamataji are incompetent. And on the other hand, green sari, putting on Mayabati and other two lady heads with much gravity and sensitivity.

Extract -2.

Political parties play vital role, in shaping/ controlling public opinion. Aam Admi party symbol broom and Mr. Kejeriwal in App holding at is also trying to suggest about the need for taking remedial steps in eradicating, corruption, malgovernance.

Modi’s plea to give him 60 days and test his bonafide, contains powerful, evocating message.

Extract – 3.

See to another cartoon. The Indian Express, on April 23rd, 2014. The picture of Sonia Gandhi which shows that corruption is a manipulation of governance system and reflects bad intentions of the sitting powers, and significantly, congress led UPA, has become now national crisis.

Extract – 4.

In part – II, Critical Discourses, in politics I refer to how language sagaciously enforces every function and style of the figures that show, during the battle of general election 2014 (Mahajudha), where one party tries to dominate the other parties and their manifestos.

Banaras is the greatest mythological places, and a cartoon like big and fatty bull, having long two horns with a tale of Lotus breaths with high breath where noparty can catch fish in the pond of Varanashi except Modiji. That the tornado like election breathes symphonies of total areas of Varanashi and the nearby areas too. The cartoon shows APP chief, A. Kejirwal like a bull, two legs are in broken state, the symbol of brooms are like
two horns and looking closely to Modiji, with a very short distance with a noble voice throwing at him I fight with you, in the battle of Varanasi MP, seat as I am quite new and short standing, but challenge you like monsters Hippocratic leader in Varanasi. “go ahead away, beholding me, and catch up your sense how capable you, to have a fight with me, oh, inexperience Kejirwal, you leave up me and leave up me”.

Then after 16th May, the real condition of the position of the battle bearing the cartoon exactly has its own impact of converting language to real picture.

**Extract -5.**

In part two political cartoon extract five, a bulletin published in the daily “The Samaj” on 28th April 2014, on the eve of general election, that there is a picture in cartoon which clarifies different symbols between public and election, where a citizen finds the real rights of the nation exactly.

Election is a process where, citizen owes different parts of action. From management of election to formation Government, but the Govt. is not popular one, then citizen an individual is in the arrested cage, which symbolizes, election commissioner does not have any faith in public.

**4.7.6.Slogans of the Different Political Parties.**

On the eve of the 16th general Loksabha election different political parties, use powerful slogans and present their manifestos to convince the voters about their respective objectives.

**4.7.6.1.Slogan by Congress Party,**

The national congress is more than 100 years party which exploits word/slogans, through which people are to be motivated ‘Garibihatao’, worked like magic and had tremendous impact on the electorate. It brought land slide victory to the congress party. Now, the meaning of the same is progress of the Garib, is the progress of the country, and indicates, radical change of ensuring an egalitarian society. See another slogan: “Poori roti khyenge, 100 din kamkarengeaur congress kojitayenge”. The slogan here emphasizes a dramatic shift in the fortune of the poor.
The strength and power of slogans is that of it is full of energy and attempt to mesmerise the gullible voters. Political slogans cover up the ground reality but optly clothe the message to hoodwink the people. Ability to gauge the nation’s mood can be realized through good slogans, which can bring together the people, though, separated by religion, region, caste and language. Congress party’s slogan reminds us about *Shastriji’s Jay Jawan, Jay Kishan, Bravo the soldier Bravo the Farmer*, ‘Mai nahn Hum, Harhaat Shakti, Harhaat Taraki’. All these slogans, not only create the vibrations of the voters and emotionally entangle the mass. These slogans form a roadway, and reinforce the mission and vision of x party.

4.7.6.2. Slogan by BJP Party,

The Bharatiya Janta Party is the second largest party of our country. The party’s formulation is in such a manner that it galvanises the people. In a slogan – “*Ek Bharat Shresta Bharat- sabkasath-sabkavikas*”, that of voice of the party of the BJP and the powerful rhetoric of Narendra Modi, pinpoints that one India is the best India and the unity and development for everyone is the motto of the slogan and speeches.

Narendra Modi’s speech is so forceful that his message like a hurricane, spreads across the country. It passionately evokes the spirit of country’s bikash. Here language plays a vital role suggesting how a word or sentence carries such a tremendous energy in drawing the people like a magnet to their desired objectives. The key messages of different parties are clearly mentioned in their manifestos. *Abkibar Modi Sarkar*, by BJP, means this time it’s Modi, government is a calculative strategy to create a psychological impetus for BJP and partly demoralise the other contestants. There is humorous twist to slogans like “*Twinkle Twinkle litter star, Abkibar Modi Sarkar, Harhaat Shakti Hargharh Taraki*”, which no doubt, outlines country’s progress, work for all.

4.7.6.3. Slogan by Trinamool Congress Party,

After three decades of rule in West Bengal, a powerful woman leader, with progressive mind uses ‘*Maa, Mati Manush*’, Mother, Motherland and people will be. She has become a shining campaigner in TMC. How poverty can be eradicated, education, health, technology can been progressed and all men can feel the worth of living in the West Bengal, was her motto. The rhythm of every word resonates everywhere in Bengal.
4.7.7. The Critical Analysis of Political Manifestos.

Modern democracy can’t work without political parties, and one of the remarkable developments, in modern time, is the growth of political parties, because the party is vital for representative government. Therefore, the political parties play very important role in democratic country. They, educate, formulate and organize public opinion. The different political parties grow differently, in national and regional steams. They appeal to the people, and they frame programs, for an efficient management of government, in a democratic country.

Then, the highlights of the manifestos in different parties are the following:

That these political parties are preparing plans and programs at national level. One of the party called BJP, is committed to India’s unity in diversity, that protection of rich culture and heritage of India’s minority, communities, social and economical empowerment, to promote harmony and trust, to enhance significant upliftments of industrialization, and to ensure all the people of the country, with a peaceful and secure environment.

4.7.7.1. Manifestos of Congress party.

The Congress party in its manifesto, claims to create corpus, to promote entrepreneurship, skill development, promise of preservation for minorities in educational institution and government job, prevention of communal and targeted violence, and to know the socio-economic condition of the Muslims, job for women under MNREGA. Most of the relevant manifestos, come to lime light by national party congress, to strength national defence and security, to work out "jay jawan and jay kishan", moderately help all from rural to urban, to protect cultural and national heritage of the country, to give more emphasis on employment and agriculture with allied industries, youth empowerment programs, and food security act.

4.7.7.2. Manifestos of Am Admi party.

Am Admi party, promises to bring a new era to the political system, an involvement of public and their voice, and talk of time bound investigation and punishment in the events of any riots, opposes vote bank politics(BJP), and it also enforces equal rights and
security to the people of the country, they promise for judicial reformation and the cases is
to be decided in 6 months, quality education, for all that is national education and
economic security is to be provided to all. These are the chief manifestos or promises;
assured to the people of the country.

4.7.7.3. Manifestos of Samajbadi party.

The manifestos of SP, witha symbols of cycles, give more stress on young
generations, providing laptops, free education loans, Pokka houses to all slums, sanitary
benefits to all BPL families and all poverty stricken people, and to settle the land schedule
of the state and the country, and reformation of reservation policies, with umbrella, baby
foods, saris for women, and industrial development of the country.

4.7.7.4. Manifestos of BSP & DMK party.

BSP and DMK, have been years, promising to the voters, giving self-employment
schemes, for dalit icons, statues, parks for common people in common place, poverty
alleviations schemes to be introduced, free education, development of technical
education and health sectors, production of rights and improvisation of the security of the
people, job for all dalit and Sc, St’s, E-governance work and the manifesto of DMK
ensures development of agriculture and allied sectors with job and employment
opportunity to all. Language in the manifestos is sometimes hyperbolic and hypocritical.

4.8. The Critical Analysis of Political Interviews of different political
Parties.

4.8.1. Interview-1 on Narendra Modiji, the proposed, Prime Minster Candidate of
BJP party.

The critical Discourse Analysis of political interview of NarendraModiji, exclusivley in the context of ensuring general election 2014.

Question: On the eve of the interview through social networking and telephonic
talk, on 20th April 2014 at 5.30 PM. Prime Ministerial candidate of BJP was interviewed
to clarify, some questions.
Question-1.

Sir, what is your first duty that, you have proposed, towards such a big country, having such diversity?

Ans. By Narendra Modi,

I will enhance to have a strong unity among all religions, concentrating, at the national interest and do safeguarding safety and security of our country as Indian, first.

Question -2.

Sir, may I ask to know, is this general election 2014, is Modi centric?

Ans. By Narendra Modi,

This general election is not at all Modi centric; it’s the general election for all. No leader of my party may, come forward, but the chief aim of the election is for the nations interest. So that, it is not at all Modi centric, rather it is Bharat centric.

Question -3.

Sir, May I ask one more question, about ; what is your future planning for 60 years VS 60 days at the development of young, unemployment and education system of the country?

Ans. By Narendra Modi,

The chief aim is to make national level education system; one system of education is to be adopted by all the states, called national education system, but in regards to youngsters, they are to be inspired towards, self-centeredness, for choosing any of the activities to be managed.

Regarding employment opportunities, women and all other categories except, SCST, is to give guarantees for jobs, and in the process of globalization, the co-operative sectors, industry sectors, foreign affair sectors, public sectors ,99 percentage of vacancies is to be filled up.
Questions regarding poverty alleviation. Sir, what are your thoughts and plans, to do more for the poor and deprived people, those who do not have handful of rice, a day, and deprived by health and sanitation facilities?

**Ans. By NarendraModiji,**

Lakhs and lakhs corers rupees are deposited outside countries, (black money), is to be brought to our country, which will be utilized for the poverty alleviation works. And, it will be, more than two fifth year plan, budgets money, that I will give topmost priority, if people give me that type of chance. And most of the districts in our country are to be included in the health and sanitation work, in the Total Sanitary Yojana (TSY).

And the nutrition facility for all the mothers, and the reduction of death, supply of medicine to all GP'S as per BJP, manifestos, is to be provided, that, I have dreamt and planned up, if my party and people are given a chance,

4.8.2. **Interview -2 on App Chief ArvindKejriwal.**

In the eve of the interview to be App chief, ArvindKejriwal, on 28th May, 2014, evening, by 6.30 pm, and the question answer were executed for ten minutes more in social media process.

**Question –1.**

Sir, you are young, whose dream is to change the Indian politics and its systems, for clean and judicious government, but what are your objectives for choosing, the best, candidates?

**Ans. By App Chief ArvindKejriwalji,**

I want to make politics clean and free of corruption. But, in democratic process, some candidates from BJP, congress been admitted from BJP, but my system is such clean, that whoever eminent person will come, he/she has to crusade against corruption. My concept of power like power to gram sworaj, that everything must be decided in the gram sabha, and in the panchanta level, it may be assured that Annaji, is one of my ideals, for stepping forward.
Question -2.

What are plans of action on RTI and Jana lokapal bill?

Ans. By App chief ArvindKejriwalji,

Regarding RTI and Jana lokapal bill and through these two systems, everyone is subject to rule of law. While, I was in a member of NGO, corruption free India, then the standing committee of the parliament, the RTI Bill was passed with the pressure of 170 numbers of PM’s in the parliament after a due debate.

Question -3.

Sir, why have you taken anti-corruption mobilization, campaign, targeting the congress party, exclusively, though, most of the parties are now indulging in massive corruption?

Ans. By App chief ArvindKejriwalji,

The congress has made the politics a big business. National property doesn’t mean the property of the congress. Congressministers and MP’s are making politics, as business, various movements have started; really no commission for anti-corruption has been set up, within 62 years of independence. Due, to big looters of congress party, there are not public participation, decision, making, power sharing by people.

4.8.3. Interview –3 Vice President of congress party, Mr. Rahul Gandhi.

On May 2014, at 8.30 pm, evening, general election.

Question –1.

Good evening Sir, I would be happy to find a little bit answer from you with a direct to direct speaking as frankly as possible. Sir Mr. Gandhi, at first point tried to just avoid the whole question, so far, I read from different English newspapers, that you aspire for PM’s post. And, are you avoiding this difficult contest?

Ans. By the vice president of congress party, Mr. Rahul Gandhiji,

I have given my speech in AICC, body meeting, a few days back, basically, there is a system, in our party and in the constitution, for choosing the PM.
Question -2.

Sir, thank you sir,

Sir, I, would be happy to know from you, a critical question, which may not give you pain, but based on reality, on actual language of the politics. Mr.Rahulji, why are you avoiding direct fight with Narendra Modi?

Ans. By the vice president of Congress Party, Mr. Rahul Gandhi ji,

Rahul ji,

I look for congress party, and he looks for BJP party. I believe in an action, ideology, he believes in theory. The approach, the country’s fate, and all angles are different from Mr.Modi’s angle. It’s not officially challenge on fear of loss, or avoidance of direct to direct. I see the system is unfair to the people every day. And, I feel pain, when I see the eastern the big scams, etc.

Question– 3.

Sir, can you opine about BJP’s PM candidate?

Ans. Rahul ji,

Giving the power to the people, by means of RTI, Lokpal bill etc. Really, we have fundamentally different philosophies on Indian politics, that the party believes in ism, but, the congress party doesn’t believe in any Ism. The interview extracts are clear evidence of controlling the minds of the electors with tall promises.


Debating is a process, which impacts on public, by drawing a core of the issues. The different political parties use their campaign through media and public debate. It plays a vital role for sensitizing public opinion on number of issues.

Thursday, 27th March 2014, at 8.20 am, a debate scams and corruptions of the country, since, its, inceptions”, and the App chief Arvind was held just four days ahead of ninth and final phase of Loksabha elections, where the
App chief Arvind Kejriwal, invited the Narendra Modi, for an open discussion. Sri Arvind Kejriwal, and Sri Narendra Modi, were pitted against each other in Varanasi, in the Loksabha constituency. “Why was he politicizing, the issues of prayer rituals at the river Ganga, when the election commission had given him, the permission of Ganga arati”. The language of the debate was acrimonious, stingy.

In a congress party campaign led by the Vice president of congress party, Mr. Rahul Gandhi ji, in Varanasi rally, that, NarendraModiji, while brainstorming, ironically remarked that, “the congress party is the grandfather of Kejriwal, answered in a similar view that “the UPA led government, was quite away from establishing people’s rights in politics, and the party wants the vote by any means to rule the country”.

On April 5th, 2014, app chief Arvind Kejriwal, challenged Rahul Gandhi ji in a public debate in Amethi. He is a famous poet and said that ‘neither there is a school, nor a hospital, nor even eye-catching development works for the common people.’

App chief Kejriwal, questioned “Rahul Gandhi ji’s dynasty politics. NarendraModiji, BJP, commented to App chief Arvind Kejriwal, “that it is a childlike statement and the people of Amethi and Varanasi, won’t accept NarendraModiji, in the coming elections, because, they don’t have any plans, works, thoughts, dreams and patriotism of the country and BJP is the only fittest party, who has made a strong pitch for country’s task.

Rahul Gandhiji, answered that “the people knew the strength and the stamina of ArvindKejriwalji, as Delhi CM’s, resignation, as he should know that BJP is a communal party and congress is a party for common people or Am Admi”.

Ideologies of both parties are different. So App chief ArvindKejriwal’s, “question was of no value and strength, as such, the people of Amethi and Varanasi, will choose the right candidate. In a public debate held on May 8th 2014, that Priyanka Gandhi, questioned NarendraModiji”, as ‘bad for the country and needs to be stopped”.

NarendraModiji’ stated that Priyankaji, as like my sisters, and “She is the raw in politics and political maturities is for away from her”, and it is a little clear, to hide out her husband’s land dealing, he pitched such type of comments.
In Amethi, Rahul Gandhi ji, violated the poll-conduct and asked by the BJP’s candidate NarendraModiji, “that how did a sitting MP, interact to the voters, inside the polling booth in Amethi? Has not Rahul Gandhi ji, violated the poll-conduct?

It was under the attack of different parties and in BJP, in the process of debate in a road show on 8th May 2014, of Rahul Gandhi ji, “while polling was going on, he has been roaming around the polling booth, and even inside the close areas of voting as sitting MP's for Amethi, and his looking for his third consecutive win, has become difficult for him, due to APR and BJP's candidates”.

Rahul defended by saying that he had not violated the secrecy of voters or the polling officers, and at last, it was left to the election commission, for final decision.

In a road show, at Varanasi App chief ArvindKejriwal, in-Varanosrand in Gujrat, BJP head

Narendramodiji's, attack’s saying , "watchdogs, but, while, Modi, is attracting voters, by his webcaste background" , then ,the common men's party, chief ArvindKejriwal, throwing mud, that NarendraModiji, is not BJP's ATM, machine, that , "Mr.Modi may be the watchdog of them, not ArvindKejriwal, but we are for the poor and downtrodden people, from the lower to top". Gujratdanga's and other danga'sModiji, is involved."

In accusing Modiji, he says, that, "the top investigation agency (CBI) may be looked into, the rich style of campaign, an expenditure of black money of BJP". And also in Bihar, a free debate, in the public place was held throw media play, where, Mayabati, BSP, Chief in UP, LaluprasadYadev, RJD chief, and TMC chief, MamataBanerjjiji, debating on different issues.

And also BJP prime ministerial candidate, Narendramodiji, twitted and played of his caste identity by asserting that, in a democracy, everyone has the right to be prime minister. He said, we are born in lower caste, Is it a crime (tea seller)? And he also reiterated, that, "it's due to the work of lower caste people like us, so that, they are, living comfortably". Mayabati said, Is country demanding a communal leader? And also TMC chief, MamataBanerjjiji, and LaluprasadYadev, RJD chief claimed "BJP head
Narendramodiji, as, a butcher of Gujrat. Debates above are free play of acrimonies, insinuations, deception, and face-saving exercise.

4.10. Critical Discourse Analysis of George Orwell’s Animal Farm.

I want to study Orwell because he for the first time evolved a principle of ‘double-talk’ practised by politicians. Animal farm using animals as personified characters represent an ideology where they condemned tyranny of power and how language is used to manipulate thought.

Much of the plot in this novel is taken up with the issue of politicizing language. There is a clash between the functional approaches to meaning of Austin and Wittgenstein which emphasises the contexts of action within which utterances have meaning and the semiological/post structuralist approaches which emphasize the language system as a play of differences. Dialogues serve as propaganda. In addition, the voices in dialogue serve to develop Orwell’s satire of totalitarian government.

Use of speech act: the performative utterance. Essential parts of Austin’s analysis, are not simply brought about by something extrinsic to the act. Austin referred almost exclusively to conventions surrounding enunciation. What Derrida, and those with the Saussurean linguistic tradition add to Austin’s kind of analysis is sensitive to the conventions constituting the linguistic system predicated in all speech acts. The animals lead the rebel in Manor farm.

Statements of motive are therefore not to be understood as statements about prior, causal elements in the mind which explain observable behaviour. Employing a political perspective on the way language is used, I would locate the meaning of statements in the social political functions animals perform. I thus anticipate Austin and Wittgenstein’s position that language is best understood in terms of how it is used. The Animal Farm is primarily on the strategic use of language.

I have emphasized what can appropriately be said about the power that persons exercise over each other. Even through, within this discussion, Orwell recognizes that the notion of the human agent or subject which such a discussion assumes is part of a traditional grammar of power.
The writer uses a technique that bridges the connection between characters through the use of specific dialogues. Animals behave as humans. This is a device of personification.

Choice of words and expressions are influenced by the political context. People who have power in society can use language and event of their choice. Cases of unspoken talk in the proposed discourses cause problems. Here something is said but many things are unsaid: The use of words here inhibit hostile action which can delay or modify the whole discourse. By presenting a verbal conflict, associative, referential and emotive aspects and feeling towards others emotions have been triggered by such use of language, language being an open and generative system the user can coin words and phrases, infinite number of sentences with a view to bring infinite impact on the receiver. The coining of phrases has a forceful impact on it. For instance the phrase “Four legs good, two legs bad.” Old majors provocative speech urging the animals to pose united front so as to counter exploitation by human being. Lower animals are silenced by threatening language.

“Lines from Chapter-1 of Animal Farm, constitute the first verse of the song that meeting in the barn”. “Beasts of England “lines contain powerful evocative language. Naming the animal as Nepolen gives an analogy of historical might.

I want to describe how the text brings into light the power of resistance against the dictatorial approach. In chapter 5 the reference to the Napoleon’s expulsion from Animal Farm is similar to the defeat of Stalin. Napoleon secretly built his might but snowball cast a spell on the animals by the charms of his oratory. Gradually there was an attempt to undermine democratic principles in Animal Farm. The phrase that ‘all animals are equal but some are more equals’ suggests the hierarchy of power very much desired in such a setup.

The words “more equal” suggested how animals like human being too practised that five fingers are not the same. There is one lion in the forest only. The major represents the ideals of equality, dignity and urges to enable everybody to participate in administration. The pigs stood for power and privileges and they nourish a weakness for power and after the death of Major, tried secretly to grasp power by diluting the message of revolution. The true meaning of word-revolution, equality is changed to suit their selfish interests.
The songs as propaganda devices are employed. Gradually a few pigs acquired all powers and dominated the rest of the animals in other words and its meanings are twisted to consolate power in the hands of pigs.

All methods in the novel are employed to extract obedience, locality to the few in power. The pigs are at the helms of power. The dogs are the police/ army and other animals needed to obey the orders from pigs. Thus the novel is symbolic and allegorical presentation of absolute power in the hands of pigs. This is how exploitation assumes vicious forms in society.

The lower animals built the wind mill. The fruit of their labour is reaped by the pigs acting as the soul arbiter of their destiny. Few elute likes pigs usually corner all gains and torture the large majority by their brute force.

In the power struggle any society, usually the exercise of deception, subversion and ruthless operation give way to dictatorial setup. The novel portrait the process of acquisition of power by fraudulent means, and elimination of any challenge to its authority by applying brute force. This is similar to that role of Stalin, following Russian revolution. Another facet of power is double-standard, hypocrisy practised by rulers. We human beings help the tyrants to grow by fighting among ourselves. This inter-division among the working class give way to unrest, helping the select few to exploit the masses and curtail equality and freedom. Characters in the Animal Farm had no spine and meekly surrendered to the dictators of the might, cunning pigs. They lacked courage to fight against the misrule.

Animal Farm describes many words which one can infer to have “loaded meanings”, or double-edged weapon, sugar-coated but rotten to the core. I read meaning between the lines in Animal Farm. It is difficult to decide which words and sentences issue threat and which offer peace. A deliberate design of ambiguity is created. There is a method in the exercise of power, one can control and command others by direct threat or by indirect way of covering up the real intention.

The opening chapter, Old major communicates his ideology to the other animals. He argues, **Man is the only real enemy we have and all men are enemies**. All animals are comrades. However, it is not long before I verify his pronouncement/proclamation
which has shaken them as Napoleon and Snowball become engaged in contentious debate. However, Snowball often wins over the majority with his speeches. He “talked learnedly about drains, silage and other relative things. It is always the pigs who dictate the rules. When there is discontent. Squealer is sent to make the necessary explanations and propaganda.

As time goes on, Napoleon becomes very good at discrediting the benefits of the windmill that Snowball has suggested. Together with his propagandist Squealer. Napoleon is effective in disparaging Mr. Hutton and all other who stand in his path to dictatorships, while at the same time exposes problems with communism.

“Best of England, beasts of Ireland,

Beasts of every land and clime,

Hearken to my joyful tiding

Of the golden future time”

The text abounds in false promises, placing a tall lust of promises but slowly the spirit of rebellion dies down. A series of action follows Napoleon forfeits the trust of other animal. His rival Snowball set the dogs to enforce his power. Might is right, become the favourites of Animal Farm.

The mysterious world can be difficult to penetrate, ‘between language and our perception of reality, words can actually be about values and worldview’. Which word is chosen may also affect people’s perception of the world and of themselves. Language is essentially a rule, governed system and we use language to say what we mean which create meaning.

Here I seek out to interpret the ways in which language and language issues can be deconstructed to reveal underlying ideologies of belief and a certain measure of biases reveal the way we see and construct the world around us.

I concentrate on the ideological properties of language, and on how it can be used to influence the ways in which people behave. My research attempts to locate the connections between language, thought and representation. Here, language is used to
persuade people of certain particular points of view. Here I would argue that the use of vocabulary lacks precision. It pays to reflect on this point, because there is something magical about animals learning to talk and taking over a farm; something that may be thematically far deeper and wider than (just) a political satire or allegorical tale of Stalinism. Every administration has an expiry date. The power of negative consequences for a society when a formerly well intentioned leadership overstays its usefulness is an evident message in Orwell’s story. For example: The folk saying that the road to hell is paved with good intentions resonates with the underlying theme in *Animal Farm*.

This quip, “If you have your lower animals to contend with,” sets in the corrupt elements steering the wheel. Language is a phenomenon worthy of study. Language creates and maintains power. ‘Political correctness’, the subject of language is interesting and worth studying.

This research is an attempt to explore into the use of various means of language to strengthen power-base and relegate the working class to the background. In plain sense, some powerful speakers use language to show the power of authority.


Chomsky's political writing is a part of the contemporary discourse on dissent. To this body of writing Harold Pinter, Pamuk, Robert Fist, ElifShafak ,Michael Albert, Anna Politkouskaya and Arundhati Roy, to arbitrarily name just a few have made important contribution.

4.11.1. What is Dissent Literature?

It comprises imaginative writing - works of art, poetry, drama, fiction - and other forms of writing including scholarly essays, journalistic writing, prison writing, talks and even transcribed texts of debates and interviews. Chomsky’s contribution to the present-day activist writing is substantial. He has been described as "arguably the most important intellectual alive today."

4.11.2. Chomsky's versatility.

Chomsky has written more than 40 scholarly books, hundreds and thousands of articles, notes, news, magazines both printed and electronic (Chomsky Z net).
Sometimes interviews, discussion in the electronic media are generally not considered appropriate materials for discussion. It is partly because of the prejudices against spoken material exist.

4.11.3. Media Writing.

Media writing is often dismissed as journalistic as against literary and e-mails are wrongly believed to be the casual stuff. Same attitude has been shown to folk literature. There has been a revaluation of this attitude. In the today's media dominated world, media writing can't be dismissed as worthy of nothing.

4.11.4. A political Activist.

Chomsky is a celebrated political activist who speaks for the weak, the marginalized and oppressed people of the world. A true intellectual he is not committed to any particular political ideology. This is expected, considering his commitment to the devoiced and the marginalized because one who chooses to speak for the exploited cannot afford to be committed, and constrained by any ideology.

4.11.5. Anarchist.

Chomsky has sometimes been called an anarchist. He doesn't recommend any armed rebellion to destroy the state. It is the ordinary citizen who is the worst victim in any act of terrorism or terrorism of the state (9/11): the primary victim is the working people, fire-fighter, secretaries.

4.11.6. On Terrorism.

State terrorism: Bombing, social cleansing programmes, Columbia election, members of the opposition parties, union leaders, and student dissidents are murdered. There are death squads around.

4.11.7. GATT Insurance.

Financial institutions have the effect of State terrorism. He talks about India being forced by GATT to liberalize its pharmaceutical industry, which means opening it up to foreign penetration. Drug prices will shoot high, more children will die - No matter who commits an act of terrorism, it is the people who suffers most. Chomsky is a humanist.
4.11.8. His Method of Scrutiny

Chomsky gives useful information, analyses State policies and events which are generally unavailable to the people.

4.11.9. Chomsky finds nexus and his ideas in “manufacture of consent”.

Chomsky finds a close collaboration between political authority, corporate sector, and mainstream media and in some cases the army and there is systematic effort to brainwash people- to manufacture consent. Information is suppressed or made available to them selectively, couched in a language that misleads. Falsehood is disseminated as truth. The ordinary citizen has neither resources nor time to examine what he receives from the media.

4.11.10. The Role of Intellectuals.

The role of intellectuals is one of the topics in Chomsky's writing. He is often asked about the role, a responsible intellectual can play in the society. He writes about the negative role; the intellectuals often play when they work for the powerful lobbies and in the age of misinformation, it speaks about how information is suppressed and manipulated. So that it serves the interests of the powerful and the responsible intellectual can make meaningful contribution to the society. Chomsky believes that once people know the facts and know how men in power withhold them, they can take right decision.

4.11.11. Style of Dissenter's Discourse.

The study of Dissenter's discourse must be direct, transparent and straight forward. The language would be simple and accessible. It must be logically structured, so as to unmask the falsehood, disseminated through propaganda. Here, irony, sarcasm are being effectively used.

4.11.12. His novelty of Ideas.

His novelty of ideas on corruption is fine because it undermines power, for e.g. A preacher -Jim Bakker, is caught sleeping with everybody and cheats people. They are never going to cause much trouble. All systems smell off corruption. Honesty is virtue,
but, what Chomsky says that "an uncritical acceptance of such an accepted perspective may lead to tyranny, where people lose freedom.

4.11.13. Bombing of Sudan Iraq with no Credible Pretext.

9/11 happens, Clinton's bombing of Sudan and Bush on Iraq with no credible pretext. Chomsky's courage and conviction was to articulate his thoughts. He looks at an event as a part of unfolding a history. It invites introspection. There is no emotional apprehension of the important event.

Chomsky's writings are often dense with information, facts and logical analysis. No intellectual tradition captures his voice, no party claims him as his spokesperson.

People don't know him, because people who own the major media safeguard their interests. Our government serves the needs of some and ignores the needs of others - Major political parties are virtually identical. Above all, our government, a politician, a medium ignore the needs of the majority and serves the needs of the rich.


Chomsky works as a social and political activist - is concerned with the survival of democratic institution, protection of human rights, and preservation of habitable environment. He was always on the side of the loser.

4.11.15. Vietnam War.

This is a sample of political activism. It spells out American aggressiveness. It has persuasive overtone. Freedom should never be taken for granted. He can't imagine how and why a society filled with free people, tolerate a handful of man. He tried to find out forms of social organizations that are viable alternatives to centralized State power and coercive institutions.

The media must function as a watchdog for the public against abuses of power. Mass media is a public relation industry for the rich. Like any good scientists, Chomsky takes nothing for granted, rather he questions for everything.
4.11.16. **State Sponsored Terrorism.**

State sponsored terrorism is leading the Counter revolutionary violence against native people and jeopardise their welfare. Free-market Neocolonial system is helping the rich capitalist. America has scarce population but forces the rest of the world to accept its dominance.

Chomsky writes how it is easy to fall a prey to the design of powerful people. He believes that most important thing is to train one’s mind, so that one will not be duped. Passive acceptance is a dangerous habit for understanding the concept of power, (Propaganda and the public mind).

My purpose here is to identify the factors which create effectiveness/difference in Chomsky’s communication style. All over the world, recent years have witnessed a growing interest in communication studies. This may be constructed as a mile stone in the creation and shaping up of new area of academic scholarship with following practical applications.

1. Communication studies have social orientation.
2. Problem of responsible dissent and creativity-role of intellectuals in a society.
3. Role of war, terror, violence, atrocities, insurgency, broadening the canvas of communication studies.
4. Linkage between language and power i.e. language as a major means of expressing, manipulating and sometimes even transforming power relations in every society.
5. How the powerful persuasive communicators adopt different styles of presentation as the trend-setters, opinion-makers for manipulating power relations in every society, by relating common man to uncommon issues.
6. To study the communicative intention of the powerful persuasive communicators.
7. How they express their ideas clearly, impress the reader without suppressing the facts.
8. To find out the tremendous impact of rhetoric, using manipulative language in order to create resistance in the mind of the public.
4.11.17. Resistant Discourse Style.

The activist writers use a distinct style. I propose to study the relationship of style to contents, the way we communicate our messages and how style affects interpretation understanding and awareness. I find that the individual style, choice of words, sentence patterns, irony, sarcasm, figures of speech reflect our identities with new insights.

People do perceive persuasive -writers as leaders. The ability to write imagine, and present clearly and persuasively is a skill. I found some magical phrases, and clear diction. They engage the readers with facts and feelings and show that ideas have a relevant context and not just private unsubstantiated thoughts. Such details of attention-getting phrases, help in building smooth transition and powerful opening and conclusions.

4.11.18. Relevance of Chomsky.

No attempt has been undertaken to investigate the features of effective communication of the activist writers. Further, we are choosing the non-fictional writing because this is the normal mode of communication that people use. They are writing for a globalised audience. Building from the success of others is one of the fundamental aspects of most of the learning. All we have to do is to take the role model of writing of protest writers and duplicate their strategy of success.

We need to explore the pedagogical implication of the proposed efficient writings. These models/extracts enable the learners to develop their confidence in stating the facts, to communicate exactly how one feels about an issue without compromising one's integrity in any way and arguing for something which one must believe to shatter his/her ideas and on how the resources of written or spoken language are used either to misguide or to motivate others.

Notwithstanding the facts, I would say, that the role of the intellectuals is one of the topics in Chomsky's activist writings and the present age is unmarking misinformation, because information is suppressed and manipulated, so that it can serve the interest of the powerful persons Chomsky’s use of language is logically structured to unmask falsehood, disseminated through propaganda.

Politics is a way of life. All decision-makings are governed by political considerations. I have discussed how ‘politics’ deals with issues of ‘power, conflict, control and domination’ (Chilton 1997). The use of language in extracts, and books has been analysed. It serves to legitimise the power –base. Importance functions of language used in political manifestos, debates, interviews, slogan, posters have been shown. Some representative samples have been analysed. Extracts from published interviews with eminent political personalities have been used to confirm to our hypothesis. Finally, a critical discourse analysis (i) of George Orwell’s ‘Animal farm’, where language has been manipulated as an instrument of control, has been attempted. The chapter ends with a critical study of ‘power of dissent’ in Noam Chomsky’s writings.