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## Covert societal practices in linguistic choices of Pakistani editorials: Fairclough's CDA model approach

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### Abstract

**Purpose:** Core concept of CDA revolves around the interdependency of description of language, interpretation of language and prevailing discursive practices in society. This study examines the role a language plays in formulating ideological subjective position of male and female in any contemporary society.

**Methodology:** The study applied Fairclough's CDA model on the Pakistani editorials of two English newspapers in order to qualitatively analyze the linguistic choices and its placement in the text by focusing on other modalities of language such as adverbs, adjectives, metaphors and action verbs for unraveling the patriarchal practices of the society in which women are at the stake of more disadvantages than the men in COVID-19 pandemic situation.

**Findings:** Editorials showed remarkable use of differences in linguistic choices for depiction of powerful and powerless group. Findings showed the existence of hegemony in society where men dominates women by violating their basic rights. Abusive nature of men during the pandemic situation has transformed women's tendency to attend their work through online sources into a tiresome experience. Linguistic choice and syntactic structure have brought forth the discourse type, situational context and societal practices at the surface level which in turns connect back to the role of society and culture in shaping the perception of editors in writing a piece of editorials.

**Unique Contribution to Practice and Policy:** Two newspapers have adopted different stances in depicting a same issue which also reveals the hidden ideology of the press media in which they use implicit or explicit tone in delivering their ideas. This research can help in exploring new dimensions of Pakistani editorials' language where different tone of language represent unique subject position of female and male in pandemic situation.

**Keywords:** *Fairclough's CDA model, discursive practices, patriarchal society, COVID-19 pandemic, hegemony*

## 1. Introduction

Reality is created by language (Taiwo, 2007) because there is no neutral phenomenon in language rather interest of speaker is hidden in specific utterance or sentence. Media shapes the public perceptions and opinions about any significant social and political issues. It is widely accepted that thinking process is shaped and orchestrated by how events are reported in newspaper and is delivered through the medium of television and radio. Opinion journalism as a genre is usually recognized by the subjective viewpoint on any contemporary political issues. Publishers' opinions are reflection of the prevailing societal structures which in turn construct a new reality or resist prevailing practices. Union of the personal experiences and social cognitive system interpret the text. Inequalities in larger social context are normalized through discursive practices.

This study is based on the comparative analysis of the 4 editorials of two different newspapers in order to highlight how the linguistic pattern and syntactic structures manipulate hidden agenda of representing same event in different ways by highlighting different societal practices through implicit or explicit tone in a text. Two editorials from Dawn news web are named as 'Women during the pandemic' (March 31, 2021 by Rafia Zakaria) and 'Women seeking divorce' (January 7, 2021). Express news tribune's editorials are named as 'A crisis with a woman's face' (March 08, 2021) and 'Covid-19 and livelihood of women' (February 28, 2021). All selected editorials have common theme related to the effect of pandemic covid-19 on women life. Fairclough's CDA model is used in order to analyze the linguistic choices of an editorials for highlighting existing patriarchal norms in a society where inequality exists and the arrival of pandemic has even worsened the conditions by making man more powerful and women as less powerful group.

### 1.2. Significance of the study:

This research is significant in a way that it determines the absolute differences in the representation of the reality presented by two Pakistani English newspapers. Article has critically highlighted the importance of lexical choices and thematized subjects in order to develop understanding of the prevailing societal practices and discursive structures. This research will help further in analyzing the impact of pandemic on both genders by applying Fairclough's model of CDA. It will provide a clear stance regarding interdependent nature of society, discourse and political scenarios in general.

### 1.3. Research Questions:

- i. How does linguistic choices represent different ideologies about dominance and societal inequity in Dawn news web and express tribune's editorials?
- ii. How does critical discourse analysis reveal covert societal practices in a society?

### 1.4. Research Objectives:

- To analyze the interdependency of discourse, discursive practices and hegemony in a society.
- To substantiate contrasting ideologies of two different newspapers by doing comparative analysis of linguistic choices.
- To highlight the pandemic effects on both genders by applying Fairclough's CDA model.

### **1.5. Research method:**

This research used qualitative method for the close analysis of the document. Four editorials were selected which were published in same time domain in two different newspapers. Basic theme of all the selected editorials is same i.e. Effect of COVID-19 pandemic on women. Purposive sampling is used to find out the impact of COVID-19 on women through implicit meaning of language. Fairclough's CDA model has been used as a theoretical framework.

### **2. Theoretical framework:**

#### **2.1. Critical discourse analysis:**

Critical Discourse Analysis is a type of discourse analytical research which focuses on the social abuse, dominance and inequalities to analyze how such imbalances are enacted, reproduced and resisted in the society. Some tenets of CDA can be found in critical theory of Frankfurt school. 'Critical linguistics' was emerged at the end of 1970s which was based on Halliday's Systemic Functional Linguistics (SFL). Louis Althusser in 1971 made contributions in developing links among social practices and social institutions in theory of ideology. After the emergence of SFL, focus of DA was shifted towards the analysis of encoded social and personal processes in various texts. Chouliaraki, Fairclough and Van. Dijk used the word 'Critical Discourse Analysis' at the end of twentieth century because the previous CL ignored the 'interpretive practices of audiences' and 'intertextual analysis of text'. Van Dijk (1988) claimed that discourse is a complex communicative event that embodies social context which features participants, production and reception processes (Kanwal & Sabir, 2018). This research applied Fairclough's model of critical discourse analysis to critically examine the lexical choices and syntactic structures of editorials of Dawn news web and express news tribune in order to highlight different ideologies and stance of both newspaper towards the representation of social inequity, hegemony and power in the time of covid-19 pandemic for exploring the benefits at hand of women in patriarchal society. CDA ultimately aims to change the existing social realities in which discourse is related particularly to social elements such as power relations, economic and political strategies and policies and ideologies (Fairclough, 2014).

#### **2.2. Fairclough CDA model:**

Fairclough model has central importance in CDA. He used CDA as an approach in order to study domination as a resource of struggle and social change against the exploitation and cultural change. There are three interrelated processes of analysis in Fairclough's CDA model (1989, 1995) which are related to three interrelated dimensions of discourse. Three dimensions include;

- i. Object of analysis (including verbal, visual or verbal and visual texts)
- ii. Processes by which the object is produced and received (writing/speaking/designing and reading/listening/viewing) by human subjects
- iii. Socio-historical conditions that govern these processes.

These interrelated dimensions require three different kinds of analysis

- i. Description (text analysis)
- ii. Interpretation (processing analysis)
- iii. Social analysis (explanation)

Text production is socially regulated phenomenon and CDA enable researches to carry out scientific researches (Fairclough and Wodak, 1997) for analysis of all types of communication and interaction. Analysis of any text depends on description, interpretation and explanation. Chouliaraki & Fairclough (1999) said that CDA analyze the linguistic and semiotic features in the conversation interaction to systematically connect it with the linguistic and thematic pattern of the society. Fairclough's three-dimensional model is helpful in critical analysis of the written or spoken text. Language is a part of social practices (Iqbal, 2014).

### 3. Literature review:

Critical discourse analysis is a new variety in the field of textual analysis which takes into account the textual and contextual factors for the interpretation and production of a text. It involves the integration of three different levels of analysis i.e., the text; the discursive practices and the larger societal context. In doing so, it focuses upon important social issues by drawing meaning from textual, cultural, political, social, and other facets to highlight the imbalances, social inequalities, non-democratic practices and other injustices in order to encourage readers to correct the actions. It assumes 'social constructionist' view of discourse in which reality is formulated by those having absolute power. CDA works to unmask such practices by supporting the victims of such oppression (Huckin, 1997).

During an investigation of the portrayal of violence against women, Tranchese (2013) applied Fairclough's CDA model and Kress and van Leeuwen's theory of multimodality for comparing the representation of victims and preparatory of rape in the printed and broadcast media. Different verbal and visual strategies explored how same incident was recontextualized in two different media and across genres. Media discourse have power in creating stereotyped construction of gender-based violence. It was concluded that the victims were represented as an active agent in both tabloids and broadsheets for blaming the rape victim. It was promoting a common ideology that women are whores or virgin. In the BBC videos, rape victims were shown as a passive actor, while in the press the perpetrator representation was excluded and he was made invisible by projecting his act out of the context of the male domination.

Risdaneva (2018) critically analyzed the news reporting of the sexual violence crime in newspaper of two different cultures named as Jakarta post newspaper and guardian newspaper. Choices of the lexical items in the representation of the main news actors showed that both newspaper displayed different names for the same event. Jakarta post newspaper portrayed the victims and preparators in terms of the legal status in the criminal cases and guardian newspaper shoed the victims in terms of their gender, age and surname instead of the legal processes part. There is a link between language and a culture in which it is used. This study provide a clear stance that authority manipulate language according to their own interest.

In Lombardi's case study of the Stoneman Douglas High School Shooting, Fairclough's CDA model van Dijk's sociocultural approach, was used to understand the choice of words by journalists in online headline news for the creation of particular meaning or hidden ideology. Three interrelated element of discourse under study were 1) sociocultural practice; 2) discourse practice; 3) linguistic analysis of the text. Word 'school shooting' was used to show violent act in data sample. This choice of word is indicative of the long-lasting relationship of Americans with gun. A phrase '17 dead in Florida high school shooting' emphasize the number of significant victims

which shows that school shooting is not a new thing because it has been given secondary position in a sentence. In the analysis of the portrayal of victims, Journalists own aspects were found, it means that event is not always reported in impartial way. Journalist identified mental health of suspects as a main cause of the shooting. It was found that the description of event and identification of event doesn't only reflect reality, rather it represents ideologically biased version of reality.

Mahmood, Kausar and Khan (2018) critically analyzed the lexical choices and syntactic structure to identify the “**Us**” versus “**Them**” ideology’ in editorials of Dawn and The New York Times in the aftermath of Army Public School attack. Van Dijk’s CDA model was used and results indicated that The New York Times used more explicit language and harsh words for Taliban and showed strong ‘them’ sentiments by pointing towards terrorism. They also showed sympathy to victims’ families by showing ‘us’ sentiments. On the other hand, Dawn news editorials used implicit language and showed ‘us’ sentiments and due to religious connotation, they did not mention Taliban name explicitly.

#### 4. Data Analysis:

In textual analysis, according to Fairclough (1992), we mainly focus on the way of the description and on the type of vocabulary writer use while depicting societal structures and practices in society.

#### Dawn news web

##### 4.1. Textual Analysis:

In Dawn news web editorials, **common nouns** ‘women’ and ‘men’ are used in a general way but the attributes attached with **nominals** are different. ‘*Pakistani women*’ (attribute + nominal) is thus reduced to a specific country while this attribute is not used with men.’ ‘*Abused women*’ (attribute + nominal) categorize women in an oppressed and marginalized group. On the other hand, ‘*abusive men*’ (attribute + nominal) placed the man in authoritative position. Different lexical selection signal **two types of discourses** (Labour discourse and power/hegemony discourse). **Passive construction** is used in a sentence (*the indirect effect of lockdowns..... by Pakistani women*), to place the women at an object position which shows them as receiver of an action. The presentation of phenomenon is reflected as natural process, in a way that men’s dominance in every field is seen as a natural practice. In adverbial **dependent clauses**, there is usually a name of the place (*In Pakistan*) or adverbial time phrase (*When the men....*). ‘Women’ at **subject position** is shown as dealing with domestic violence and ‘men’ at subject position is shown as an authoritative figure of imposing restrictions. A phrase ‘**violence against women**’ in three consecutive lines and then in paragraph’s last line reveal the focus of the writer in highlighting the issue of social abuse against women. Given below are the lexical choices used for representation of women in Dawn news web articles.



<b>Women's representation</b>
repetitive tasks of washing and cooking
caught in a 24/7 cycle of work
primary casualties of the coronavirus
violence against women
abused women
absence of any external outlet for women
ask male permission
respite from violence
forced to watch children
lost their jobs and their income
set them years behind
greater disadvantage
resection of women
oblivious to the burdens and abuse
seeking separation
problems women face
patriarchal society
domestic violence
distress calls by women
marginalised and prevented from making autonomous choices
emotional, physical and economical plight of women

**Table 1. Women's representation in Dawn news editorials**

#### **4.2 Interpretation: processing analysis (analyzing the processes of production and reception)**

Discursive analysis deals with the production, consumption and distribution of a text to give a glance on how power relations are established. **Situational context** of this discourse is current era (2021) of Covid-19 pandemic specifically in Pakistan which has influenced the living patterns and thinking of the people by staying at home for a long duration and it has ultimately caused women's life at risk due to domestic violence. The **contextual factors** which influenced the production of this discourse is the increase rate of abusive men and abused women in a society due to present scenario. This text can be produced outside the context of Pakistan because statistical analysis shows that women are abused in many countries of the world. **Discourse** produced here is related to patriarchal society. Dawn news web editorials used statistical evidences, adjectives, adverbs, metaphors and action words to show the imbalances raised due to pandemic.

##### **4.2.1. Use of Adjectives:**

Use of word '**repetitive task**' shows the normalized activity of dish washing and cooking a woman perform in order to run home efficiently. The word '**small respite**' frames the resting time span women usually have in their busy routine. Comforting and relaxing hours of women are equated with absence of man's presence at home. Writer has pointed out a frustrated fact by placing a phrase '**constant presence of men**' at subject initial position for ultimately showing women as

receiver of the men's annoying action. '**Abused women**' in Pakistan shows the discursive practice of degrading women in male dominating society. Pandemic has swiped away the freedom women had in sharing their sorrows with others. In last line, writer has equated man's power with an absolute power which is '**corrupts absolutely**', it means that society has normalized the abusive nature of man. '**Domestic front**' points toward a particular place where women face violence. Use of '**patriarchal society**' shows an implicit meaning of man dominating society where women have no authority. Adjectives in '**social adversity**' and '**domestic violence**' elaborates the writer's main focus where he has thematized the domestic issues rather than informal sectors issues. Writer has used adjective '**emotional, physical and economical plight of women**' to highlight the societal ignorance a woman faces in order to cope with such dilemmas of emotional and physical health. The word '**imperative**' demands the urgent condition which should be adopted for upholding laws. This is '**uncertain and constrained world**' for a woman. Here, 'constrained' indicates the oppressive nature of women who is controlled by male members of the society. And 'uncertain' shows the non-availability of women's life guarantee in this Pakistani society.

#### 4.2.2. Use of adverb:

An adverb 'most' in '**most dangerous country**' explicitly shows the risk a woman faces while living in Pakistan. Use of 'acutely' in '**acutely by Pakistani women**' revealing the scenario where there is an extreme level of covid-19 impact specifically on women. 'Already marginalized' depicting patriarchal society where women are already oppressed and pandemic has doubled the psychological burden.

#### 4.2.3. Use of metaphors

Writer has used words '**Pakistani women**' and '**caught**' which tells actual reality. 'Caught' is a metaphor here which carry the meaning of 'boundness', it tells us the harsh fact because when someone is caught in something it becomes difficult to regain the actual power. There is a critical use of the metaphor '**a pressure-cooker situation**' whose meaning is associated with highly stressful situation. Society has handed over the coercive force to male members which is evident in writer's choice of metaphor '**carte blanche**'.

#### 4.2.4. Statistical analysis:

To make opinion more valid, writer has added statistical analysis of other countries to prove this stance that women are '**primary casualties of the coronavirus pandemic**'. Here the word 'primary casualties' shows that women cannot escape from pandemic consequences in their social life. Statistical analysis has been drawn to compare the women who wanted divorce in 2020 and years before this pandemic, which shows that ratio has been increased. Writer has also given instances of other countries for elaborating his stance such as '**in the US, for instance.**' Writer has mentioned 2018 survey at the start of an article for providing an alarming situation of Pakistan where women's life is marginalized and they are not provided with basic facilities. Report of Right groups is mentioned to link domestic violence with the women who work in informal sector and belong to low-income group

#### 4.2.5. Action words:

The use of '**reduce their ability to make decisions**' and '**to protect their own rights**' shows the hidden link between money and power in a society. Ideology of television channel and government



is criticized by the writer who take no interest in revealing women's issues. Word '**propagated**' is used for government and powerful agencies to show that they control people's mind by showing fantasy world. Action word 'prevented' in '**prevented from making autonomous choices**' tells the restrictions imposed on women by dominated male members where they have no liberty to make decisions about their health even. Powerful nature of a man is prompting in words '**dominate and demand**' which shows their rule governing authority. There are also conclusive remarks where men in a subject position are shown as an agent of performing coercive actions such as cruelty and selfishness while women in subject position are shown as performer of multi task in stressed position such as '**housekeeping, childcare, studies and work**'.

#### 4.3. Social Practices:

According to Fairclough this level deals with the ideologies which resides in any particular society. In the articles of Dawn news web, the lexical choices, syntactic structures and metaphors indicate towards the ideology where women are degraded in a society and are shown as victim of domestic violence. These articles have raised voice against illicit dominance of man. Implicit societal practices are explicitly focused through lexical choices. Patriarchal structures bound women to rely on the choices of male members of family and these imbalances are raised when women are abused in domestic domain. Covid-19 has affected women's life in a way that societal inequities have given benefits to male member where they have liberty to give command to the women while staying at home and women's responsibilities are doubled because they have to manage household chores and online working at a time besides facing domestic violence.

#### Express news tribune

#### 4.4. Text analysis:

In editorials of express news tribune, Attributes attached with **nominals** are different from that of dawn news editorials '*Female informal workers*' (nominal + attribute), '*employed women*' (nominal +attribute), they are shown as powerful being who have stamina to work side by side with the man in job market. But societal unjust and current pandemic era has provided benefits to the men only. Writers have used **implicit tone** for highlighting gender discriminatory issues. **Adverbial clauses** are placed at front position to signify the reason of social inequalities (*Due to a lack of educational resources....., Due to economic uncertainty....., Meanwhile, even though women.....*). There is use of **third person plural noun** to address men and women in general. **Active construction** of sentences has thematized the *COVID-19, most women, informal sectors, Informal workers, Most essential frontline workers, The gender pay gap...* Subject position of these words elaborate the opinion of the writers who tried to highlight gender inequalities in the informal sectors. Writer has shown her involvement by using 1<sup>st</sup> person pronoun and then involved readers by using third person pronoun. It shows there is an element of an intimacy that is raised by the fact that gender inequality in informal sector need our future safe resolution. It implicitly indicates that government alone can empower women in pandemic if we impoverish ourselves too.

<b>Women's representation</b>
few earning opportunities
informal sector
overworked and underpaid
forced to join
burden of economic injustice
healthy balance
financially vulnerable
dependent on men
household chores burden
psychological burden
started working and initiating business
effective economic agents
deep inequalities
erasing years of progress
racially and ethnically marginalized groups
gender pay gap
acute adversity and anxiety.
violence against women

**Table 2. Representation of women in Express news tribune editorials**

#### **4.5 Interpretation: processing analysis (analyzing the processes of production and reception)**

**Situational context** of the editorials of express news tribune is Covid-19 pandemic era (2021) whose effects has deteriorated the already existing gender inequality in the formal and informal job sectors. **Contextual factors** involved in the production of the text include the recent fall of the informal sector due to economic uncertainty where women are marginalized and there also exist gender pay gap which has further worsen the condition along with the increase in domestic violence against women. There is production of **two types of discourses** i.e labor discourse and patriarchal society discourse. Informal sectors are present in outside the context of Pakistan so such discourses can be produced in a scenario where inequalities in job sector hit more to the oppressed group.

Writer has highlighted gender disparities due to covid-19 by using a verb '**exacerbated**' which means that already existing differences has become more worse. In next three lines, '**women**' is placed at a subject position to show the unfair distribution of workload (*women had only ....Most women work... women are forced...*).

##### **4.5.1 Adjective:**

Use of a phrase '**constant struggle**' tells the pressure a woman faces in balancing professional and personal life. Writer has implicitly highlighted societal structures where only men is at advantage of working from home while women is not. Use of '**small and cottage industries**' is indicator of women's job preferences in male dominating society. It means that any change in societal structure doesn't favor female gender. '**Doubling the Psychological burden**' has an implicit meaning that women already had psychological burden before pandemic which is doubled

now. There is a direct link between women and household chores in two consecutive sentences. **'Stark fact'** bears the depiction of alarming situation for women. **'Vulnerable to losing their jobs'** depicts the financially strong and independent future of man because in any case of pandemic, women tend to lose jobs in informal sectors. And gender pay gap shows inequality in every field. Consequences of pandemic has caused **'acute adversity and anxiety'** in single mothers.

#### 4.5.2. Metaphors:

Metaphor skyrocketing is used whose meaning is equated with high speed rate of domestic violence which include **'domestic abuse, trafficking, sexual exploitation and child marriage'**.

#### 4.5.3. Adverb:

Adverb phrase **'lack of educational resources and employment opportunities'** at the start of the sentence further reveal prevailing insufficient resources for women in a society. Use of co-ordinate nouns **'Financially vulnerable and dependent'** for women shows the independent nature of man where they have liberty to take control of women's life in terms of fulfilling their needs. 'Covid-19' at subject position shows its powerful impact in targeting informal sectors where women are in majority. Use of an adverb already in **'already deep inequalities'** take us back to the pre pandemic era where hegemony and dominance of powerful group was considered as normal practice. The phrase **'racially and ethnically marginalized groups'** shows the division between upper and lower class of society and mostly women are marginalized in informal sectors.

#### 4.5.4. Statistical evidence:

Statistical evidence has further strengthened the stance of writer that women's capabilities in professional fields are deteriorated due to **'economic uncertainty'** and **'informal job sector'**. A study was conducted whose results showed that just one of every five expert sources were women in global news coverage of the pandemic.

#### 4.5.5. Action words

Writer has presented a satisfactory scenario through use of word **'initiating business'** which means that women are taking initiatives to become effective economic agents. At the end of the paragraph, writer has equated pandemic with gender inequalities. Use of **'resurface'** shows that inequality existed even before the pandemic but covid-19 brought it on the surface. Responsibilities lies on government to provide jobs and women shouldn't discourage themselves in this opportunistic era of covid-19. The action word in **'erasing years of progress'** has an implicit meaning of bounding women in the chain of domestic chores.

Use of 'gender parity' emphasize the urgent need of gender equality. **'A better future depends'** is placed at a subject position in a relational process with the removal of power imbalance. There is a need to work on **'inclusive, green and resilient future'** by providing **'equal representation'**, investing in care economy and social protection, removing barriers, repealing all discriminatory laws, by introducing **'emergency response plan'** and by shifting mindset for building equal future.

#### **4.6. Societal practices:**

Description and interpretation of text reveal hidden societal practices. Lexical choices and syntactic structures of the express news tribune articles have shown the ideology which exists in the job market where women usually work in informal sector and have no assurance of safe life and bright future. Women work in small cottage industries and pandemic has made women years behind to their male counterpart. Man's hegemony and power also give rise to unfair distribution of pay in formal and informal sectors.

#### **5. Discussion:**

Fairclough's CDA model in famous Pakistani news editorials has surfaced two contrasting ideologies which exists in our society. Explicit use of language in Dawn news editorials represented women as victim of domestic violence and social abuse by dominated male members of society. Attributes attached with the women and the men has shown that male member use authoritative power in demeaning women potential at home which make it difficult for them to pursue their online working along with domestic household's work. Life transformation from the normal daily routine to strict SOP's staying at home restrictions has placed women at more risk than before. This societal practice is not something which has discursive nature and is formulated newly by dominating class whose actions has created another discourse in which man's hegemony revolves around the fact that they can shout at women to oppress them by doubling their psychological burden. Men are shown as aggressive being and women are shown as submissive creature and whole scenario portray societal practice of abusive man and abused women in our society especially in pandemic. Factual information has further strengthened the point of writers. Responsibilities is thrown upon media where it is blamed for not showing bitter realities of the pandemic. It shows that mind frame of general public is influenced by the media in society whose power determines the importance of the trivial issues and ignorance of the big prevailing issues.

Whereas, in the editorials of Express news tribune, the opinion is formulated in an implicit way to represent the power hierarchical structure of our society. Attributes attached with women shows the stress of writers on the professional life of women whose life get affected by the pandemic. Unfair distribution of pay, non-life assurance in informal sectors and household pressures has pressed women life in a real sense. CDA model has revealed these hidden societal practices where the society has normalized hiring women in small scale industries and they are not given proper access to formal sectors which make them vulnerable to lose their jobs in case of pandemic. It shows the higher authority of man in professional field and dependency of women on their men in case of emergency due to financial crises. Women in these editorials are represented as potential being who have power to run institutions and can solve complex matter of countries. Factual information has further strengthened writers' stances. At the end of an editorials, women are encouraged further to take step for themselves and certain advises are given to government for tackling these problems.

Two different newspapers editorials have portrayed one particular issue with different perspectives which is evident in lexical choice, syntactic pattern, nominal attribution, linguistic modalities, adverbs, adjectives, metaphors and action words. Fairclough's CDA model has bring forth inequalities which exists both at domestic level and at professional level. Different ideological representation of two popular newspapers shows their hidden agenda of portraying different

societal structures to the people in order to influence people's cognitive framework; Dawn news editorials arranged knowledge in a sense that raised voice against domestic violence by criticizing role of the media at end and Express news tribune editorials depicted women as strong gender and raised voice against unfair attitudes in the informal sectors against women. Both newspapers have certain common ideologies which depict man at powerful position on whom a woman relies on for dependency and financial help and in return get nothing except psychological burden, unsafe future and inequalities in the job market.

## 6. Conclusion:

Linguistic choices of the two editorials underpinned hidden ideology which has been analyzed by sequencing the attributes attached with the nominals along with opposite meaning of the signs. Fairclough's CDA model has descriptively portrayed the tone of the editorials where it has been directly linked with proposed ideology; such as explicit tone has shown women as an oppressed group and highlighted domestic violence by depicting man at an authoritative state who has power to command and shout on women. While, implicit tone has not raised issue of such explicit domestic violence rather proposed ideology has shown inequality in the informal sector where women face unemployment due to natural pandemic and make man financially powerful due to the life secured job in formal sector. CDA model has revealed covert societal practices where hegemony exists at domestic level where abusive man dominate women and pandemic has given more disadvantage to the women due to double psychological burden of managing home and online job at the same time. On the other hand, this hegemony also exists outside the home domain where women don't even have secure and safe future in the informal sectors. It shows the discursive practices of associating specific low-income jobs with the women where they get victim of non-secured future in case of any pandemic. Women should be empowered enough to tackle such problems and media should portray reality of the society by avoiding fancy based programs. Here, government should also make arrangements for enforcing law governing policies for ensuring women's right at every sphere of life.

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