INDO-PAK STANDOFF 2019: A CRITICAL DISCOURSE ANALYSIS OF SELECTED TWEETS FROM INTER-SERVICES PUBLIC RELATIONS

1Reimyail Ashraf, 2Mohsin Hassan Khan, 3Farwa Qazalbash & 4Mohamad Saleeh Rahamad

1,2 School of Media and Communication Studies, University of Management and Technology, Lahore, Punjab 54770, Pakistan.
3 Kinnaird College for Women, Lahore, Punjab 54000, Pakistan.
4 Department of Media and Communication Studies, University of Malaya, 50603 Kuala Lumpur, Malaysia.
*Corresponding author: Mohsin.khan@umt.edu.pk

Received: 16.02.2022         Accepted: 26.04.2022

ABSTRACT

Background and Purpose: Social Networking Services (SNS), especially Twitter, have been an increasingly popular communication medium, especially in political transformation. This research analyses the language of tweets by Director General Inter-Services Public Relations (DG ISPR) of Pakistan, shared during the recent standoff between India and Pakistan on the issue of the Pulwama Attack in February 2019 and the Revocation of Article 370 by the Indian Government in August 2019.

Methodology: The present research examines the linguistic techniques, and micro and macro approaches used in the discourse of tweets by DG ISPR on the said issues. Selection of vocabulary, tone of the message, and emotion in the discourse are studied through Ideological Square Model under the umbrella of CDA, with the aid of NVivo 12 Plus, to inspect the magnitude of the impact of linguistic memorandums from authoritative institutes.

Findings: This study has revealed that the impeccable choice of vocabulary by ISPR adequately represented the Military of Pakistan, nationally and internationally, and has brought a state of tranquility at
the time of standoff between two rival countries. This research argues that the discourse in tweets by DG ISPR represented Pakistan as a peaceful country but determinedly ready to defend its homeland during external enmity.

**Contributions:** This study contributes a better understanding of the subtle ways in which language plays an essential role in creating political polarisation and constructing or manipulating reality while consolidating power struggle, discrimination, prejudice and inequality in society.

**Key Words:** Pakistan military, Kashmir, ISPR, tweets, CDA, Ideological Square Mode.


### 1.0 INTRODUCTION

Social Network Services (SNS) have emerged as a strong force in the contemporary world and play a substantial role in propagating and developing an understanding of the world. It is significant as it helps construct a meticulous version of reality for the masses controlled by authorities and influencers (Turhan, 2019). According to the latest statistics, 330 million monthly active users are on Twitter, and 145 million use it daily (Lin, 2021). As such, social media platforms, especially Twitter, have become an essential tool of communication for politicians, specialists, armed forces, and authorities to help them perpetuate their campaigns, agendas and a vehicle for them to reach millions from a single platform (Hong & Nadler, 2011).

Furthermore, Twitter is also important because it is used for news updates by millions worldwide. The arrangement and configuration of Twitter, i.e., unrestricted and open access to ordinary people, attract authorities as it makes it easy for them to propagate their messages to the public with a single click (Park, 2013). The fundamental characteristic of Twitter, like 160 characters for each letter, make it a propitious choice for serious users, as every message is concise (Xu, Sang, Blasiola, & Park, 2014). In addition, with the emergence of SNS, the power of media has reached new heights as it has changed the nature of the world to be more globalised and synchronized (Ekman & Widholm, 2014). Stakeholders, establishments, ruling governments, oppositions, armed forces, and many other authorities use social media platforms, especially
Twitter, to the full extent to affect public opinions or propagate their perspectives actively (Jungherr, 2014). ‘Framing’ is the correct term to elucidate the process of selection of content and conceptualisation of different approaches for masses by these authorities (Johnson, Jin, & Goldwasser, 2017). Military worldwide has modernized its communication channels by switching to social networking services (SNS). Thus, the role of social networks is not limited to the purpose of dissemination of information; military personnel are using it for the fulfilment of welfare functions and as a strategic communication tool with the public for the formation of opinions.

The armed forces of Pakistan have had a significant role in the state's survival since its creation of Pakistan (Khan & Pratt, 2020). It has also played an important role in Pakistan’s politics, and the defence of its geographical boundaries has been the most binding commitment of the Armed forces (Sajid, Buzdar, & Sajid, 2019). The main focus of this research is to apprehend the linguistic composure and buoyancy of representatives of the Military of Pakistan, i.e., DG ISPR, during the standoff between two nuclear powers, India and Pakistan. This study aims to identify the linkage between the selection of words and tone of the message and the interpretation of the language used in the tweets by DG ISPR during February 2019 and November 2019.

This study attempts to answer the following research questions:

1. How do the tweets of DG ISPR Pakistan represent the Military of Pakistan?
2. How do the tweets of DG ISPR construct Pakistan’s position of strength against India in the standoff?

The researchers have chosen CDA as its approach to analysing language, which studies the imbalance of power. Furthermore, this approach can also be used as a model to theorise and analyze various ideologies hidden behind any discourse. This study is significant as it aims to study how armed forces personnel use language to form their position of defence and strength at the same time.

2.0 LITERATURE REVIEW

2.1 History of Conflict between India and Pakistan

The conflict between India and Pakistan started even before their liberation from the British India Empire under the leadership of Governor-General Louis Mountbatten. British India Empire was
officially declared to get independence from the British rule in July 1947, and the partition was supposed to happen based on the presence of religious majorities and geographical circumstances (Asoori, 2020). The same decree was to be applied to all the princely states of the British Indian Empire. Princely states were given the autonomy to decide their future on their own (Pokraka, 2019). During this distribution, where two countries emerged, Kashmir became the issue of conflict between India and Pakistan, along with many other differences. Kashmir was a typical case with most Muslim inhabitants under the ruling of a Hindu, Maharaja Hari Singh, who had a predilection for India (Khan, 2019).

The state of Junagadh faced a similar issue. The ruler of the state of Junagadh, being a Muslim, had an inclination to associate with Pakistan. Still, with the meddling of British Governor-General Louis Mountbatten, the ruler of the state of Junagadh had to associate with India as the majority populace were Hindus (Asoori, 2020). However, in the case of the state of Kashmir, the British Empire gave orders in favour of India and rolled the dice to stir a series of conflicts between India and Pakistan (Khan, 2019). The population in Kashmir mainly was Muslims and they started retaliating against the Maharaja, causing an outburst of riots (Asoori, 2020). Tribe members and the Military of Pakistan had to interfere in Kashmir and assist the nation to get the avowal of independence or form an association with Pakistan based on their preference (Pokraka, 2019). Pakistan and India fought their first war in 1948 in Kashmir, one among the multiple battles and clashes. Both nations' armed forces had to declare a “ceasefire” on LOCs because of the involvement of the United Nations.

2.2 February 2019-Pulwama Attack

Tension flared between India and Pakistan after a suicide bomb attack by Jaish-e-Muhammad (JeM) on the 14th of February, 2019, in Pulwama, 20 km from Srinagar, on vehicles of the Central Reserve Police Force (CRPF), leading to the causalities of 40 paramilitary soldiers (Khan, 2019). Jaish-e-Muhammad, a terrorist group, claimed responsibility, and Pakistan denied any sort of affiliation. Pakistan Military used the platform of Twitter, and tweeted well-timed, and clear messages to convey its stance (Ali, 2021). Narendra Modi, the Prime Minister of India, claimed that if their neighbours are thinking of destabilising them through conspiracies, they are making a huge mistake. During the same address, he mentioned that his country would give a strong response (Ali, 2021).
Moreover, to further excite the situation, PM Modi declared a war against Jasih-e-Muhammad and bombarded the allied bases of Jaish-e-Muhammad in Balakot, Pakistan (Khan, 2019). Pakistan responded with an airstrike with no causalities to retaliate. During another airstrike by India, a plane of India crashed in Pakistan, and a mob caught a pilot fighter. Pakistan Army rescued the injured and took him in for the investigation (Ward, 2019). Therefore, Khan (2019) contended that India and Pakistan were on the brink of war, and the world was scared to see escalating tensions between the two nuclear powers. However, the Pakistani government and Army showed elegance by taking the path of negotiation and eased the stress by releasing the pilot as a goodwill gesture.

2.3 August 2019-Revocation of Article 370

In the constitution of India, under Article 370, Kashmir was given special status on the temporary provision (Ward, 2019). Kashmir was given a certain extent of sovereignty as the land of Kashmir belonged to Kashmiris (only), the right for the formation of their constitution, and freedom to create their own flag; also, in case of marrying outside the state, the women of Kashmir lose the property right (Khan, 2019). In August 2019, based on the manifesto of the Bhartiya Janta Party (BJP), ruled by Modi, the government of India decided to amend Article 370, resulting in the elimination of the distinctive status for Kashmir under India (Pokraka, 2019). Modi took this action with a claim to give Kashmiris their proper rights and to remove any discrimination and limitation in the said state (Singh, Cookman, & Olson, 2019). Now Kashmir is considered a part of India divided into “union territories” (Ward, 2019). This assertion provoked the Kashmiris considerably and subsequently into outbursts of riots in Kashmir. To take control of the land and situation, India imposed a complete lockdown in Kashmir (Ward, 2019). Communication was utterly cut off, news agencies were put under a curfew in the state, the military was deployed, and it became evident that the Hindu nationalist BJP government made Kashmir a Hindu state using violence and power (Singh et al., 2019).

The revocation of Article 370 led to another clash between India and Pakistan. The international community took notice of the event (Ali, 2021). Pakistan took a firm stance by claiming to take “any legal action” required and exercise all possible options to counter the illegal steps to support Muslims residing in Kashmir. Pakistan immediately removed its ambassador from India and put a hold on all the business and trade (Singh et al., 2019). Being an independent state,
a desire of many, Kashmir would not last as the world is apprehensive of it (Asoori, 2020). Pakistan and India have fought three major and two minor wars over Kashmir, now being nuclear states; the destruction of great amplitude is assured in case of the encounter between India and Pakistan (Pokraka, 2019). For safekeeping, the international community and the United Nations are playing a dynamic role in helping these nations resolve these disputes.

2.4 Theoretical Framework

2.4.1 Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is a linguistic research perspective that primarily apprehends how the division of power in society and its abuse, dominance, and inequality are textually and verbally ratified, imitated, and resisted in a social and political context (Khan et al., 2019). The Linguistic critical spectrum of CDA emerged in the 1970s (Kress, Fowler, Hodge, & Trew, 1979). Critical discourse analysis covers media analysis, sociolinguistics, transitivity ethnography, narrative analysis, pragmatics, rhetoric, modality, conversation analysis, and stylistics in social sciences (Birnbaum, 1971). Fairclough (1995) contended that there is an inherent link between language and society and the aim of Critical Discourse Analysis (CDA) is to investigate the external connection between a language and culture (Halmetoja, 2016). Van Dijk (1993) described the principal objective of the approach of CDA to discover and analyse the language.

Furthermore, CDA is also rendered as a circular process by Ahmad (2018) as he contends that CDA studies the influence of social parties on the creation of text and its control over the reader's viewpoint. In this regard, CDA is appropriate for this research. The analysis of tweets, being the primary window for the outside world, from the period of February 2019 and to November 2019 by DG ISPR has been conducted from the perspective of the Ideological Square Model under CDA.

The Ideological Square Model of van Dijk (1998, 2004, 2006) is the pertinent framework for this research study. Macro and micro strategy of the Ideological Square Model is useful to apprehend the mode, approaches, perceptions, and authorizations of tweets of DG ISPR during the standoff between India and Pakistan. Researchers have used the strategies of positive self-representation and negative other-representation and the macro dimension of Ideological Square Model to explore the tweets by DG ISPR.
In the representation of in-group, it is a common practice of heightening the positives and deemphasizing the negatives and vice versa for the out-group (Khan et al., 2019). Moreover, van Dijk (2004) presented four strategies of the Ideological Square Model i.e.

Emphasizing the “positives” of in-group  
Deemphasizing the “negatives” of in-group  
Emphasizing the “negatives” of out-group  
Deemphasizing the “positives” of out-group.

In addition to the macro strategies, twenty five micro strategies including actor description, categorization, counterfactual, evidentially, generalization, irony, national self-glorification, polarization, vagueness, authority, comparison, disclaimer, argumentation, hyperbole, lexicalization, norm expression, populism, victimization, burden, consensus, euphemism, illustration/example, implication, metaphor, number game, and presupposition, can be used as a rhetorical discursive strategy (van Dijk, 2004).

3.0 RESEARCH DESIGN
Discourse analysed is tweets of DG ISPR of Pakistan from the tenure of the recent standoff between India and Pakistan in 2019. At that time, Major Gen. Asif Ghafoor was the DG ISPR, and General Qamar Javed Bajwa was Chief of Army Staff. Selected data includes Pulwama tweets from February 2019 to April 2019, and for the subject of Revocation of Article 370, tweets from August 2019 to November 2019 were narrowed down. The researchers used the Ideological Square model under the umbrella of Critical Discourse Analysis to comprehend the what, why, when, where and how the complications between India and Pakistan. With the help of the Ideological Square Model, the heated series of tweets on the historical issue of Kashmir between India and Pakistan since separation were analysed. As CDA is a research tool for qualitative studies, the small sample size is immaculate (Waikar, 2018). Researchers including Baker (2006), and Glaser and Strauss (1967) specified that selecting data in qualitative analysis is a flexible, developing, and ongoing process. More specifically, the sample size of the research project is based on the most relevant tweets by ISPR. In this qualitative research study, the purposive sampling technique was applied. The researcher relied only on the most pertinent tweets during the mentioned period.
while narrowing the tweets down for analysis. Thus, 40 most relevant tweets were selected for the study during the said period.

4.0 ANALYSIS AND DISCUSSION

In this section, the sampled tweets by ISPR have been analysed in two steps. In the first step, results are gleaned from the software, which focused on each word of sampled tweets and provided the researcher with some vital and significant outcomes in the form of visualizations incorporated in this research. In the second step, the ideological square model of Van Dijk is used to comprehend the nuances of Imran khan by focusing on each line and word of sampled tweets.

4.1 Computer-Assisted Analysis

At this juncture, the researcher analyses the data through NVivo 12 Plus, enabling the researcher to glean some significant findings.

Figure 1: Auto-Coding of Frequently used Terms
Figure 1 is lucid evidence to ascertain that ISPR argued about the substantial efforts of Pakistan in regional peace. ISPR went ahead and criticized India regarding surgical strikes and violations of international laws.

Figure 2 shows the analysis of the sentiments of the ISPR tweets’ lexical approach which reveals that during the 2019 standoff, ISPR criticised India in relation to continuous surgical strikes with negative sentiments as they used many abhorred words in their tweets to rent asunder the hypocrisy of India.

4.2 Analysis of Tweets using Ideological Square

The researcher has implemented a purposive sampling technique to narrow down the most germane tweets in this particular stage. The macro-strategy of us-versus-them of van Dijk (2006) is used to elucidate the linguistic approach of tweets of DG ISPR from February 2019 to November 2019.
In addition to the macro strategy, twenty-five minor strategies of the Ideological Square Model are used to apprehend the importance of tone of language and selection of words in the tweets. Through Ideological Square Model, the researchers examined the degree of influence of linguistic messages from authoritative institutes (Military of Pakistan).

“Indian COAS says that he follows Pakistan Army Chief. Even better would be if he followed General Bajwa’s vision for regional peace, stability and progress. For that, India has to unfollow enmity with Pakistan.” (Feb 23, 2019)

Quoting the Indian Chief of Army Staff and referring to his statement about following Pakistani COAS, a sense of Authority has been delivered in the first statement of the tweet by DG ISPR of Pakistan. He Categorized the attributes of regional peace, stability, and progress with the Military of Pakistan and emphasised making a Comparison between the visions of two Army Chiefs. The approach of Counterfactuals is also applied in the second statement as a prediction is associated with the following image of COAS of Pakistan by the Indian Army Chief. DG ISPR has chosen the words carefully and predicted a peaceful future. DG ISPR provides illustration/Example for Indians. The choice of lexical is also very tactful as the DG ISPR has emphasised a positive-self of Pakistan and a negative other of India by attaching the social good to Pakistan. There is also an attempt at self-glorification here, as the positive self has been shown to have a morality which the other military leaders of the negative-other lack.

“COAS visited troops along working boundary near Sialkot. I appreciated state of high morale and readiness. “There isn’t anything more sacred than defending the motherland. I take pride in leading an Army which is ever ready to perform this duty”, COAS.” (Feb 24, 2019)

Actor Description of Chief of Army Staff is the first highlight of the tweet's text. Mentioning a visit from COAS has strengthened the credibility of the event. Sense of National self-glorification is evident by elevating the act of defending the motherland and taking absolute pride in it. The implication by the Chief is instigated as he is working to build enthusiasm for his men by praising them. As it was the time of standoff between two nuclear powers, the circumstances were very perilous, and getting the morale high is also a significant responsibility of a leader. COAS has used
the strategy of **Consensus** to build solidarity and agreement in his troops and make them ready for a war. Framing strategy in the mind of his troops is also observable. **Generalization** is also used in the tweet above as there is an attempt to show collective force through the readiness of troops and to assert a sense of fearlessness and gallantry to represent the Military nationally and internationally.

"Indian aircrafts’ intrusion across LOC in Muzafarabad Sector within AJ&K was 3-4 miles. Under forced hasty withdrawal aircrafts released payload which had free fall in open area. No infrastructure got hit, no casualties. Technical details and other important information to follow. Indian aircrafts intruded from Muzafarabad sector. Facing timely and effective response from Pakistan Air Force released payload in haste while escaping which fell near Balakot. No casualties or damage." (Feb 26, 2019)

Maj. Gen. Asif Ghafoor uses statistics to construct **Evidentiality** through the language. He refers to the event of the airstrike from India on Pakistan. Further, the use of statistics also reveals that the **Number game** strategy has been used to give credibility to his standpoint. DG ISPR also uses **Consensus and Counterfactuals** to win the nation's empathy after elucidating the same magnitude callback to India in the form of an airstrike with no causalities. **Implication and Irony** micro-strategies were also used to give a textual and verbal message unequivocally expressed in discourse in the form of a clear shut-up call to the rival country. **Polarisation** is observable as in-group is represented gloriously and out-group as an absolute failure. Further, in the tweet above, DG ISPR has used the strategy of **Populism** to render that Pakistan has a strong defence, the aim here is to abate the nation with a sense of contentment.

"In response to PAF strikes this morning as released by MoFA, IAF crossed LOC. PAF shot down two Indian aircraft inside Pakistani airspace. One of the aircraft fell inside AJ&K while the other fell inside IOK. One Indian piwas lot arrested by trthe oops on ground while two were in the area. There is only one pilot under Pakistan Army's custody. Wing Comd Abhi Nandan is being treated as per norms of military ethics". (Feb 27, 2019)

An indispensable incident that turned the tables happened on the 27th of February. DG ISPR presented the figures and facts, adapting the **Number game** and **Evidentiality** to show the
credibility, strength, and the superior position of Pakistan against India. He mentioned MoFA, IAF, and Wing Comd. Abhi Nandan established himself and his institution as an Authority to support the claim in his tweets. The strategy of Euphemism is also detectable in the same sentence as DG has selected a relatively milder tone and vocabulary to present the Military and operational actions against the airstrike from India. Furthermore, DG ISPR has used the strategy of Implication and National self-glorification as he has established his stance on the authority of the Military of Pakistan; through the language, he is trying to construct an unquestionable defensive positive of the Pakistani military. A sense of humanity and integrity is also conspicuous in the tweets.

“COAS had tel comm with Comd USCENTCOM, CDS UK, CDF Australia and Amb of US, UK & China in Pak. The prevailing standoff between Pakistan & India & its impact on peace & stability in the region & beyond discussed. “Pak shall surely respond to any self-defence aggression”, COAS. H.E Mr Kong Xuanyou, Vice Foreign Minister of China, called on COAS. Matters of mutual interest, regional security, bilateral cooperation and the current situation between Pakistan and India were discussed. The visiting dignitary appreciated Pakistan’s efforts for regional peace and stability.” (Mar 1, 2019)

The language of the tweet above has Authority as there is a reference to people and institutions like COAS, USCENTCOM Commander, CDS UK, CDF Australia, Ambassadors of US, UK and China, and Vice Foreign Minister of China. The aim here is not only to assert authority but to build a relation of fidelity for the sake of Norm expression, and using the strategy of Polarization and Categorization; DG ISPR has attempted to make an alliance with the international community. With a careful selection of vocabulary, DG ISPR has tried to form a Consensus and make a sense of solidarity and agreement among superpowers like the USA, UK, China, and Australia. By stating the words of COAS about self-defence, a combination of Implication, Norm expression, and Populism is also evident. A sense of Framing is also discernible.

Further, there is an attempt to construct the Chief of Army Staff Pakistan as the protector of the nation who will not take a step back in case of war. The lexicalisation here shows the authority as well as forms of Norm Expression and Implication. With this stance, Populism is also observable that military desires to bring composure back in public.
“Pakistan Army troops shot down an Indian spying quadcopter in Rakhchikri Sector along Line of Control. The quadcopter had come 150 meters inside Pakistan.” (Mar 16, 2019)

The formation of difference of us-versus-them is visible in the tweet with the mention of Pakistan Army troops and Indian Spying Quadcopter; it also reveals the dichotomy of self-versus-them, the enemy, and the strategy used here is polarization. Furthermore, the language of this tweet is also a reflection of National self-glorification as the Pakistan army has protected the homeland from the spy of a rival country. It is not explicitly expressed in the text, but DG ISPR has made it clear that any eye on Pakistan will be shut down precisely like spying quadcopter as an illustration of Implication in discourse. Evidentiality of an incident is also expressed as pictures are attached with tweets in the form of hard facts to support the claim.

The fact that a spying quadcopter is a threat has been hidden using Euphemism, and DG ISPR has used a static tone to present serenity and readiness to face any challenge, hinting framing of troops and nation.

“IAF claim of hitting F-16 by their Mig 21 before being shot down by PAF gets exposed. All four missile seeker heads recovered intact from the wreckage & held. Pakistan and its professional Armed stay humble by not drum beating. We have more truth on this to share.” (Apr 5, 2019)

Strategies of Polarization, Lexicalization, and Comparison are used in the tweet above as DG ISPR has used a sarcastic tone to apprehend the false claim of attacking the F-16 of Pakistan by their Mig 21. The use of Irony is also visible, and DG has emphasised divergence between the declaration and reality under the Evidentiality approach. For awareness of incidents and maintaining a vigorous relationship with the community, Populism has also been used.

“Repetitions don’t make the truth of a lie. Despite claiming possession of evidence on shooting F16, IAF still short of presenting it. Don’t overlook Pakistan’s silence for not drum beating losses on is the Indian side. Fact is that PAF shot down two IAF jets, were seen on ground by all.” (Apr 8, 2019)
The strategy of **Generalization** has been used for the out-group to establish the idea that India has constantly been lying. In the tweet above, DG ISPR refers to the repetitions of lies from the rival country over the possession of F-16 of Pakistan. DG ISPR is contending that India claims a possession and failed to provide any proof. Here, there is an indication of a lack of **Evidentiality** on the part of India. The strategy of **Hyperbole** is also used as DG ISPR has stressed this incident using strong vocabulary. Furthermore, he has successfully garnered the international community’s attention using the strategy of **implication** to declare a strong position in Pakistan. Moreover, the **Evidentiality** and **Number game** is also visible in the last sentence of the tweet, which once again constructs Pakistan’s strong part of defense, which again completes Pakistan’s strong defensive position.

“A group of international media journalists mostly India based and Ambassadors & Defence Attachés of various countries in Pakistan visited impact site of 26 February Indian air violation near Jabba, Balakot. Saw the ground realities anti to Indian claims for themselves.” (Apr 10, 2019)

Once again, in the tweet above, there is an attempt to construct Pakistan’s position of strength and superiority, and righteousness over India. Multiple **authorities** are referred, to including ‘media journalists mostly India based and Ambassadors & Defence Attachés’ as **Evidentials** to bear witness to Pakistan’s claims. Furthermore, a **Comparison** between real and false claims has been hinted at in the discourse of DG ISPR and he has used a persuasive, argumentative strategy of **Counterfactuals** to win the empathy of the international community during the period of the standoff. He has the one **Categorization** of Indian journalists/community as liars in the last statement mentioning of ground realities and anti-Indian claims. The **lexicalization in** the discourse above is also an attempt of **National self-glorification** because it is an attempt to make Pakistan stand out as a peaceful nation compared to the rival country.

“Finally the truth underground reality compulsions. Hopefully, so will be about other false Indian claims, i.e., surgical strike in 2016, denial of shooting down of 2 IAF jets by PAF and claim about F16. Better late than never.” (Apr 18, 2019)
DG ISPR has used the strategy of Polarization to construct a strong position for Pakistan over India. Using Evidentials, there is an attempt to unravel Pakistan’s reality and trueness during the standoff. Furthermore, Number game has also been used to make the discourse stronger. There is also an attempt at National self-glorification because once again Pakistan’s position of righteousness has been established and, using the strategy of Actor Description India has been belittled. Using Hyperbole, DG ISPR has highlighted the institutional dominance of the Military of Pakistan. ‘Better late than never’ remark in the last statement reemphasised the characteristic of lying.

“The CCC on Kashmir situation at GHQ. Forum fully supported the Government’s rejection of Indian actions regarding Kashmir. Pakistan never recognised the sham Indian efforts to legalise its occupation of Jammu & Kashmir through article 370 or 35-A decades ago; ...efforts which India itself has now revoked. “Pakistan Army firmly stands by the Kashmiris in their just struggle to the very end. We are prepared and shall go to any extent to fulfil our obligations in this regard”, COAS affirmed.” (Aug 6, 2019)

The researchers have identified that the discourse of the tweet above shows a clear division of in-group and out-group and forms Polarization India and Pakistan's ideas, perceptions, and ideology. DG ISPR of Pakistan Army has mentioned ‘CCC, Government of Pakistan, and COAS’ as Actors and Authority to reflect on the intensity of the situation of revocation of Article 370 in the Constitution of India. As described by Van Dijk, the out-group is compared negatively to the in-group, and using the strategy of Comparison, the efforts of the out-group to legalise occupied Jammu and Kashmir are invalidated by the in-group.

Furthermore, the use of Counterfactuals reveals that the COAS of Pakistan has made it clear to go to any extent to stand with Kashmir in this perplexing time. Mentioning Article 370 or 35-A to refer to past and present situation reveals the use of a strategy of Illustration/Example. The aim is to establish that Pakistan stands on the same ground since the partition of the subcontinent in 1947. Generalisations are also used as out-group is represented deleteriously and illegitimate. Victimisation of Kashmiris under amendments in the constitution is also hinted at through the tweets of DG.
“An illegal piece of paper neither changed reality of #Kashmir in 1947 nor will any other do it now or in future. Pakistan has always stood by Kashmiris against India’s hegemonic ambitions, and will always do. There can never be a compromise on #Kashmir. We shall stand in the face of tyranny, regardless of the cost. Pakistan Army is fully alive to the sanctity of Jammu & Kashmir and will remain fully ready to perform its part in line with our national duty for Kashmir cause”. (Aug 14, 2019)

An uncompromising and stern tone is used by the Chief of Army Staff of Pakistan to establish himself as an Authority and construct an authoritative position for Pakistan and its military. The aim is to assert Pakistan as authority that is standing with Kashmir. COAS has expressed strong solidarity and agreement to defend Kashmir, regardless of the cost. Reference to form a Consensus is also evident as the COAS commits to stand with Kashmir at all times.

Furthermore, the tweet’s discourse and lexicalisation above are very strong as COAS states “no compromise” and “national duty to defend Kashmir”. Here, the use of hyperbole by COAS is to enhance the intensity of his commitment to fighting India for Kashmir. The tweet above is a true example of how discourse is used to form a difference of us versus them, as COAS uses language to construct a polarisation between India and Pakistan based on their ideological difference and treatment towards of Kashmir.

“The tweet above demonstrates Burden (Topos) to not only talk about the national loss, which is the martyrdom of three Pakistani soldiers because of Indian firing on the Pakistan-India border called Line of Control (LOC), but it also uses the strategy of victimisation to establish this idea that Pakistan is a peace-maker. Further, Illustration/Example has been used to represent the brutality of India by mentioning “diversion of attention through firing on LOC”. Moreover, the discourse above also constructs the difference of us versus them and can be seen form polarisation through the lexicalisation; as for Pakistani soldiers, COAS is using the word ‘shaheed’ meaning Martyr while on the other, hand for Indian Soldiers the word ‘killed’ has been
used. Here, the legitimisation has also been used, and through Evidentiality, Pakistan’s superior position in terms of 3 versus 5 soldiers has also been established.

“Pakistan Army’s befitting response to Indian CFVs in Tatta Pani Sector along LOC. Indian fire had martyred 3 civilians including 7 years old boy. Pakistan Army targeted Indian posts. 6 Indian soldiers including an officer killed, many injured 2 bunkers destroyed.” (Aug 20, 2019)

DG ISPR has used the strategy of Burden (Topos) to talk about the national loss of three civilians of Pakistan due to firing from the Indian Army at the Pakistan-India Border (LOC) of the Tatta Pani Sector. The reference to the martyrdom of a 7-year-old boy is an attempt to reveal the Victimization of Pakistanis at the hands of India. Furthermore, the discourse of the tweet above is an attempt to garner people's sympathies. The Indian Army is constantly opening fire on the Line of Control and Pakistan is striking back as a response shows a Comparison of the outlook of the two countries and also shows that India is the first one to open fire, and Pakistan is retaliating just for the sake of defence. Here, the strategy of Evidentiality has been used to show that Pakistan does not want to entice war, but India does.

Framing the discourse of the tweet above shows that ISPR is using language to present the intrepid position of the Military of Pakistan. Number game is also adding authenticity and credibility to the statement of ISPR. Pakistan shown as being the defender is an attempt to form Norm expression, as it is a convention of the Military to Pakistan not to initiate the war.

“PM visited LOC on Defence & Martyrs Day declared as Kashmir Solidarity Day. “Indian deliberate targeting of unarmed civilians in AJ&K and continued siege of innocent Kashmiris in IOJ&K are worst examples of the human rights violations. Pakistan firmly stands with Kashmiris for their right of self-determination. While our current efforts are to expose fascist Indian regime to the world, our Armed Forces remain fully capable & prepared to thwart any Indian misadventure or aggression”. (Sept 6, 2019)

The discourse of the DG ISPR opens with a mention of Authority, i.e., Prime Minister of Pakistan, to add credibility and attract the reader's attention. PM’s words are quoted to call on the nation's patriotism and build solidarity to form a consensus with Kashmir against external threats after the
revocation of Article 370. The discourse above reveals an approach of Pakistan to show solidarity with Kashmir. **Lexicalization** demonstrates the use of negative adjectives for India, such as ‘fascist Indian regime’. This strategy aims to intensify the **victimisation** of Kashmiris and unabridged support from the Government and Military of Pakistan is also articulated in the tweet discourse. **Implication** strategy has also been used as a clear message of readiness to retaliate in case of attack, and the capability of the Military of in-group is declared.

“Irresponsible statements by Indian military comm,anders particularly ab,ut AJ&K are expression of their frustration due to their failure to handle situation in IOJ&K and attempts to divert world’s attention from Indian state terrorism, and siege of IOJ&K. Accusations of infiltration/presence of alleged terrorists camps are a pretext for a false flag operation/misadventure which if tried shall have serious consequences for regional peace. Pak Armed Forces are fully prepared to respond to any aggression/misadventure regardless of cost.” (Sept 24, 2019)

A thorough obdurate tone with strong vocabulary has been used in the tweet above. There is also a trace of **Hyperbole** to stress the situation and make the standpoint of the Military of Pakistan underlined for the nation and out-group. The use of **implication** delineates the stance of the Pakistani military that no sense of forbearance or compromise will be adopted, and the out-group should expect cold vengeance in case of any aggression and misadventure.

The **lexicalization** of the discourse of the tweet above also reveals that the discourse on “war” or “attack”, is **vague**, and only a warning has been given. The tone of the tweet also has **Irony** as the DG is directing attention to the fact that there is an attempt by India to dissuade the attention from Indian Occupied Jammu and Kashmir. **Counterfactual** micro-strategy is also used to exemplify the aftermath in case of attack from out-group hinting framing of Military of Pakistan heroically for the nation of Pakistan.
“Indian unprovoked CFVs in Jura, shahkot & Nousheri Sectors deliberately targeting civilians. Effectively responded. 9 Indian soldiers were killed several were injured. 2 Indian bunkers were destroyed. During the exchange of fire one soldier & 3 civilians shaheed two 2 soldiers & 5 civilians were injured. Indian struggled to pick dead bodies and evacuate injured soldiers. Indian Army raising white flag. This they should think before initiating unprovoked CFVs and respect military avoiding to target innocent civilians. Indian COAS’ statement claiming destruction of 3 alleged camps in AJK is disappointing. Indian Embassy in Pakistan welcome diplomat/the media to ‘prove’ it on ground.” (Oct 20, 2019)

DG ISPR has reported unprovoked CFVs from the Indian Army in Jura, Shahkot, and Nousheri and used the strategy of Burden (Topos) as there is a loss of four lives of Pakistanis and seven injuries are reported as an outcome of attacks of the out-group. Through the Number game and mentions of shahadat, the Victimization of innocent civilians is cited. These instances are used as instances of evidentiality to reflect on the brutality of Indian troops. Furthermore, the mocking tone of the text is an illustration of Irony as India doesn’t hold the capabilities, of attacking Pakistan. After the attack now their Army is showing “white flags” requesting armistice and reconciliation. Illustration/Example of the imprudence of Indian COAS has been highlighted in the discourse of tweet, and DG’s remark of “disappointment” on the behaviour of Indian Chief of Army Staff expresses Lexicalization.

“Indian COAS repeatedly provoking war through irresponsible statements endangering regional peace for electioneering of political masters. From fake surgical strikes to date, his only success has been to turn the Indian Army into a rogue force and get them killed. Indian Army Chief’s statements coupled with the blood of innocents on hand, losses to Indian forces at the hands of Pakistan Armed Forces, heli crashes due to so-called tech fault cum fratricide just to become Indian CDS is actually at the cost of professional military ethos.” (Oct 25, 2019)

The discourse above refers to the Authority of the out-group, i.e. Indian COAS, to demonstrate that India is responsible for provoking war. There is also irony and hyperbole as the DG ISPR uses sarcastic language to belittle India’s COAS and institution. Furthermore, generalisation has
also been used to show that India’s COAS has been using language to befool its people by giving them an alternate version of reality.

5.0 CONCLUSION
This research aimed to examine the broad spectrum of utilising SNS, i.e., Twitter. The researchers have conducted a Critical Discourse Analysis (CDA) of sampled tweets of the armed forces of Pakistan using the Ideological Square Model concerning framing theory during the recent standoff between India and Pakistan and examined the significance of the selection of words and tone of language in messages transmitted through SNS. This research analysed how language forms a dichotomy of in-group and out-group. This paper has examined the magnitude of influence of linguistic messages from the authoritative institute in assimilating the public's frame of mind.

Through CDA of the most pertinent tweets of DG ISPR from the time of February 2019 to November 2019, the Researchers have found the answer to the research questions. The tweets of DG ISPR have represented the Military of Pakistan audaciously during the recent standoff between India and Pakistan, and he chose the vocabulary impeccably to present his message most quintessentially in front of the national and international audience. Repeatedly, DG ISPR has highlighted the readiness and high morale of the Military of Pakistan to defend the motherland at any cost.

The researchers focused on 27 micro and macro strategies of the Ideological Square Model to apprehend the linguistic aspects, composure, and buoyancy of representatives of the Military of Pakistan during the standoff. Through CDA, the researchers have identified the linkage between the selection of words and the tone of the message, which facilitated the tweets of DG ISPR to work as a catalyst to compose the public appropriately and bring equanimity to the society during the time of standoff between two nuclear powers. DG not only help the nation stay in a state of tranquility but also represented internationally that Pakistan is a peace-loving nation. Still, in case of ambush, their soldiers are always ready to retaliate and defend their homeland.

REFERENCES


