

LANGUAGE OF LEGITIMIZATION IN ANALYSIS OF POLITICAL SONGS (PPP AND PTI PARTIES)

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DOI: <https://doi.org/10.5281/zenodo.17587803>

Received	Accepted	Published
11 September 2025	21 October 2025	12 November 2025

ABSTRACT

This study investigates the discursive strategies employed in political songs by Pakistan's two leading political parties, Pakistan Tehreek-e-Insaf (PTI) and Pakistan People's Party (PPP), to legitimize their political ideologies and critique their opponents. Specifically, the research examines the linguistic realizations of these legitimization strategies in selected political songs. Using Halliday's (2014) Transitivity Model and Reyes' (2011) framework of legitimization strategies, the study situates its analysis within the domain of Critical Discourse Analysis (CDA). The findings reveal that both PTI and PPP employ strategies of emotion, hypothetical future, rationality, voice of expertise, and altruism to establish their political narratives. However, the linguistic realizations of these strategies differ, reflecting each party's unique ideological stance, PTI concentrates on populist themes like anti-corruption, while PPP highlights historical legacy and social welfare. This research highlights the essential role of language in shaping political discourse and legitimizing ideological positions.

Keywords: Political songs, legitimization, critical discourse analysis, transitivity, political ideologies, rationality.

INTRODUCTION

The term "discourse" comes from the Latin *dis* ("away") and *currere* ("to run"), referring to the flow of conversations. Discourse Analysis (DA) is a research approach that examines the use of language in its social context, focusing on how meaning is constructed and communicated through spoken or written forms. It encompasses various types of communication, exploring the nuances of language that contribute to social interactions and power dynamics. DA research takes language as constructing social reality (Ruiz, 2009), that is, language not only communicates information (saying) but also performs action

(doing) and enacts identities (being) (Gee, 2014). This research approach looks at how language influences our understanding of certain topics while also leaving out other viewpoints. This exclusion can have important social effects because the way we represent social issues affects how we respond to and understand them. By taking a social constructivist view, Discourse Analysis (DA) studies how language works in everyday life, showing how different aspects of our psychological and social experiences are created and sustained. Critical Discourse Analysis (CDA), a subset of DA, specifically investigates

the relationships between language, power, and ideology. CDA aims to uncover how discourse underlying ideologies that inform public attitudes and beliefs (Gee, 2014; van Dijk, 1993). This research tradition primarily explicates the ideological function of language to analyze legitimization that is accomplished by discourse, which ultimately helps in the reproduction of power by monopolizing the truth as well as public discourse (Pennycook, 2001). As observed by Fairclough (1996), language is used by social actors to legitimize their authority, hegemony, and ideology on a particular issue. Using certain

Literature Review:

The concept of legitimization has been studied in social and political sciences, law, and philosophy (see Meyer and Rowan, 1997; Parsons, 1960; Suchman, 1995; Weber, 1968), yet its discursive and communicative characteristics have not been studied much. However, some recent studies (see Reyes, 2011; Rojo, 1997; VanDijk, 1998) foreground the discourse of legitimization for deciphering its discursive and communicative characteristics. Political songs, as a form of political discourse, use language to shape public opinion and influence political attitudes (Street, 2012). Studies have analyzed political songs as a site of political discourse, examining how language is used to construct political identities and legitimize political ideologies (e.g., Diaz-Cintas, 2011; Grosvenor, 2013). Critical Discourse Analysis (CDA) has been employed to Political discourse analysis (PDA) provides methods for investigating how language creates, reinforces, or challenges power relations and political legitimacy. Scholars like Fairclough and van Dijk have extensively researched how discourse influences political ideologies and validates particular perspectives. According to Fairclough (2003), political discourse often employs rhetorical strategies like repetition, emotive language, and nationalistic appeals to secure public support. Chants and other forms of music have been vital to political campaigns, serving as rallying points and channels for ideological expression. Studies by Street (2012)

shapes and is shaped by social structures, often revealing the

kinds of lexical choices may help politicians legitimize their position on a particular issue. Fairclough (1996) noted that social actors use language to legitimize their hegemony, authority, and ideology for a certain topic. Politicians may find it easier to legitimize their positions on some issues by employing specific lexical choices. This study investigates the nature of legitimization techniques and how they are expressed linguistically in political songs.

examine the language of political songs, revealing how linguistic techniques such as metaphor (Charteris-Black, 2006), metonymy (Koller, 2014), and modality (Hodge, 2012) contribute to legitimization. Additionally, research has explored how political songs use language to create emotional connections with listeners, influencing political attitudes and beliefs (e.g., Ladinig, 2016). Legitimization has three main aspects: target, practice, and consequences. The studies of legitimization see not only the actors as targets that are confronting it, but also some third parties, such as the media or the general public, as well (Reyes, 2011). Legitimization can be practiced in several ways, such as through the voice of expertise (Thompson, 2004), symbolic power (Chouliaraki, 2005), and emotions and rationality (Reyes, 2011).

highlight that music goes beyond entertainment and acts as an “articulation of political ideas.”

In Pakistan, music associated with PPP and PTI reflects each party’s distinct political ideologies and narratives. These political songs often incorporate cultural symbols, historical figures, and colloquial language to connect with and legitimize their respective movements. PPP and PTI use political songs to evoke nationalist and populist emotions. Populist political language, which Laclau (2005) describes as a mechanism to build an “us versus them” narrative, is often present in PTI songs that highlight themes of anti-corruption and patriotism. PPP, in contrast, frequently utilizes

language emphasizing resilience and a dedication to public welfare, drawing on historical sacrifice and a commitment to democracy.

Political songs gain widespread traction through social media, enabling parties to engage with youth culture. According to Ahmad (2020), PTI has effectively used digital platforms to popularize their songs among young people, using accessible language that resonates with Pakistan's younger, urban demographic. PPP, though also active on social media, tends to use more traditional language, appealing to older and rural populations.

This linguistic contrast reflects each party's distinct approach to legitimization. Ideological framing is a tactic in political communication that makes certain perspectives seem more legitimate or appealing. In Pakistan, PPP songs might frame their party as champions of democracy and advocates for marginalized groups, while PTI songs present the party as agents of change and reformers against corruption. Goffman (1974) and Benford and Snow (2000) offer theoretical frameworks for analyzing how these frames are constructed and conveyed through political music.

Theoretical Framework

To address the research question outlined above, the study employs a combination of two analytical frameworks: Reyes' (2011) strategies of legitimization and Halliday's (2014) Systemic Functional Grammar (SFG), with a particular focus on his transitivity model, which examines grammar through the lens of discourse.

Reyes' (2011) strategies for legitimization

Speakers use different strategies to legitimize themselves and delegitimize their opponents, and, in this way, they create so-called binary conceptualizations, us vs them (Van Dijk, 1997). This study assumes Reyes' (2011) strategies of legitimization as a theoretical framework to analyze the data. Building on Van Leeuwen's (2007) categories (authorization, mythopoesis, moral evaluation, and rationalization), Reyes (2011) proposed five strategies of legitimization: emotions, a hypothetical future, rationality, voice of expertise, and altruism.

This literature review indicates that the language in political songs by PPP and PTI functions as a tool of legitimization. PTI's focus is on anti-corruption and nationalism, using populist language to attract young people, while PPP emphasizes historical continuity and social welfare, aligning with enduring democratic values. Thus, political songs serve not only as entertainment but also as influential tools for political persuasion and identity-building. This review integrates insights from political discourse theory, studies on music and politics, populism, and framing theory to provide a comprehensive understanding of the legitimizing language in Pakistani political songs. The study delineates the research problem into the following question: *How do political songs by PPP and PTI employ legitimization strategies and linguistic techniques to construct political ideologies and connect with their target audiences?*

To frame the data analysis for addressing the research question, the following section outlines the theoretical assumptions and theoretical frameworks employed in this study.

- a. The emotive Strategy appeals to the audience's emotions, often using fear, and builds binary oppositions between the "us" and "them" groups. By highlighting negative traits in the opposition, politicians reinforce the unity of their supporters and emphasize the threat posed by their opponents. Politicians establish a clear division between the "us" and "them" groups by presenting a narrative with two opposing sides, where both the audience and the speaker belong to the "us-group," while their opponents are placed in the "them-group." This division is reinforced through the use of "constructive strategies," where utterances help form distinct "we" and "they" groups by making specific references (Van Leeuwen & Wodak, 1999).
- b. By using a hypothetical future strategy, speakers highlight a potential future threat that requires immediate action in

the present (Dunmire, 2007). Politicians usually legitimize it to depict a desirable future if their policies are followed. This is typically framed as a choice between a positive future or a repeat of past mistakes, encouraging action in the present to prevent future negative outcomes. Speakers typically present this in two ways: (a) If we do not take the suggested action in the present, the past will repeat itself; (b) If we follow the speaker's advice, a positive future will unfold. This strategy is typically expressed through conditional sentences, modals, and mental verbs.

- c. The rational strategy is employed when political figures frame the legitimization process as one where decisions have been made following a careful, considered, and thoughtful procedure. Decision-making is deemed rational when it involves consulting various sources and exploring different viewpoints. According to Van Leeuwen (2007), this process is referred to as "theoretical rationalization." Linguistically, this strategy is often expressed through verbs that indicate mental and verbal processes, such as 'explore' and 'consult' (Reyes, 2011).
- d. Voice of expertise strategy is used by speakers to demonstrate to their audience that their arguments are backed by experts who share the same viewpoint. Van Leeuwen (2007) refers to this strategy as "authorization." Politicians often adopt this approach by citing authoritative sources (Rojo & Van Dijk, 1997). By aligning their discourse with experts, speakers aim to make their arguments more convincing, persuasive, and gripping (Philips, 2004). Linguistically, this strategy is typically conveyed through the use of quotation marks or verbs that represent verbal processes, such as 'say', 'announce', and 'report'.
- e. The altruistic strategy is employed by speakers when they aim to portray

themselves as individuals who care for others, act in service of the common good, and are driven by values beyond personal interests. Since it is rooted in a system of values, this strategy represents a form of moral evaluation (Van Leeuwen, 2007).

Halliday's (2014) transitivity model

Halliday's (2014) transitivity model plays a crucial role in understanding how language conveys meaning, particularly in political discourse that seeks to legitimize certain ideologies. When analyzing the song lyrics of Pakistan's political parties, PPP and PTI, Halliday's model provides insight into how these lyrics construct, justify, and promote specific viewpoints through their linguistic choices. The lexicogrammar of a language encompasses three metafunctions (ideational, interpersonal, and textual) that operate at the clause level and are inherent in every clause. The ideational meta function focuses on how the clause represents the world through processes, the participants involved, and sometimes the circumstances surrounding those processes. This metafunction is particularly significant in political lyrics, as it illustrates actions, qualities, and situations that shape the party's image, reinforcing its role as a legitimate representative of the populace. The interpersonal metafunction addresses the relationships between the speaker and the audience or between the speaker and the message itself. In the context of PPP and PTI lyrics, this metafunction highlights how the connection with the public is established, often aiming to evoke trust, solidarity, or a sense of shared purpose, which is vital for building a credible and legitimate bond with the audience. Lastly, the textual metafunction pertains to how the message is organized. Like the other two metafunctions, it operates at the clause level but also focuses on how clauses are interconnected to form a cohesive text. In these lyrics, effectively structuring the message enhances its ideological impact, ensuring it resonates with the public and bolsters the party's authority.

Systemic Functional Linguistics emphasizes the importance of context in language creation,

analyzing it through three key functions: field, tenor, and mode. The field refers to the ongoing activity that the language is part of, which in song lyrics can range from addressing political struggles to expressing values like unity or justice. Tenor describes the relationship between the communicator and the audience, where in the lyrics of PPP and PTI, it involves engaging with supporters and positioning the party as aligned with public interests. Mode pertains to the method of communication, whether spoken or written. In this case, song lyrics serve as a persuasive medium, using rhythm and repetition to convey ideological messages effectively. Therefore, the theory examines the interplay between lexicogrammar, semantic meta functions, and context.

When we look at the ideational metafunction, a simple clause includes a process (which can be an action, event, or state) along with one or more participants involved in that process. Additional circumstances can also be included. The connection between a process and its participants and circumstances is referred to as transitivity, which is a crucial aspect of the ideational metafunction. In Systemic Functional Linguistics, 'transitivity' encompasses a more intricate set of relationships. This study utilizes a framework with five types of processes: material, mental, relational, verbal, and existential. The following description of these process types is primarily based on Bank (2019).

Material processes refer to actions and events occurring in the physical realm. In political lyrics, these processes often highlight achievements, struggles, or promises made by a party, which help to validate its claims.

For example, a PTI song might focus on phrases like "building a new Pakistan" or "fighting corruption," presenting these actions as proof of the party's active involvement in improving society. Likewise, PPP lyrics may emphasize themes such as "struggling for democracy" to showcase the party's dedication to upholding democratic values and reinforcing its commitment to the rights of the people.

Mental processes involve events related to thought: these can be "cognitive," which pertains to different types of thinking, "perception," which

relates to sensing (like seeing or hearing), or "Affective," which deals with feelings of liking or disliking.

In the lyrics of PPP and PTI, such processes are employed to evoke emotional connections or belief in the party's principles, fostering a sense of legitimacy among listeners. For instance, lyrics might include phrases like "we believe in justice" or "we feel the people's pain," which help to create empathy and trust, thereby enhancing the bond between the party and the public.

Relational processes express a connection between two entities or between an entity and its attributes. There are three types: "attributive," which describes the characteristics of an entity, "identifying," which refers to the same entity using different terms, and "possessive," which encompasses possession and relationships of inclusion.

In the lyrics of PPP and PTI, relational processes might be used to associate the party with national values or ideals, making it synonymous with concepts like progress, unity, or justice. For example, lyrics that state "PTI is the voice of the youth" or "PPP is the soul of democracy" attribute significant characteristics to the party, reinforcing its legitimacy as aligned with the nation's aspirations.

Verbal processes are forms of communication. In the lyrics of PPP and PTI, these processes often feature direct statements or calls to action, designed to engage the public and present the party's message as clear and trustworthy.

For instance, phrases like "we promise a better future" or "hear the call of change" express both a desire for open communication and a sense of urgency for collective action. Such verbal processes help to enhance the party's image as accountable and in direct touch with the people.

Existential processes simply indicate the presence of something. The most common way to express this in English is through the there is/are construction. In political lyrics, existential processes are employed to affirm the existence of values or ideals linked to the party, such as hope, resilience, or progress.

Examples include statements like "There is hope for Pakistan" or "There stands a united nation," which strengthen the perception that the party

embodies vital values and plays a significant role in the country's advancement.

Transitivity, as noted by Halliday (1973), refers to the various options through which a speaker conveys their experiences, both external and internal, in terms of processes, participants involved, and their related circumstances. Each individual has a unique linguistic style and tends to emphasize specific aspects to articulate their understanding of reality. Consequently, a person's semantic and syntactic choices, along with the resulting discourse structure, reflect their stance regarding how they perceive a situation (Halliday & Matthiessen, 2014). In the context of PPP and PTI lyrics, these choices craft a narrative that legitimizes the party by aligning its goals with public sentiment, depicting the party as deeply connected to the nation's aspirations and challenges.

Research Methodology:

The present study takes great care in using empirical evidence to answer the research question as clearly and precisely as possible, ensuring that the findings are based on the reliability of the data (Bogdan & Biklen, 2007; Gay, Mills & Airasian, 2012; Yin, 2003). The focus of this study is to analyze the legitimization strategies in the political song lyrics of the Pakistan People's Party (PPP) and Pakistan Tehreek-e-Insaf (PTI). The unit of observation and analysis for these strategies is the song lyrics, particularly focusing on how political legitimacy is constructed.

The unit of analysis for the linguistic realization of these strategies is the clause level, according to the Transitivity Model from Systemic Functional Linguistics (SFL), which provides a framework for analyzing how meaning is constructed within language. This model allows for a detailed exploration of the processes used in the lyrics to communicate legitimacy.

The study focuses on the political song lyrics of PPP and PTI, selected due to the popularity of these parties and the extent to which their songs are circulated in print, electronic, and social

media. This focus is motivated by the belief that public opinion is significantly shaped by political discourse, with elites controlling influential forms of public communication (Van Dijk, 1990, p.4). The popularity and media presence of these songs make them ideal for studying how legitimization is conveyed to the public.

The songs chosen for analysis are widely recognized as political anthems for their respective parties, ensuring their relevance for comparative analysis. These lyrics have been transcribed verbatim, allowing for a precise examination of the language used to construct political legitimacy.

In alignment with the study's goals, a qualitative approach is employed, providing an in-depth analysis of the song lyrics. The research is conducted as a qualitative case study, which enables a thorough examination of the data and allows for the inclusion of any new linguistic patterns that may arise during the analysis (Bogdan & Biklen, 2007; Dörnyei, 2007).

A deductive reasoning approach is applied in this study, which is crucial for understanding and applying existing theories on legitimization strategies. As the research question is rooted in theoretical frameworks, the study follows a theory-to-research-to-theory strategy, contributing to a broader understanding of how political song lyrics serve to legitimize party ideologies.

Finding and Discussion

For addressing the research question, the researchers carefully transcribe the speeches and then find out the legitimization strategies in the songs. The next step involved examining the linguistic techniques that bring these strategies to life, using frameworks from Systemic Functional Linguistics.

Emotions

Table 1 below shows representative examples of the strategy of emotions used in the songs of PTI and PPP:

Table 1: Emotions in PTI's AND PPP's Songs

Note:

PTI = Pakistan Tehreek-e-Insaf

PPP= Pakistan People's Party

RP = Relational Process

MenP = Mental Process

EP = Emotional Process

MatP = Material Process

Political Parties	Song's Scripts	Transcription	Transitivity Processes
PTI-a	"Hopes and dreams he's heard the call"	/hoʊpsænddri:mzhizhɜ:dðəkɔ:l/	Heard=MP
PTI-b	"In every heart he ignites"	/ɪn 'ɛvrihɑ:rt hi: ɪg'naɪts/	Ignite=MatP
PTI-c	"No more pain no more sorrow"	/noʊmɔ:rpɛɪnnɔʊmɔ:r 'sɑ:roʊ/	Pain ↔ sorrow =RP
PPP-a	In the land of green, where dreams take flight,	/ɪndəlændɔvgri:nwɛrdri:mzteɪkflaɪt/	Land ↔ Green =RP
PPP-b	Hope in our hearts, as we proudly stand,	/hoʊpɪnaʊrha:rtsæzwi: 'praʊdlɪstænd/	Hope ↔ Heart =RP
PPP-c	From mountains to shores, across every plain,	/frʌm 'maʊntənztəʃɔ:rzə'krɔ:s 'ɛvripleɪn/	→Mountains toshores =EP

Table 1 shows that both political parties use the strategy of emotions to legitimize their respective positions. Both evoke emotional responses in their audience by portraying a positive self-representation and a subtle negative other-representation. The difference lies in the source of emotions. PTI evokes emotions of hope and optimism by emphasizing transformation and relief from hardships. For instance, material processes illustrate action and progress, portraying a leader who addresses public aspirations. Mental processes further enhance this by symbolizing emotional empowerment and collective awakening. Relational processes add to this narrative by depicting a shift from pain and despair to a vision of relief and liberation, aligning with the audience's desire for change. On the other hand, PPP's strategy revolves around evoking pride, unity, and inclusivity by emphasizing national identity and cultural heritage. Relational processes are skillfully employed to connect the party's ideals with the

nation's collective aspirations, evoking a sense of steadfast pride. Existential processes strengthen this emotional appeal by representing inclusivity, portraying the nation's diversity as a unifying strength. This strategy aligns the party's image with themes of harmony and togetherness, resonating with a shared national identity. PTI's emotional appeal relies on material and mental processes to evoke a sense of hope and empowerment, presenting itself as a force for transformation. Meanwhile, PPP uses relational and existential processes to emphasize unity and inclusivity, portraying itself as the guardian of national identity. However, evasion of a ground reality would be a weak strategy to evoke emotions in an audience without addressing its actual concerns when the audience itself lives the truth. This distinction highlights how both parties craft emotional narratives to legitimize their positions and connect with their respective audiences.

Hypothetical Future

Table 2: Hypothetical future in PTI's and PPP's songs

Political Parties	Song's Scripts	Transcription	Transitivity Processes
PTI-a	"Justice fair for one and all"	/ˈdʒʌstɪsfɛrfɔːrwʌnəndɔːl/	Justice for all →RP
PTI-b	"People power sets us free"	/ˈpiːpəl ˈpaʊərsɛtsʌsfriː/	power→MatP
PTI-c	"Believing in democracy"	/bɪˈliːvɪŋɪndɪˈmɑːkrəsi/	Believing→MenP
PPP-a	Healthcare for all,	/ˈhɛlθ ˌkɛrfɔːrɔːl/	Healthcare→RP
PPP-b	Equality our anchor, justice sets the sails.	/ɪˈkwɑːlɪtiəʊr ˈæŋkər ˈdʒʌstɪsɛtsðəseɪlz/	Equality↔Anchor RP
PPP-c	Empowering the people, breaking every chain.	/ɛmˈpaʊərɪŋðə ˈpiːpəl ˈbreɪkɪŋ ˈɛvrɪtʃeɪn/	Empowering→MatP

Table 2 shows representative examples of the hypothetical future strategy used in the songs of PTI and PPP

The textual analysis reveals that both political actors, PTI and PPP, regard the determination of the future as the direct aim of their political discourse. It is evident in the above examples that the speakers are aware of the socio-political importance of the future, which is an unreal yet consequential space into which they can project, contest, and proclaim their conflicting plans for the future. Both parties linguistically realize their future representations with the help of modal verbs, such as "will" and phrases like "promises to" or "vision for," which are typical markers of future time. However, they ground their future reality in different interpretations of the past. PTI looks at the past (the struggles faced by the nation and Khan's promise of leadership) as a foundation for the future, presenting the future as a natural extension of their current aspirations. Their discourse emphasizes progress and change, advocating for a hopeful and actionable future. This connection between past and future necessitates the inclusion of material processes in their discourse, such as "make it right" and "rise," future strategy gains efficacy when future representation.

which focus on tangible actions. In contrast, PPP's arguments about the future often reconstruct the past to fit an idealized vision. Their songs focus on what should be achieved, projecting hypothetical scenarios rather than addressing the concrete realities of the present or the past. Frequent expressions like "prevails" reflect a reliance on epistemic modality, signaling aspirations rather than direct actions. By focusing on ideals of unity and equality, PPP's representation of the future is speculative, evoking an imagined state rather than one rooted in actionable processes. This difference in approach reflects contrasting ideological underpinnings. PTI's reliance on material processes creates a narrative of certainty and direct action. In contrast, PPP's use of epistemic and existential processes introduces elements of uncertainty, as their discourse is less grounded in immediate political realities. The potency of political discourse in this context is enhanced when it is well-rooted in actual historical or current contexts, as seen in PTI's approach, rather than in an abstract or idealized portrayal of the future. The analysis reveals that a hypothetical.

Political Parties	Song's Scripts	Transcription	Transitivity Processes
PTI-a	"Promises to make it right"	/ˈprɑːmɪsɪz tə meɪk ɪt raɪt/	Promise→MP
PTI-b	"Khan's vision for tomorrow"	/kɑːnz ˈvɪʒən fɔːr təmɔːroʊ/	Khan's vision→RP
PPP-a	People's Party rising, in the day and night.	/ˈpiːpəlz ˈpɑːrti ˈraɪzɪŋ ɪn ðə deɪ ənd naɪt/	Day and Night→MatP
PPP-b	For a future where every voice prevails.	/fɔːr ə ˈfjuːtʃər wɛr ˈɛvrɪvɔɪs prɪ ˈveɪlz/	voice prevails → EP

well-rooted in the past rather than speculative ideals. Representations grounded in speculative or reconstructed pasts tend to downplay the significance of the future reality, diminishing the overall impact of the discourse.

Rationality

Table 3 shows representative examples of the rational strategy used in the songs of PTI and PPP

Table 3: Rationality in PTI's and PPP's songs

Table 3 shows that both political parties use the strategy of emotions to legitimize their respective positions. In PTI-a, PTI emphasizes unity and strength with the phrase "We rise as one," appealing to the emotions of togetherness and solidarity. It connects this emotional appeal to rationality by aligning with the public's desire for a united society. In PTI-b, the line "Hope shines through every storm" evokes feelings of optimism and perseverance. This emotional strategy highlights PTI's efforts to relate to the challenges faced by the people. In PTI-c, the phrase "Voices of change, echoing loud" combines emotional intensity with a call for action, showing PTI's focus on progress and transformation.

Similarly, PPP also uses emotional appeals to strengthen its position. In PPP-a, the line "Caring hearts, sharing hands" focuses on compassion and support, connecting welfare with practical promises. In PPP-b, the lyrics "Our dreams woven together, stronger than ever" reflect unity and shared goals, emphasizing PPP's message of collective growth. In PPP-c, the metaphor "Breaking barriers, building bridges" appeals to emotions of hope and renewal. By doing so, PPP presents its vision of equality and justice in a way that resonates emotionally with its audience.

indicates a lack of reliance on external authorities or expert opinions to substantiate their narratives. This absence indicates a lack of reliance on external authorities or expert opinions to substantiate their narratives. Instead, both parties focus on other strategies, such as emotions, altruism, and hypothetical futures, to connect with their audiences and legitimize their positions.

Voice of Expertise

Neither PTI nor PPP political songs make use of the Voice of Expertise strategy. This absence

Altruism

Table 4 shows representative examples of the altruistic strategy used in the songs of PTI and PPP

Table 4 Altruism in PTI's and PPP's songs

Political Parties	Song's Scripts	Transcription	Transitivity Processes
PTI-a	"Guiding us through darkest night"	/ˈgɑːdɪŋʌsθruː ˈdɑːrkəstnaɪt/	Darkest night →MatP
PTI-b	"Raise our voice let's follow"	/reɪzəʊrvɔɪslɛts ˈfɑːləʊ/	Voice→VP
PTI-c	"He unites our destiny"	/hiː juːˈnaɪtsaʊr ˈdɛstɪni/	Destiny→EP
PPP-a	Together we stand, for a future so right.	/təˈgɛðərwiː stændfɔːr ə ˈfjuːtʃərsourat/	Stand↔Future MenP
PPP-b	For a nation united, hand in hand.	/fɔːr ˈneɪʃnjuːˈnaɪtɪdhændɪnhænd/	Hand in hand →RP
PPP-c	Prosperity grows, erasing all pain.	/prɑːˈspɛrɪtɪɡroʊzɪˈreɪsɪŋɔːlpem/	Erasing↔Pain EP

Table 4 shows representative examples of the altruistic strategy used in PTI and PPP songs. Both political parties emphasize collective action and unity, but their approaches to altruism differ. This approach emphasizes empowerment and change, with the leader taking processes to emphasize unity, equality, and shared goals for a better future, positioning itself as a party of solidarity.

In contrast, PPP invokes altruism through a blend of material and relational processes, processes underline the interconnectedness of the people and the importance of working together for common aspirations.

Both parties employ altruism to legitimize their positions, but their strategies differ. PTI's altruism is centred on individual leadership and guidance, while PPP focuses on collective effort and solidarity. These differences in their conceptualizations of altruism show how each party frames its values and actions concerning the people, reflecting distinct ideological and strategic priorities.

The study reveals that the use of discursive strategies in political songs is not confined to a

PTI uses material processes to highlight selflessness and guidance, positioning itself as the force leading the people through

an active role in resolving issues. On the other hand, PPP combines material and relational stressing the importance of unity, equality, and shared goals for a better future. PPP's discourse emphasizes collective effort, positioning itself as a party that prioritizes solidarity and togetherness. The party's use of relational particular ideological perspective. Both PTI and PPP, despite their conflicting political ideologies, use similar (de)legitimization strategies but with different mental models of the political context. This means that while they may use the same discursive tools, such as emotions, rationality, and altruism, they frame these strategies differently based on their ideological positions. In terms of Dijk's (2009) theory, the impact of ideology (as a form of social cognition) on language use is mediated by the cognitive structures that speakers create when interpreting the political situation.

This aligns with the CDA approach, which suggests that there is a link between social structures (such as political power and identity) and linguistic structures. However, this relationship is not direct; it is influenced by the way political actors cognitively interpret social events and the language they use to communicate them. The way they construct their understanding of issues like Kashmir, freedom, or national unity directly affects the language they use in their discourse. For example, the conceptualization of "altruism" in PTI's and PPP's songs is shaped by the ideological lenses through which each party views the political landscape. As Van Dijk (2009) points out, the context in which a communicative event occurs is not purely social but is shaped by the speaker's or writer's unique mental model of the situation. Therefore, understanding the roles of cognition is crucial in analyzing how language is produced and comprehended in political discourse.

Conclusion

The main aim of this study was to investigate the linguistic strategies used in the political songs of Pakistan Tehreek-e-Insaf (PTI) and Pakistan People's Party (PPP) to legitimize their ideologies and critique their opponents. Using Reyes' (2011) legitimization strategies and Halliday's (2014) Transitivity Model, the analysis revealed that PTI emphasizes populism and anti-corruption, while PPP focuses on historical continuity and social welfare. Despite utilizing available resources, the study is limited to selected songs, and the findings may vary with a broader corpus or different methodologies. Future research could explore similar strategies in other political discourses or cross-cultural contexts. However, this research provides insights into how political songs serve as tools for legitimization, emotional engagement, and ideological reinforcement. Future studies can apply these strategies to other forms of political discourse, such as speeches, debates, or advertisements, to broaden the understanding of legitimization techniques. Additionally, as Reyes (2011) pointed out, future research could identify culturally specific strategies in different contexts. Finally, although this study was based on a relatively small corpus,

it provides valuable insights into the linguistic techniques used in political songs to legitimize party ideologies and critique opponents.

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