



Exploring the Communicative Purpose through Genre Analysis in
Pakistan: A Personal History

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Abstract

This research aimed to analyze the communicative purpose in political discourse entailed by using a specific genre by Imran Khan in his book *Pakistan: A Personal History*. This study was conducted to explore the relationship between genre and communicative purpose in **Pakistan: A Personal History** written by Imran Khan (2011). It investigated various genres in the text and how communicative purposes drive particular genres. The objective was accomplished by applying Bhatia's model (1993) in combination with Fairclough's (2003) genre approach and generic structure. The findings reveal that the genre of governance and promotional genre are the main genres in the text. It further divulges the existence of hortatory text, narration, persuasion, and argumentation. More or less, the text follows the exact generic structure making it suitable for the promotional genre. Moreover, the hierarchy of the purposes revealed in the study was to present the true Islamic framework as the vision of Pakistan. In addition, particular semantic relations and rhetorical strategies fulfil the secondary purpose of attracting people's favour for the emerging political party (PTI) by turning them against the existing status co. Hence, the study can help the students of applied linguistics to understand the role of genre studies to unravel the opaque phenomena working in the discourse.

Keywords: genre analysis, political discourse, Imran Khan, communicative purpose



Introduction

Genre analysis under the umbrella of discourse studies offers numerous theoretical frameworks to investigate the constructed genres in the text. It begins with a microscopic analysis of linguistic units from phonology and morphemes; it extends over the investigation into the complexities of the range of communicative practices of various communities to a broader understanding of socio-cultural measures working in the text's formation. Genre knowledge is a very significant factor in genre-based studies as well as unfolding the dynamic realities of the world of discourse.

Fairclough (2003), Bhatia (1993) and Swales (1990) describe the genre in terms of communicative purpose. So, this study investigates how the communicative purpose of the author or speaker drives specific genres in the spoken or written discourse. For this purpose, the researcher has exploited Bhatia's (1993) model of genre study. Studying generic description requires a range of frameworks and linguistic strategies, close and focused applications being the preferred ones. So, for an enhanced outcome, it has been facilitated by applying the generic structure presented by Fairclough (2003). Hence, this study investigates how the author has used various discursive strategies that are expected to put desirable discursive effects on the domain of politics in future.

Literature Review/ Theoretical Framework

Genre, traditionally, was used to be attributed to literature only to develop novels and poems. Later on, the concept changed, and its contribution was transferred to other writing domains as well. The development in the idea of genre owes to various authors. Crook (1989) suggests genre as "something we all use every day in communication in which we are involved". Miller (1984) describes the genre as means of social action. It also operates to achieve the objective of using the discourse in a specific setting; it aims to classify and clarify those objectives implicitly.

The attention of linguists, discourse analysts and rhetoricians, sociolinguists, translators and plain English campaigners on genre analysis makes it multidisciplinary. Researchers have been instigated to delineate and track generic research to somewhat divergent inferences because of prolonged speculations and associations with diverse linguistic frameworks and topographical expanses. There are undoubtedly other factors that can be attributed to this diversity in analysis, such as some exact need or use of the results, a rather acute examination of language practices in a socio-political context, or some theoretical concern. Overall, this phenomenon may be summed up as the typified rhetorical or social action in the light of research by Miller (1984) and Berkenkotter & Huckin (2017). For Martin (1993),



this is also the symmetry of theatrical and objectified social procedures. Bhatia (1993) also defines *genre analysis* as an asserted linguistic behaviour. Moreover, Swales (1990) describes it as consistency of communicative purpose.

So, the concept of genre developed from the genre as a model to apply in classroom studies to represent social realities and dynamic aspects of the world. Genre as a model is used as input by learners to analyze and scrutinize the construction of the text. It is also studied as a knowledge resource of a society's attitudes, norms, etiquette and actions, which form a specific text conceivable and appropriate to a particular situation. The same notion encompasses Halliday's (1975) application of the term 'generic potential' that qualifies suitable lexico-grammatical selections according to the situation. While there is a need for a focused and acute emphasis on the administration of language learning and teaching, the analysis cannot achieve the level of perfection without including the broad vision capturing the social practices. Bazerman (2016) summarizes the main goals of genre theory as to characterize and rationalize the outwardly messy veracities of the world and comprehend the author's ulterior motives. Moreover, it also develops a comprehension of how language is used and formed by the socio-critical situation and offers answers to pedagogical and other applied linguistics problems.

Furthermore, analyzing genre means investigating and probing the artefacts of the text situated in a particular conventional and situational practice. This connection has been explained by Bhatia (1999a) as follows:

Purpose: It includes targets and aims of community in communication.

Products: It is a textual Artifact or genre.

Practices: These are discursive practices, procedures and processes.

Players: They are discourse community members.

Bhatia elaborates on the genre definition of Swales (1990) as,

“A genre is a recognizable communicative event characterized by a set of communicative purposes identified and mutually understood by the professional or academic community members in which it regularly occurs. It is often highly structured and conventionalized with constraints on allowable contributions in terms of their intent, positioning, form and functional values. These constraints, however, are often exploited by the expert members of the discourse community to achieve private intentions within the framework of socially recognized purposes (s).” (Bhatia, 1993:13)

Other models for genre analysis largely depend on linguistic analysis. Contrary to those models, Bhatia's model contains two linguistic categories



and five socio-cultural. Amongst seven steps, steps 4 and 6 are linguistic categories, and the rest, that is 1,2,3,5 and 7, gain significance in the socio-cultural setting of the text. It has an exact mapping of 'activity, social relations and communication technologies' as Fairclough (2003) presented for the description of genres. A further detailed description of these steps determines the communicative purpose. This model is process-oriented, consisting of seven steps.

The first phase is to locate the text concerning the situation it exists in. It is accomplished by intuitively drawing on the clues internal to the text, by the previous experience of analysts with a similar text or professional community. It can also be obtained from the encyclopedia knowledge.

The second step is surveying the prevailing research works, especially those belonging outside that specific community's realms. To be surveyed, the research comprises linguistic terms, tools, methods and theories of genre analysis. It also includes manuals and books about the particular community, the social structures, history and beliefs etc.

Refining the situational and contextual analysis is the third step of the model. It is the defining, describing and confirming/disapproving of the intuitive trip taken in the first step. It defines the speaker/audience relationship, their goals of interaction, and the community's chronological, socio-political, philosophical, and professional setting.

Step 4 is selecting the corpus. It requires that to be categorically defined, and the standards should be set on the choice of the text, whether it is long text or only a few randomly selected examples from the text. It is also explained that the genre in question is distinguished from the closely related genres. According to Heinemann & Viehweger (2015), the genre is based on the aims and objectives of communication and the context driven by the situation, text features and certain amalgamations.

In Step 5, the institutional background is studied that covers the study of professional and academic settings, particularly social, cultural and linguistic settings. This step is significant if the data are selected from a specific organization having specific organizational limitations for genre setting.

Stages of linguistic analysis fall in step 6. This step studies text patterning and textualization, focusing on how certain linguistic features are combined to develop a genre. It also includes the structural interpretation. Swales (1990) describes it as the cognitive aspect of text's organization on philosophical grounds. It aids in the characteristic communicative purpose.



Step 7, expert advice in genre investigation, proposes that the analyst refers to an expert in the discourse community for validation, acceptance, rectification or dismissal of the outcomes. The expert also offers additional statistics and knowledge required. He can also put the constraints on a genre known as a particular genre instead of an institutional genre.

Moreover, the researcher states that these steps are not necessarily conducted in this exact order or symmetry. Likewise, all the steps are not necessarily carried out. Furthermore, the framework for genre analysis is concise in Fairclough's (2003) approach to genre analysis with some more detail. Fairclough (2003) describes, "A genre is a class of communicative event". He also differentiates genres for activity, social relations and communication technologies. It is explained as an interpretation of people's actions, social connections, and technical means of communication. Social connections are further categorized in the social hierarchy and social distance (Fairclough, 2003). For example, in the governance genre, as Fairclough (2003) claimed, the social interaction is amongst the structures of the local government, business, universities and media, etc. This interaction is always mediated because its participants are always at a distance. The genre of governance includes the promotional genres because it aims to sell commodities, brands, organizations, and individuals.

Fairclough (2003) describes, "collection of communicative events into a genre is some shared set of communicative purposes". Moreover, it may have more than one purpose or hierarchy of meanings hidden behind the representation of social practices. In this study, the purposes have been drawn implicitly or explicitly. Genre studies involve multiple structures to examine different textual genres constructed in various contexts; and these studies focus on an investigation into complexities of the range of communicative practices of various communities to a broader understanding of socio-cultural measures working in the text's formation. Genre knowledge is a very significant factor in genre-based studies and unfolding the dynamic realities of the world of discourse.

This study investigates diverse genres in the book *Pakistan: A Personal History* written by Imran Khan. The significant focus of the study is to examine the connection between genre and communicative purpose in the selected text. Fairclough (2003), Bhatia (1993) and Swales (1990) describe the genre in terms of communicative purpose. So, this study investigates how the communicative purpose drives specific genres in any text. For this purpose, the researchers have exploited Bhatia's (1993) model of genre study. To emphasize specified or thin applications to study generic descriptions is even more advantageous. So, for an enhanced outcome, it



has been facilitated by applying the generic structure presented by Fairclough (2003). Hence, this study investigates how the author has used various discursive strategies that are expected to put desirable discursive effects on the domain of politics in future.

2.1 The Communicative Purpose

As an integral unit of genre's definition proposed by Bhatia, it is the central objective of this study. The model has achieved a significant distinction in exploring the purpose (implicit/explicit) of communication. He describes it as shared by the concerned community. He stresses the importance of community intentions over private intentions and purpose. Moreover, he looks beyond the lexico-grammatical structure of the text, which is known as text-internal elements, and he includes text-external context. He describes it as institutional and situational context. Further, he talks about the status of communicative purpose, i.e., socially communicative status. It is conventionalized structures that are socially recognized.

The communicative purpose sets overall criteria for the structure of the text as called by Bhatia move structure. Then there are many rhetorical strategies to accomplish the moves and the purposes. Rhetorical strategies are primarily linguistic, such as pronouns, the orientation to the addressee and the vocabulary. Moves are significant to generic structures because different moves may lead to different genres. Hence, Bhatia (1993) distinguishes moves as discriminative elements from rhetorical stages as discriminative elements. So, the former mentioned influencing the nature of the genre.

Furthermore, Bhatia (1993) also distinguishes the primary purpose from the secondary purposes. But there is still confusion in Bhatia's model because it does not set a criterion for setting this hierarchy of the purposes. Move and rhetorical strategies in each discourse drive the ensembled communicative purpose. According to Bhatia, the same genre can help find the objectives common to a communicative discourse set, but it may vary a bit in move structure.

In short, the genre is essential to capture everyday life's institutional and social realities. It also accounts for the private intention of the person and the socially recognized purposes of understanding how language is used and shaped in a particular socio-cultural setting.

2.2 Generic structure of some important genres

Expository writing focuses on informing, teaching or explaining the concepts. It includes cause and effect, comparison and contrast or description and illustration. It appeals to the logic of minds. It appeals to the



readers' emotions by using emotive words, figurative language, biases, etc., contrary to which *argumentative* convinces people to accept particular ideas by providing them statistical data, quotes, facts, and authentic information. Whereby persuasive writing influences people to accept a specific point of view.

Fairclough (2003) presents the *generic structure of arguments* consisting of *Grounds, Warrants and claims*. He says, "Grounds are the premises of the argument; the Warrant is what justifies the inference from Grounds to Claim". Claim, in other words, is a conclusion. Reichenbach (An introduction to critical thinking: 2000) provides some indicators for premise (because, as, for a reason, for, given that etc.) and conclusion (therefore, thus, follows that, so, hence, consequently, whence, that is why etc.). Fairclough (2003) explains that arguments can be *dialogical* (between two or more people) or *monological* (only one person in argumentation). Argumentation can be *implicit* in a text or *explicitly* described with *protagonist* or *antagonist* organization.

Kirkpatrick (1999) defines "Hortatory discourse aims at influencing people to carry out some activity... When the same text embeds persuasive discourse as means of supplying motivation in the hortatory schema". Furthermore, he sums up features of hortatory discourse: 'establishment of the authority', 'presentation of problem-solution', 'resort to motivation'.

Methodology

This study is qualitative. Strauss & Corbin (2010) describe that the qualitative method is used to understand better what little is known, especially for the interpretation. Patton (1990) states that qualitative study includes program records, publications and reports and open-ended questionnaires and responses. This study was conducted on a book written by a politician to interpret the dynamic realities of the discourse, so it was a qualitative study.

Bhatia (1993) described that the methodology should correspond to the sample for genre analysis. When the research aims to examine the detailed purpose, one small sample is enough; for the exploratory nature of the study, only a few readers are required; but investigating some features of any course of action, one should consider a large sample of a population. So, this study was a detailed analysis of only one chapter, "Rediscovering Iqbal: Pakistan's Symbol and a Template for Our Future", from the book *Pakistan: A Personal History* written by Imran Khan.

The study's objective was accomplished by applying Bhattia's (1993) model of the genre, which consists of seven steps. For the precise analysis and accurate findings, the study also employed the generic structure and



research presented by Fairclough (2003) in *Analysing the Discourse*. The theoretical framework provided a detailed overview of the discourse analysis procedure.

Analysis

Considering all the literature reviewed in the previous section, the primary genre in the text is the genre of governance. The text reveals the interaction between the government and the public. Explicitly, it is the interaction of a politician with the mass. This interaction legitimizes the promotional genre, as evident in the examples elicited from the text. To make his struggle more acceptable and to gain the favours of people, the selected text can be interpreted as 'offering proper Islamic governance system' and 'policies for the application of this system' along with the other political interests. In this regard, it explicitly draws the antagonistic role of the author to highlight the destructive activities and injustices of his rival politicians. Implicitly, he aims to attract people to his own party (PTI) as a proponent of justice and fair play.

The presence of hortatory text type is evident in the following excerpt.

“The education crises in Pakistan is one of the reasons I founded NAMAL University.....because I was dismayed at the effects of unemployment.....because jobless young men have turned to drugs.....So, I decided I would setup a technical college.....I wanted a green and self-sustainable knowledge city, a series of academic institutions, an oxford of Pakistan.”

Establishment of authority

I founded Namal University. Here, the author establishes his authority to increase his credibility by providing evidence to his sympathies that he was dismayed at the effects of unemployment.

Presentation of problem-solution

One of the major problems of Pakistan is unemployment, and in response, the young generation is becoming drug addicted. It evaluates that a high literacy rate can decrease the unemployment level.

Resort to motivation

The political party leader promises a green, knowledgeable, and prosperous future for Pakistan and the young generation by constructing the university. It influences the people's perception that this leader, i.e., Imran Khan, works for the layman and masses instead of establishing his political cant and elite's status quo like other political leaders. The author of the book also writes,



“How can Pakistanis ever be encouraged to achieve their potential while we remained a cowed nation.....we have become accustomed to these crutches from US or bilateral lenders.....In 2010, I headed a campaign to raise funds for the flood victims, and in one month collected 2 billion rupees. Everyone, I knew contributed for the flood victims, such was the spirit amongst people.”

Presentation of problem- solution

The problem of Pakistan is that it depends on international aid, and in response to it, the nation has lost its integrity and self-esteem and is viewed as an animal. It has also lost the belief in its people’s resilience and potential. It evaluates that we should learn to live within our own means.

Establishment of authority

By providing an example of the 2010 flood, he increases his credibility as a true leader that he can improve the economy of the country while utilizing the country’s own means.

Resort to motivation

He promises the rise of a self-esteemed nation that will harness people’s potential. It influences people’s minds to accept the author as their future leader who will take them out of foreign traps clutching their potential...

Another example from the text is as follows.

“The QURAN lays great emphasis on both justice and education, yet in both these areas the Republic of Pakistan has sorely failed. Our failure in each of these areas has fed into the other. Our education system breeds injustice. Our unjust society neglects education for the masses. At the core of an Islamic state is the principle of justice. That’s why I named my party TEHREEK-E-INSAAF, movement for justice. The Quran says, ” O Ye Who Believe, stand out firmly for justice, as witness to god, even as against yourselves or your parents, or your kin and whether it be against rich or poor”(Quran2: 135). Being fair and just was considered one of the greatest virtues in the Religion. Every human being is supposed to be equal in front of law. This was the revolutionary concept in the PROPHET’ (PBUH) day because the administration of laws without discrimination on the grounds of races, color and language was not known before the advent of Islam.”

Establishment of authority:

I named**Tahreek e Insaaf**. Hence, the author increases his credibility by voicing out Quranic preaching in his action as compared to other ruling parties.



Presentation of problem solution:

The problem of Pakistan in this text is **injustice in education**, and in response to it, Pakistan has **sorely failed**. Evaluation is that only **equality and justice**, pronounced by Islam, are **the greatest virtues**.

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Presentation of problem solution:

The problem of Pakistan in this text is *injustice in education*, and in response to it, Pakistan has *sorely failed*. Evaluation is that only *equality and justice*, pronounced by Islam, are *the greatest virtues*.

Resort to motivation:

Tahreek-e-Insaf, the movement for justice, is a promise for the bright future of Pakistan and its people. It motivates people to support *Tehreek-e-Insaaf* as it stands in the name of justice. Hence, this hortatory text influences people to carry out the action of joining and supporting *Tahreek-e-Insaaf*.

Persuasion is embedded in this hortatory text as the author meets the emotions of the people of Islami Jamhoria Pakistan, providing references from their most revered and sacred book, 'The Holy Quran' and giving the reference to Prophet Muhammad (PBUH). He also seems to fulfil his purpose by persuading readers that his party has been founded in the name of justice so only it can work for their welfare and presents rival politicians as symbols of injustices. This act of fulfilling purpose represents the communicative event of the lack of quality education in Pakistan.

Moreover, he vehemently criticizes armed violence against minorities. He opines that "*religious dogma should not be used to spread prejudice, intolerance and sectarianism*". To weigh his ideology, he cited from the speech of Muhammad Ali Jinnah concerning the non Muslim communities living in Pakistan, "You are free...You are free to go to your mosque and another place of worship..." He further strengthens his philosophy by quoting examples from the sunnah of Hazrat Muhammad (PBUH) who always teaches tolerance, patience and liberty for the followers of other religions. The last sermon of the Holy Prophet (PBUH) is included as well as a 'universal charter of human rights'. This makes the implication clearer that all the minorities in Pakistan have equal rights, the same as the Muslims in Pakistan who live there as a religious majority. His speech specifically explains, "*...And your slaves...they are the servants of the Lord and are not to be treated harshly*". It reflects that the power of employers against their



servants can be controlled by practising strict laws which penalize any terrible treatment.

He also persuades people to prefer Islamic ways of living over the West. For this purpose, he cites from the lecture delivered by Allama Mouhammad Iqbal 'Reconstruction of religious thought in Islam'. He states that *'Islamic ways of life are a threat for the West'* knowing that such a statement is more likely to level public opinion. However, he simultaneously presents the other school of thought to ponder over the strategies to overcome the western rules over us.

He mentions Sir Syed Ahmad Khan and his works as an example for this beat game; the second example is Madrassas; however, lexemes usage favours the former in this analysis. His use of 'narrow version' and 'older' as a metaphor for Madrassa teachings and the use of the term "stripped off" from modernity for the Islam they propagated is significant. Compellingly, he asserts that Madrassa cannot beat the West by such ideologies and efforts. He honoured Sir Syed's struggle for Muslims' 'reviving fortunes' by supporting the Western education system integrated with Islamic lessons. He appreciates this assimilation to develop Western-style education within the parameters of our Islamic culture. To support this idea, he quoted an example from history, *"From the Aborigines of Australia to the Indians of the Americas and most of Africa, the local people fell between two schools in the name of modernization"*. His opinion favours the concept that nourishing an utterly 'alien culture' originates in destruction. The identity split is the most detrimental feature of this 'alien culture'. As per the author, "Only in the minds of Westernized English-speaking people... there is a confusion of identity". Hence the author proves his point by citing examples from historical and contemporary educational practices that adopting the Western educational system is damaging only if not modelled according to our culture.

Another example of integration of **persuasive and argumentative** texts types is as follows.

"Our economy is filled with injustice too. First, our ruling elite have been totally inhuman and immoral in colluding with IMF, crushing the poor to service our debts. In each budget the voiceless majority is burdened with indirect taxes, which hit poor disproportionately. Of course it would be far too much to ask the rich to pay direct taxes so instead we penalize the poor. When there is no reaction from them, emboldened, the government increases the burden each year. The people were neither consulted when



the loans were taken nor do they know how the loans were spent. There has never been an audit of where the loans disappeared to. Between 2008 and 2011 our debt has doubled from 5 trillion rupees to 10 trillion rupees (from US\$59 billion to US\$120). About 65 % of all the tax collected goes into the debt repayment. Pakistan spends more than 60 % of its national budgets each year on defence and servicing its debts while 1.5 % on health. In addition, the country has lost 256 billion rupees in loans to rich and powerful that have been written off. Meanwhile, crippling inflation - aggravated by Islamabad's habit of borrowing from its own state bank – and rising utility and fuel bills have meant that salaried class cannot service without taking bribes. As corruption in the bureaucracy rises, the life of citizen becomes more and more unbearable. And policy implementation by the government becomes yet more difficult with such a corrupt civil service.”

The persuasive power of a politician lies in his use of language. He uses bad names for rivals, sympathetic and concerned words for the public and supports his arguments with facts. So, in this text, he enhances his persuasive power by putting in *compassionate language* for the public, such as "crushing the poor", "voiceless majority", "hit the poor", and "penalizing the poor". Hence, he *sympathizes* with people making them realize that he feels their agony and keeps sincere intentions to do something for their goodness. Conversely, he *badly calls* the rulers 'rulers' corrupt" and impersonalizes them as "powerful" to make people believe that rulers' rulers' corruption brings injustices to them. Furthermore, he strengthens his *arguments to arouse people to stand against the morally infringed government* by *providing facts* about injustice in tax collection and spending and loans received from IMF. Here it is *expository* as well, as it presents the wrong policy of collection of tax and corruption in loan spending as a *cause* of "crippling inflation.

Argumentation is embedded in this excerpt. According to the given indicators by Reichenbach "so" the indicator of the conclusion is present in sentence 2, and the indicator of premise "As" is present in the second last sentence. Furthermore, according to Fairclough's generic structure of argumentation can be summed up as follows.

Debt from IMF crushes the poor (Ground); changes and adaptations in tax collection and audit for spending loans will alleviate the burden of IMF loan (Warrant); audit system can improve the economy of the country (Backing); changes should be made in policy implementation by the government to lessen the burden of the common man (Claim).



“The combination of ruling oligarchies and a rigid religious mindset has stopped the forward movement of rational, academic, and scientific interaction with the changing world, which would have led to a dynamic Islamic culture.....education, research and quest for knowledge are simply not priorities.....that is why the greatest hope for true Islamic renaissance lies with the Islamic scholars in the western countries.....”

“Ruling oligarchies and a religious mindset have stopped.....with the changing world” (*Ground*); education, research and quest for knowledge will produce a dynamic Islamic culture (*Warrant*); a combination of Islamic preaching with the modern, up-to-date knowledge can lead to Muslim countries to forge ahead in every field of knowledge (*Backing*); Islamic scholars in western countries should play their roles in bringing the Islamic renaissance (*Claim*).

“While our elites have private jets, security calvados, and numerous apartments...more than half of the country suffers from what the UNDP (United Nations Development Program) calls "Multidimensional Deprivation"” (*Ground*). So, decreasing the luxuries of elites can also reduce the marginalization of the public. (*Warrant*) and also that elite's extravagance should be checked (*Claim*).

It is crystal clear in the analysis that this argumentation is monological and implicitly woven into a persuasive text. Besides, the fear and concern for the public reflect the antagonistic organization of counter-arguments of protagonists 'protagonists' activities. All these techniques fulfil the purpose of informing people about the economic mismanagement by corrupt rulers. The text has the examples like, "The best weapon against fundamentalism is enlightened Islam. Fanatics on both sides of the argument need to be told about Islamic history, how Islam tolerated other religions and opinions."

“The best weapon against fundamentalism is enlightened Islam” (*Ground*); Islamic preaching of free-thinking will lessen the fundamentalism (*Warrant*); the teachings of Islam regarding freedom of expression can fight against fanaticism (*Backing*); Islam tolerates the counter-arguments and opinions (*Claim*).

The instances for the expository writing are also present in the text.

He explodes the terrible cause that the influential elite class most conveniently gets citizenship in the countries in Europe and America. In contrast, the less privileged people move to the grinding work in the gulf for better income. In both cases, it is the country that suffers ‘brain drain’, which needs to be controlled by increasing opportunities and salaries for the general public. For better wages, the enrichment and refinement of the



economic sphere in the country are inevitable. The provision of better and increased opportunities for the people will serve the purpose.

Moreover, a comfortable environment with a good effort yield should be provided to people. Here, he lists down the riches of the land in the form of natural resources; the copper and gold reserves, agricultural land and mineral resources. He counts the overseas communities as an asset for the country, which along with other resources, is being wasted away by mismanagement. He stimulates the utilization of the potential of the overseas community, which will help not only in the consumption of natural resources but the provision of employment to many unemployed individuals. The resolution of the issue of unemployment is particularly beneficial to the country as the great masses of subjugated and frenzied people could be turned into the most potential and full of the energy workforce. He identifies the weak and faulty education system as the root cause of this unemployment and brain drain as 'less is spent on the education of the masses.

Developing the Western education system brings in the concept of integration. His viewpoint, "*it failed right at the outset by not integrating education system after independence*", stresses that the three-tier system of education 'private English medium, Urdu medium schools and Madrassa' should have one teaching style. He also controls the mind of the readers to accept his ideology of 'one school system', exploding the aftermaths of this division, "with the collapse of education system private schools have become a booming business". Moreover, "Most of the students from the top English medium schools become alien in their own country and struggle to communicate with their masses" and "On the other hand, students coming out of Urdu medium schools and Madrassas have little understanding of Western culture and resent elites". Hence, he reflects on the effects of the three-tier system as the 'pathetic' situation of lack of communication between the people of one country. He makes his view of education policy appeal to the readers immediately as he states the reason for not implementing the state education system, i.e., to maintain the privileged position of elites.

Discussion

As discussed in the theoretical framework, the significance of Bhatia's model lies in the seven steps. The text reveals politics as the social and situational setting. Hence, all the activities performed in the text are of a politician, such as convincing, influencing and persuading people to get their favours. As the analysis reveals, he also controls their minds to set their opinion for the ruling elites as the 'looters and plunders'. Moreover, social



relations include social hierarchy as well as social distance. Apparently, it is the interaction between the writer (the author of the emerging political party PTI) and the reader. Still, if we delve deep into the text considering all the definitions and theoretical framework as explained earlier in the study, the researcher realizes that it has implicit interactions. The analysis proves that the rulers and the elites interact with the mass covertly in the text through the print media. These elements elicit communicative purposes in the text.

This text reveals that the author's purpose is to present the vision of the 'future of Pakistan'. As mentioned in the theoretical framework, Bhatia distinguishes between primary and secondary communicative purposes. The grave analysis exposes the primary communicative purpose to attract the people's attention and their favour to become a popular politician. He integrates a variety of genres while moving across the social structure influenced by government of Pakistan that divulges the minor purposes leading to the achievement of the primary purpose.

Overall, in the text, he claims that '*Pakistan has become a failing state*'. His way of writing asserts him as the leader of the opposition who voices anger against the mechanism in power. The same declaration of Pakistan as being 'a failed state' was issued by a member of the Pakistan People's Party while in opposition during the National assembly session in 2013. In the text, the author has tried to turn people against the ruling party and gain the votes for him. To fulfil this purpose, he exposes political cant engaged in corruption. As mentioned in the literature review, rhetorical strategies are essential to define a genre. So, the author uses the naming process for 'agents' of government that has the connotations of 'cruelty' and 'corruption'. For this cause, concrete objects' power wielders' have been mapped on abstract values' loot, plunder' etc. to gain the primary purpose; this is his further action. He persuades people by developing lexical relations in terms of synonyms and constructing semantic equilibrium, especially in the process of naming the government machinery. 'Power wielders' produce connotative meanings like 'ruling oligarchies' and 'ruling elite', 'bureaucracy', 'feudal', 'the lumbering giants', and 'crooks'.

The whole text and its genre analysis have declared one of his purposes, i.e. to highlight the objectives of the author to form a new political party. The motto of the party is Equality, Justice and Fair play. This projected purpose of the party leadership led to the party's name, i.e., Pakistan Tehreek e Insaaf. The party aims to eradicate injustices from all walks of life and the prevailing sense of deprivation and marginalization. As mentioned in *the literature review*, on genre can explain a set of common purposes. The



communicative events underlying this text relate to all aspects of human life, such as politics, education, religion, foreign policy and social cohesion. Hence, it is necessary for all politicians to present their policies and vision about all these spheres of life because their common purpose is to get the people's attention and favour. So, in this text, the author mainly achieves his ambitions and gains the support of mass by projecting his ideological framework that Islamic democracy is his politics.

Moreover, the text reveals that he has tried to win people's hearts by producing persuasive text as he quotes the national heroes, i.e. Allama Iqbal. He explains that the deadly threatening ethical vacuum in the country has led him to stress the necessity to revive Allama Iqbal's philosophies and spirituality in the atmosphere of Pakistan. In its true essence, Iqbal's philosophy promotes superiority and the significant role of Islam in social equilibrium. So, the author asserts that we need to set legal principles under Islam.

He has tried to win over the party in the rule, so he provides causes for making Pakistan a failed state by using the expository and argumentative genre. He further provides the facts and figures to expose the broken economic system. The text reveals that, unfortunately, since the inception of Pakistan, crippled democracy has led people to an atmosphere riddled with failure of sensitivity and feelings. He feels the dire need to revive people's trust in the democratic system, and thus, it becomes necessary to cure the system with social justice. Thereby, he analyzes the damage and comes up with some effective moral prescriptions. He suggests that feudal agency should be activated to trickle the power down to ordinary people.

One of the solutions is to revive the panchayat system in rural areas to empower people at the grassroots. Laws should also be formed and implemented to check the excessive power of feudal, inept and corrupt political elites and the bureaucratic machinery of Pakistan. It is essential for politicians, preoccupied with personal gain, to know that Self-interest should be sacrificed to the national interest. Moreover, politicians should not be allowed to hoard their property overseas to impede their corruption. The repair of democracy is not his only aim. Instead, he turns up some solutions required to enhance the efficiency of the democracy to bring social cohesion. Haworth (2010) states, "institutions channel life; they bank its flow", but they can only be a multitude of the opportunities if they have been bestowed with the power so institutors that he mentions police, judiciary, and media should be strong. To embody them with opportunities, he proposes that government should transform its role from state control to state support. The support should be in funding the institutions to increase



salaries enough to eradicate the corruption and impart justice to deserve instead of power with money.

To convince people of his sincerity and broader vision about their future expands its edges to the education system that is also a victim of injustices brought by the corrupt system. Its three-tier education system (English medium, Urdu medium and Madrassas) has blurred the bright future of Pakistan, for which Bhutto's Nationalism is responsible to some extent. The Challenge of injustices can be met by state education, i.e. one curriculum for the education system all around the country. This will integrate the three tiers into one, bringing a sense of equality and nationalism enough to diminish the lack of communication. The national curriculum should be designed in the Western Education style but with the natural, local cultural traces that could be easily implied and accepted in our Islamic culture. Moreover, to build up the society on ethical foundations, lessons with moral and ethical values should be included in the syllabuses. Government should also introduce the curriculum, including stuff to enhance people's awareness of their rights. State control should also, it is transferred to school authority to the schools funded by the government so that they could hire or fire teachers based on merit and corruption of power could be fought.

To get the support of the youth, he projects them as the most important builders in their country. The author explains that the young generation is the true asset of any country, but we are losing this asset disproportionately because of unemployment. People, who are neither in employment nor in education, come in a long bout, and unemployment is upwelling because the economy is shrivelling. Economic crises have surged along out of mismanagement and corruption. Resultantly, he comes up with some ideologies to rein these crises from getting wild. Humanity should be preferred for economic growth. This makes him an anti-capitalist that focuses on materialism instead of spirituality. Political elites should also slacken off their luxuries to strengthen and improve the condition of poor people. Legal policies based on the Islamic principle of morality and justice should be mandatory while spending funds borrowed from the IMF. Furthermore, an audit system should be formed to collect and spend loans and taxes. For this purpose, he presents the explicit policies to be formulated and implemented. He argues that People should be consulted for the collection of the loan. It will enhance the government's credibility and alleviate the chances of corruption. Instead of begging bowls in front of the international community, internal natural resources should be used. First, it is the need to harness unemployed people's abilities to utilize them.



Secondly, salaries should be raised to bring back our intelligent production that has gone overseas and to stop further brain drain also.

Conclusion

In a nutshell, the text reveals the genre of governance, including the promotional genre. It further divulges persuasive, argumentative, expository and hortatory text types. Furthermore, these genres are derived for communicative purposes. These purposes are achieved by using rhetorical strategies and, eventually, bearing out a particular point of view about every communicative event. Additionally, the author has used various discursive strategies that are expected to put desirable discursive effects on the domain of politics in future. He also follows the exact generic structure (moves).

The text concludes that the primary purpose (implicit) is to get people's attention and win their hearts. It is built upon the explicit primary purpose of 'offering proper Islamic governance system' and 'policies for the application of this system' along with the secondary purposes of political interests. In this regard, it explicitly draws the antagonistic role of the author in highlighting 'destructive activities and injustices of his rival politicians'. Implicitly, he aims at 'attracting people towards his own party (PTI) as a proponent of justice and fair play.

These purposes anticipate transforming the actions across the network of social practices such as education, governance, social cohesion and foreign relations etc. Depending on the purpose, the text is primarily hortatory and expository, persuasive, and argumentative. There is no definite division of genres. The statement at the beginning might support several other statements at various levels of the text. So, the whole of the selected text is the integration of all these genres, aiming to persuade people to accept the role of Islam in politics, hypocrisy, tyranny and wrong policies of ruling elites, and to accept authors, unlike these crooks. *Eventually, the author 'acts' to argue and persuade people to accept his 'ideology,' to fulfil all these primary or secondary purposes, and for this cause, also 'interacts' with readers (Pakistanis).*



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