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Exploring Modality Used by Pakistani Politicians during the Election 2024 Campaigns: A Critical Discourse Analysis of Urdu Print Media Headlines

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Abstract

The present study draws attention to political discourse embedded with ideologies that cannot easily be decoded by a layman. For such a study a newly introduced integrative problem-oriented analytical tool the Power, Ideology, and Manipulation Identification (PIMI) model was created to do the analysis of political discourse and it further discloses the features and variations of language and discourse. The present paper discusses the analytical models (Chilton & Schäffner, 1997; Van Dijk, 2002), the new tool having the basis of two existing critical discourses. Discourse with its amazing adaptability and flexibility can be easily twisted and bent; it can create and destroy any kind of connections and bonds whenever it wants. Politicians better know how to play with words; they know how emotional expressions fulfill their agendas. The study explores the usage of modality employed by Pakistani politicians during the election campaigning to persuade their voters.

Keywords: Political Discourse, Power, Ideology, Manipulation, Persuasion, PIMI Analysis

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Exploring Modality Used by Pakistani Politicians during the Election 2024 Campaigns: A Critical Discourse Analysis of Urdu Print Media Headlines

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Abstract

The present study draws attention to political discourse embedded with ideologies that cannot easily be decoded by a layman. For such a study a newly introduced integrative problem-oriented analytical tool the Power, Ideology, and Manipulation Identification (PIMI) model was created to do the analysis of political discourse and it further discloses the features and variations of language and discourse. The present paper discusses the analytical models (Chilton & Schäffner, 1997; Van Dijk, 2002), the new tool having the basis of two existing critical discourses. Discourse with its amazing adaptability and flexibility can be easily twisted and bent; it can create and destroy any kind of connections and bonds whenever it wants. Politicians better know how to play with words; they know how emotional expressions fulfill their agendas. The study explores the usage of modality employed by Pakistani politicians during the election campaigning to persuade their voters.

Keywords: Political Discourse, Power, Ideology, Manipulation, Persuasion, PIMI Analysis

Introduction

In the context of political discourse, particularly during election campaigning which is high time for political victory anywhere around the globe, persuasive language plays an important role in shaping the opinions and decisions of voters. While working for their election campaign here in Pakistan, the candidate accompanied by a large group of party workers and supporters visits different villages and towns, makes emotional

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speeches, interacts with people, and answers their questions (David, 2014). Throughout this process, the language, dialogues, and communicative tone they use, are very important and will decide their victory and failure in the election. Particularly the modal verbs they use draw the attention of the people by using several strategies to persuade the people for voting them. Pakistani politicians employ a variety of linguistic markers to engage and persuade their listeners like their counterparts around the world. Among all sorts of tactics and strategies, the utilization of modal verbs plays a significant role in getting their political objectives fulfilled by the masses. According to Alvesson & Kärreman (2000), the illusion of modal verbs remains dominant over the public because the politicians know better, which modal verbs and what choice of words will impact their voters. By their very nature, modal verbs express a sense of possibility, necessity, obligation, or permission, imbuing political discourse with a soft layer of meaning and rhetorical appeal. There is a variety of modal verbs expressing possibility, necessity, obligation, and permission; these senses of different modal verbs offer politicians windows to convey their intentions, promises, and visions effectively. In this research, there is a thorough investigation conducted in terms of modality frequently used by politicians in election campaigning. The study seeks to clarify the persuasive power of modal verbs through a systematic analysis of political speeches. It further reveals how these speeches directly impact the psychology of voters in the Pakistani context. In the complex background of political communication, the art of persuasion stands as a foundation for politicians striving to influence the hearts and minds of voters, particularly in the dynamic context of election campaigns. Modal verbs, among these linguistic tools, emerge as a powerful means of persuasion, enabling politicians to articulate their intentions, desires, and emotions assert their positions, and integrate public sentiment behind their campaigns. According to Woods (2006), politicians very tactfully resonate and associate their discourse with major issues like governance, security, economy, and social justice to persuade the public. During the emotional speech, they deploy the language of promises and speak the language of love and brotherhood to win their hearts. This research endeavors to explore the specific modal verbs utilized by Pakistani politicians during election campaigning through a comprehensive examination of textual headlines that have appeared in different Urdu newspapers. This study aims to dissect the lexical structures and choices employed by politicians to influence electoral outcomes. By investigating the complexities of modal verb usage in Pakistani political discourse, this research seeks to contribute to a deeper understanding of the power dynamics, persuasion, and manipulation in the electoral arena. According to Wareing (2004), the study sheds light on the intricate relationship between language and political power in the Pakistani context by explaining how modal verbs are strategically exercised to frame issues, convey promises, construct understanding, and elicit emotional responses from voters. Ultimately, this research endeavors to offer valuable insights into the role of language in shaping democratic processes in Pakistan's vibrant political landscape (Wareing, 2008).

Significance of Research

The study is unique and significant in nature because it is going to contribute a lot to the understating of a layman decoding the hidden ideologies of politicians to understand their objectives, personal interests, consumerism, and some hidden agendas. The research reveals how the performance of modal expression can change the meanings and objectives of their words and sentences, particularly in a political context, including linguistic markers of desirability, necessity, and possibility. The study is also important in the sense of how text and discourse are created, manipulated, and employed for their personal objectives. As far as the usage of modality verbs is concerned, the study discloses the patterns and variations in the use in the political context during the election campaigning 2024 in Pakistan. Additionally, the study also shows how the utterance of discourse with a variety of linguistic variations is responsible for the construction of political narratives and how these narratives shape the understanding and perception of a voter. The research gives a comprehensive understanding of how the modal verbs are being used for persuasion by politicians in Pakistan. Findings from this study, definitely add a lot to our comprehension and knowledge of the intricate ways in which language

is utilized by politicians to influence voters' attitudes and decisions during the democratic process of an election in Pakistan. This study also helps to critically view the political discourses and understand them. In this way, it is going to contribute to society and the audience will definitely be benefited from this research.

Background of Study

Several research studies have been conducted as far as political ideologies, manipulations, and persuasions are concerned. To add further in the context of the above topic, politicians particularly in their election campaigning generally speak the dialogues already scripted by them (or by hidden wordsmiths) just to draw the attention of the public which will ultimately increase their vote bank. Each discourse that they produce has hidden agendas and personal objectives to sell. This psychological shift in the choice of their political ideal has paved the way for this research. This is originally creating a research gap that needs to be investigated through the parameters of critical discourse analysis (Jones & Peccei, 2010).

Statement of Problem

Modality has several linguistic layers of meaning that express the speaker's or writer's attitude toward the intention, such as certainty, possibility, necessity, obligation, permission, etc. Modality can be realized by various linguistic elements, such as modal verbs, adverbs, adjectives, nouns, and phrases. Modality is an important and tricky tool for constructing meaning, particularly in persuasive genres such as political discourse.

The purpose of this research paper is to investigate how modality is used by Pakistani politicians during the election campaign, and how it influences the listener. The paper will analyze the speeches of different political leaders, and compare the modality they use in terms of type, frequency, and function. The paper will also examine the social and cultural factors that influence the choice of modality political context in Pakistani. This paper will address the following questions

Research Questions

1. What types of modal verbs are frequently used by Pakistani politicians during election campaigning to persuade the public?
2. How do linguistic variations of using modal verbs contribute to the construction of political narratives, and how do these narratives shape voter perceptions?

The paper will contribute to the field of discourse analysis by providing a comprehensive and systematic study of modality in Pakistani political discourse, and by exploring its rhetorical, pragmatic, and ideological implications. The paper will also offer insights into the linguistic and cultural aspects of Pakistani politics, and how they relate to the broader socio-political context. The paper will be useful for researchers, students, and teachers interested in discourse analysis, political communication, and Pakistani studies.

Research Methodology

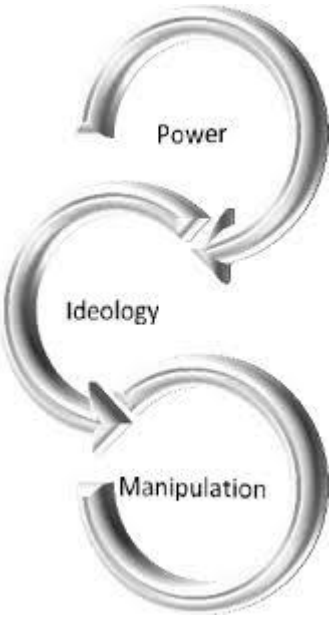
Type of Research: For such type of investigation qualitative research is suitable. Qualitative research is often flexible, and inductive, meaning that the research design, data collection, and data analysis can be adapted or modified as the research progresses. This allows for an in-depth analysis of language nuances and contextual meanings.

Theoretical Framework

For this current study, the framework that is most suitable is 'the Power, Ideology, and Manipulation Identification (PIMI) model PIMI model'. It is a conceptual framework used to investigate and understand various forms of power dynamics, ideologies, and manipulative tactics within social, political, and organizational contexts. This is a new model developed by scholars in the fields of sociology, psychology, and communication. The PIMI model provides a more structured approach through the CDA lens that how power operates, how ideologies are created and spread, and how manipulation techniques work to maintain or challenge existing power structures. Power, ideology, manipulation, and persuasion are important aspects in the field of critical discourse analysis; the PIMI tool is more suitable for examining language use in relation to power, ideology, and social structures. It will help in uncovering how modal verbs are used by politicians as a strong persuasive tool during election

campaigning. (Chartesis-Black, 2014; Chilton & Schäffner, 1997; Dahl, 1957; Foucault, 1980; Fowler, 1985; Gramsci, 1980; Kress, 1985; van Dijk, 1996, 1998, 2006; Wodak, 1989). The model helps to discover several hidden objectives of text producers because the model consists of several dimensions, each of which plays a key role in shaping social interactions and power dynamics:

Power: Power is basically the ability or skills of an individual or groups through which the text producer or speaker influences or controls others, their behaviors, beliefs, or outcomes. According to Barnes, M., Doyle, D., & Johnson, B. (1989), explain the essence of power as a kind of relation, in which relation it is inevitable that asymmetry and control are present. The PIMI model explores and examines who holds power (Includes both authority, physical force, persuasion, and symbolic power), how it is exercised, and the mechanisms through which power is maintained or challenged; revealing who has the ability to influence or control others.

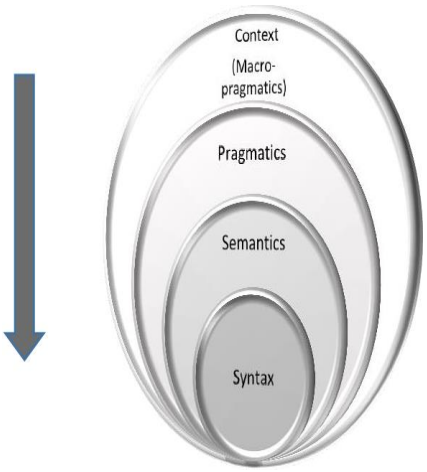


Ideology: The term Ideology is originally the study or the manifestation of any idea or ideas of certain beliefs, values, norms, and narratives that shape the perceptions of the world and social relations. The PIMI model uncovers the role of ideology in shaping the perceptions of power, constructing social identities, and maintaining social order. Ideologies simply refer to a belief system, social construction, and social control; used to set of beliefs, values, and norms that shape individuals' understanding of the world. Media play a major role in disseminating and reinforcing dominant ideologies; used for agenda-setting, media contribute to the maintenance of ideological hegemony.

Manipulation: Manipulation is the technical or tricky crafting of any discourse that serves one's personal goals, agendas, and objectives for deception. It is originally a misinformation and deception deliberately spread in an organized manner. In Manipulation, the speakers or text producer may deliberately misrepresent facts or fabricate information to mislead their audience through emotional appeal to fear, anger, sympathy, or other emotions that can be used to manipulate individuals' responses through preplanned or organized text and discourse. Manipulators may use several strategies to get the discourse to work for them. Just like, logical fallacies, the use of a particular set of modal verbs, use of certain rhetoric, language, and framing techniques, through loaded language, Manipulation includes the use of deceptive, coercive, or exploitative tactics to control others' thoughts, feelings, or behaviors for one's own benefit. In the context of the PIMI model, manipulation is investigated as a tool used by powerful political actors to maintain their dominance, control information, or manipulate public perception.

The rationale behind selecting the PIMI model for this research study is that it provides a valuable analytical tool for understanding the complexities of power and ideology, in contemporary society, and for promoting critical awareness and social change in its ability of wide range to provide comprehensive findings and framework for analyzing complex power dynamics and social setting.

Furthermore, the PIMI model suggests practical applications in various fields, including sociology, political science, communication studies, and organizational psychology. It can be employed to investigate media representations, political talk, organizational dynamics, interpersonal relationships, and social movements, helping to uncover underlying power dynamics and ideological biases that shape social reality.



Data Collection Procedures: Three vast circulated Urdu newspapers were selected for data collection

(Roznama Jung, Roznama Khabrain, Roznama Dunya, and Roznama Express) Ten (10) newspaper headline items of different dates in which the modality has been used were collected, and seen through CDA lenses applying PIMI model. The results were quite productive. The rationale behind the selection is the vast circulation across the country. Moreover, the findings have confirmed that the procedure has remained appropriate and paved the way for fruitful results.

Sampling Techniques: the purposive sampling technique for this study has been applied to collect the data. The rationale behind selecting this sampling strategy is, that it is the technique of sampling that is used in qualitative research to select a specific group of individuals or units for critique and analysis. Furthermore, It is deliberate and non-random based on specific criteria relevant to the study's objectives. This approach develops the depth and relevance of the data collected ensuring aligns with the research purpose and questions. It is used to capture a diverse range of variety of linguistic variations and editorial choices. It gives an opportunity to see the data with a powerful CDA lens. Like Specific Focus, Maximum Variations, in-depth Analysis, contextual relevance, and rich insights. Moreover, 10 headlines from three different Urdu newspapers *(Roznama Jung, Roznama Khabrain, Roznama Dunya, and Roznama Express* for the month of January 2024) were collected, and reviewed through the lenses of Critical Discourse Analysis CDA to understand the modality and decode the ideology through the linguistic features used in the headlines of Urdu newspapers which confirm that politicians use modality which captures the attention of the public.

Literature Review

Language is known as the safe house for politicians; they can easily use that soft weapon to divert the attention of the people.

A few of the examples from the previous studies that reflect the use of the modal verbs are given here. According to Muria, Cruse, Kreidler, Palmer, and Saeed to make it more specific and clear in analyzing it, then complete it with Power, Ideology, and Manipulation Identification (PIMI) model, which is known as the new integrative, problem-oriented analytical tool for the systematic analysis of political speeches and dialogues, created by adjusting the theories and methods of Critical Discourse Analysis (CDA) which has been constructed on the basis of two existing analytical models. The PIMI model is a CDA instrument that can expose social knowledge such as Power, Ideology, and Manipulation through several points of analysis from the Pragmatics, Semantics, and Syntax levels. The model is built up in independent, self-contained levels, where all levels can be treated separately and can also be combined. Seeing from the statement above, the researcher picks one level in Pragmatics as the classification of Modality is also seen pragmatically. It is applicable and suitable because Pragmatics in meaning is a Language with context, whereas Politics also works contextually moreover in this study case. Seeing from the previous study done by Lillian, she categorizes the use of Modality into Epistemic and Deontic Modal from two different books with different authors. The researcher chooses the data with the significance gap of the type of Modality used, to analyze the intended meaning using the theory of Manipulative and Persuasive Discourse as the supporting theories. In the discussion and result of the study, the researcher can prove the use of Modality can work in finding Persuasion and Manipulation by using two combinations of theories instead as mentioned above

By nature, political speeches provide insights into how language is utilized by politicians to achieve particular objectives. According to the study cited, political leaders strategically use and choose words in their speeches to persuade and manipulate their audiences (Frastikova & Najslova, 2021). Limited attention has been given to how language is used in other post-defeat speeches beyond concession speeches (Frastikova & Najslova, 2021). However, previous research has primarily focused on the language characteristics of political discourse and attempts to find specific features of political speeches (Frastikova & Najslova, 2021). Exploring the use of modal verbs in political speeches provides a nuanced understanding of how politicians attempt to shape public opinion and influence their audiences. By examining the nuances and subtleties of modal verbs in a variety of political contexts, a deeper insight can be gained into the persuasive and

manipulative tactics employed by political leaders (Gee, 2014).

Understanding the use of modal verbs in post-defeat speeches, in addition to concession speeches, is crucial for comprehensively analyzing the language strategies utilized by politicians. By broadening the scope of research to include a wider range of political discourse, a more comprehensive understanding of the linguistic features of political speeches can be achieved (Panhwar, 2008).

Furthermore, delving into the specific linguistic features and patterns of modal verb usage in political speeches can shed light on the rhetorical techniques employed by politicians to convey certainty, possibility, obligation, and permission to their audiences. This exploration can unveil the subtle ways in which politicians seek to shape the public.

Data Analysis

Figure 1

(Roznama Express (Dated: January, 17th 2024)

- English: “Peoples’ Party is accusing of inflation. We all were united. We saved the country from bankruptcy”
- *Modality:* Modal verbs are a type of auxiliary or helping verbs that express ideas such as possibility, necessity, and permission. The statement is in present progressive tense followed by past tenses. The modals “is” and “were” are showing two different situations. The very first part is something that is going on in the present situation. In the next part of the sentence, the text producer assures the people that in the past they all were the same with the same agendas but with the political differences, things have gone opposite. The last sentence again assures the people that they (Muslim League N) saved the country from bankruptcy.
- Hedging: The use of "accusing of inflation" indicates some sense of uncertainty or qualification. It adds that while the Peoples' Party is making this accusation, it may not be a reality.
- Boosting: The phrase "*we all were united*" is employed by the speaker to boost his claim, emphasizing solidarity and collective action.
- Adverbs and Adjectives: "All" is an adverb that emphasizes inclusivity and unity. The word "**United**" strengthens the sense of cohesion."**Bankruptcy**" is an adjective that describes the state that the country was saved from bankruptcy, highlighting the severity of the potential crisis.
- Contextual Information: The statement refers to inflation, unity, and saving the country from bankruptcy, providing context for the accusations.
- Grammatical Structure: The statement is structured as a complex sentence with multiple clauses, indicating a coherent line of thought.

Figure 2

Roznama Express (Dated: January, 20th 2024)

- English: "Nawaz Sharif will continue crying even after being Prime Minister for the fourth time."
- Modality-The modal verb used in the above sentence is "will", "Nawaz Sharif will continue crying even after being Prime Minister for the fourth time." The modal verb used by Bilawal Bhutto indicates strong predictions or expectations by the speaker or text producer about the future consequences that the member of his opponent party will face and react accordingly.
- It also refers to a negative evaluation or judgment of his (Nawaz Sharif's) character or performance. The word "crying" is associated with weakness, failure, or regret. The use of the modal verb "will" in this sentence, can be seen as a style of expressing the speaker's or writer's ideology or opinion about Nawaz Sharif, and also as a way of influencing the audience's understanding of him. The ideology behind the statement is trying to criticize Nawaz Sharif because of his insane attitude toward the past. Bilawal is trying to dominate by reminding the people about Nawaz Sharif's weakness or removal as prime minister.

Figure 3

Roznama Express (Dated: January, 19th 2024)

- English: "Had 5 Judges not expelled me, there would have been no more inflation; every home would have been prosperous."
- Modality-The modal verbs used by the text producer in the above sentence are "had, would, and have".
- The sentence belongs to a type of counterfactual conditional, specifically a counterfactual conditional in the past giving the sense of an unreal condition. The modal verb "had" in the first (dependent) clause indicates a past unreal conditional. It means that the speaker is supposing a situation or imagining a situation that did not happen in the past and its consequences when there was his government. The speaker is actually trying to say that he was unfairly expelled by the judges and that they could have prevented inflation and poverty if they had stayed in power. Second importantly, the modal verb "would" in the second clause also indicates a past unreal conditional. It means that the structure of the sentence is hypothetical. The speaker is suggesting that they have had a lot of power and efficiency to deal with all sorts of inflation if they had remained in power. Self-righteous, resentful, and populist are the hidden ideologies within the statement. The speaker is portraying themselves as a victim of injustice and a champion of the people. The speaker is blaming the judges for the current problems and ignoring their own responsibility or accountability.

Figure 4.

Roznama Khabrain (Dated: January 22nd 2024)

- English: "Cannot hand over Pakistan to the old politicians."
- Modality-
- In the sentence "Cannot handover Pakistan to the old politicians," the modal verb is cannot, which is a contraction of cannot. It expresses a strong sense of impossibility or prohibition. The speaker is implying that handing over Pakistan to the old politicians is either unthinkable or forbidden.
- The hidden ideologies in the statement are related to the political views and values of the speaker. Ideologies are systems of beliefs or principles that shape how people see the world and society. The statement suggests that the speaker has a negative attitude towards the old politicians, perhaps because they are seen as corrupt, incompetent, or out of touch with the needs of the people. The speaker may also have a preference for younger, more progressive, or more radical leaders who can bring about change or reform. The statement implies that the speaker is opposed to the status quo and wants a different political order. The statement could reflect a variety of political ideologies, such as liberalism, socialism, anarchism, or nationalism, depending on the context and the goals of the speaker.

Figure 5

Roznama Jung(Dated: January 19th 2024)

- English: "Had I not been expelled, the electricity, and gas bills would have been less, roti naan would have been accessible within rupees 4."
- Modality: The above sentence is a hypothetical conditional sentence with the use of "**Had" and** "would have been". In political speeches and dialogues, politicians often use this strategy of using a hypothetical conditional structure just to persuade voters, to express their opinions to condition their thinking. There may be several objectives for employing a hypothetical strategy. Some of the objectives of using hypothetical conditional by politicians are discussed in the context of the above statement.
- Look at the above statement of Nawaz Sharif. He is actually trying to persuade his voters by using this strategy. By using this structure, he is showing confidence and optimism about his future plans. By using the present conditional tense (would + infinitive), politicians assure that everything they utter is realistic and their actions are realistic and achievable having a clear vision for the future.
- In the above statement, Nawaz Sharif is evoking the emotions and values of the audience. By using the subjunctive mood and structure (if I were/had been, if you were/had been, etc.), Just to make the audience think in a hopeful situation, the politicians create a sense of optimism and invite the audience to imagine a better situation than the current one with the help of their efforts. Look at the above structure, Nawaz Sharif is doing the same. He (Nawaz Sharif) is accusing the previous government of all mishaps.
- By using past conditional sentences, politicians try to create a contrast between their policies and manifestos with the opponent party just to make the audience feel that they can do even better than their opponents. Look at the above statement, Nawaz Sharif is doing in the same manner and availing the services of a hypothetical structure.
- Similarly, Nawaz Sharif makes direct use of factual statements that could be challenged or disproved. By using the conditional clause (if + verb), politicians can express their opinions or beliefs without having to provide

evidence or arguments and avoid being held accountable for their claims.

Figure 6.

Roznama Express(Dated: January 23rd 2024)

- English: "We have the solution to poverty and inflation. Not for four times, I want an opportunity just once. I will alter the destiny of the country."
- Modality- The senses and the degrees of certainty, obligation, and intention can be seen in the above statement. The statement has three modal verbs: "have, want, and will".
- "Have" is a modal verb that shows possession or necessity. In the above statement, the speaker is drawing the attention of the audience by highlighting the two major common social issues. He is claiming to have the solution of poverty and inflation, by making them (audience) feel that they are confident and authoritative about their plan.
- "Want" is a word/verb that expresses desire or preference. It indicates that the speaker is ambitious and determined to achieve their goal. The speaker emphasizes that he wants an opportunity just once, suggesting a curiosity about doing something for the public. The sentence creates more interest among the voters and excites them to just vote once.
- "Will" is a modal verb that indicates futuristic actions. The speaker stresses by saying that he will change the destiny of the country, showing that he is very optimistic and assertive about his mission and vision.
- In the above statement, the speaker tries to persuade the public that he is the best candidate to lead the country and solve social issues. The speaker also evokes the emotions of the audience by using words like "poverty, inflation, and fate", which create a sense of hope. The speaker employs contrastive structures also like "not for four times, just once" to get the focus of the audience on their uniqueness and difference from other candidates. The speaker's statement is an example of how modal verbs can be used to alter the meanings to convey power, persuasion, and ideology in political discourse.
- The ideologies embedded in the use of modal verbs in political discourse can differ.
- In the above statement, we can see a glimpse of "authority and capability", "their competence and readiness to address challenges", "Appeal to voters"' "their concerns and aspirations", "Project determination and commitment", "determination to take action", "reassuring voters of their dedication to effecting change".
- Overall, modal verbs are safe houses for the politicians. They use them as they want. The discourse is a strong linguistic tool for politicians to convey their intentions, commitments, and visions for the future, shaping public perceptions and understandings.

Figure 7

Roznama Dunya (Dated: Janury 27th 2024)

- English: "End of inflation; will relieve the prices of roti and electricity." Modality: In the political statement, the modal verb "will" is used to show a future event that is certain or very likely to happen in the future. In this sentence, the speaker is expressing their confidence or hope that he is the only one who is capable of making things possible.
- The speaker is trying to influence by highlighting very common and social issues for which every citizen is hoping. On the other hand, the politician/speaker is trying to get the benefits of the weakness of the public by mentioning social issues *like roti and electricity*. The ideologies used here in the above sentence are the beliefs or values.
- In the above statement, the speaker seems concerned about the high prices of *roti and electricity*, which are the basic needs of every citizen.
- The speaker is showing optimism about the economic conditions of society and promises to improve them soon.
- The speaker seems contrastive of the government in their policies and manifesto that aim to reduce inflation.
- The utterance of speaker is purely persuasive and wants to convince the audience that the end of inflation will benefit them and improve their living standards.
- Ideology: "Promise and action, determination and confidence, assurance and commitment, authority and control over the situation. The speaker is trying to prove as a decisive capable leader"

Figure 8.

Roznama Dunya (Dated: January 23rd 2024)

- English: "For the politics of hatred, stamp on a lion, if you want a new leadership, stamp on the arrow."
- The statement contains the different degrees of possibility, necessity, or ability. Let's analyze the modality and hidden ideologies;
- The first conditional followed by the imperative sentence has the first part in the present simple tense and an imperative in its second part which indicates suggestion. First conditionals generally express real or likely situations in the future based on a specific condition.
- In the above statement, the speaker is giving choices of leadership to the public. *"If you want a new leadership, stamp on arrow symbol,"* the condition is "if you want a new leadership," which indicates a real possibility or desire for change. The consequence of this condition is asserted in the imperative form "stamp on arrow symbol," is imperative indicating the action to be.
- "If" is a connector that shows two conditions like *"if not this, there will be that."* The speaker is giving a wake-up call to the public that if you do not wake up at the right time, the consequences may be different than you think. Look at the structure and how it works in the conditioning of common people. There is a power behind the conditional. It offers and indicates that change is achievable through collective action. It also makes the people feel that there is no candidate more powerful than himself (Bilawal).
- Hidden ideologies: Gives the sense of dualism. This binary comparison between two regimes reinforces a simplistic narrative of good versus bad, old versus new indicates the clear differences between current leadership and the previous one associated with hatred

and the arrow symbolizing the potential for new leadership

Figure 9

Roznama Express (Dated: January 28th 2024)

- English: "Made the plan for 30% relief in electricity; will keep each promise."
- The modal verbs in the above statement are "will and past tense".
- The verb "made" is in the past tense which makes people think that the major part of work is the improvement that has been done. The speaker is deliberately using this structure to create curiosity among the listeners that progress is going on by Marium Nawaz.
- The ideologies hidden in the above structure are commitment and confidence. The speaker is using the modal verb "will" to reveal their determination about their promises. Loyalty and reliability are also highlighted by the speaker to their audience. Speakers are trying to persuade their audience that nobody is as trustworthy and capable of delivering their plan as they are.

Figure 10

Roznama Express (Dated: January 24th 2024)

- English: "Nawaz Sharif will take vengeance if he becomes fourth-time prime minister, nobody even knows this."The modal verbs in the above political statement are "will, followed present simple tense".
- The modal verb "Will" is used to show a future action. The statement indicates a prediction or assertion about Nawaz Sharif's actions if he were to become prime minister for the fourth time. He will take a very bad vengeance from all.
- The verb "Became" is the past tense form of "become". The statement is used to describe an unreal/hypothetical scenario of Nawaz Sharif getting the position of prime minister for the fourth time. Through this word, the speaker is giving warnings to the voters not to vote for him in the election.
- The speaker's ideology is to portray Nawaz Sharif in a negative light by using this structure, indicating vengeful actions. The speaker is trying to use public influence and opinion against him (Nawaz Sharif).

Conclusions

In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated (Liu, 2009). However, it is important to recognize that the use of modal verbs by politicians to divert the public to their agendas is a concerning issue (Jordan et al., 2022).

The study reveals that the strategic deployment of modal verbs in political discourse is a game changer for politicians. Pakistani politicians deftly utilize these linguistic tools to convey their stances, shape public perception, influence opinions, inject

their agendas, and befool the public who is unable to decode their verbal and non-verbal communication. Through modal verbs, the politicians express prediction, necessity, and possibility, subtly weaving their narratives within the fabric of newspaper editorials. Notably, prediction markers emerge as the most frequent modals, highlighting their role in shaping readers' understanding of political events. Furthermore, variations exist between different newspapers, with the Urdu newspapers exhibiting distinct patterns. As readers engage with these editorials, they encounter not only news but also the nuanced perspectives of editorial writers. This awareness of stance invites critical reflection on the interplay between language, politics, and public discourse.

In conclusion, the use of modal verbs in Urdu print media headlines during the Election 2024 campaigns serves as a powerful tool for politicians to express their positions, sway public opinion, and navigate the complex landscape of political communication.

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