EXAMINING THE DISCURSIVE FRAMEWORKS OF TRANSGENDER ISSUES IN PAKISTANI PRINT MEDIA

1. FATIMA SHAHID,
MPhil Scholar, Department of Applied Linguistics
Government College University Faisalabad
fatima.shahid14@gmail.com

2. DR. SYED KAZIM SHAH
Assistant Professor,
Department of Applied Linguistics
Government College University Faisalabad
Kazim.shah@gcuf.edu.pk

Abstract

The present study utilizes a critical discourse analytic approach to examine the discursive portrayals of transgender matters in two famous Pakistani newspapers, namely Dawn News and The News. We employ Van Dijk's Macrostructure Model (Van Dijk, 1977) to scrutinize lexical selections and assess the impact of macro rules on news presentation (Van Dijk, 1993). The sample comprises a total of 80 newspaper articles, with 43 items sourced from Dawn News and 37 articles sourced from The News. We published these articles from July 1, 2022, to December 31, 2022. The inclusion of tabular and graphical representations of the findings enhances the qualitative aspect of the study. This study aims to examine the lack of transgender representation in Pakistani print media, particularly in relation to the contentious revisions proposed for the 'Transgender Persons (Protection of Rights) Act 2018'. This study makes a valuable contribution to the enhancement of the representation of transgender individuals within the realm of print media while also providing insights into the impact of media ownership on the substance of news. The findings of the investigation demonstrate a notable prevalence of macro rules within Dawn News, suggesting the interconnection of ideologies in the dissemination of news to a general audience. The research suggests that media ownership has a crucial role in influencing the distribution of information and molding public opinion, resulting in the manipulation of facts and the promotion of particular ideologies (Doyle, 2002).

Keywords: transgender, amendment, discourse, critical discourse analysis, macrostructure, propositions, macrorules, media ownership, ideology.

Introduction

Discourse analysis has been defined in various contexts by different researchers. Discourse analysis is a method for approaching and then considering a problem. It focuses on providing precise solutions to our problems that are supported by scientific study, enabling us to understand the circumstances surrounding a particular problem and helping us recognize its core and solution.

Critical Discourse Analysis (CDA) (Fairclough & Wodak, 1997) examines the relationship between language and power. In CDA, language is intrinsically historical, political, and ideological and is always analyzed in the context of its meanings. The critical analysis of how dominance, power, gender inequality, racism,

and discrimination, among other things, are signified, rendered legitimate, and natural through speech is at the heart of Fairclough and Wodak's studies.

Any way the media, including news organizations, publishers, and others, frames certain issues and sparks public dialogue can be broadly referred to as media discourse. In Pakistan, the law in the media upholds a mixed legal framework for independent journalism while outlawing media bias or false information. The biggest media owners in Pakistan control most of the media entities in the market, and cross-media ownership is prevalent. Pakistani audiences face restrictions as far as the diversity of information sources in the news media is concerned, and it is because of limited choice and pluralism. As the focus of this study is on a marginalized group of transgender individuals, the media representation of transgenders in the world as well as in Pakistan is briefly discussed below before stating the research problem.

Transgender people have always faced social exclusion, lack of legal protection, stigma, discrimination, and harassment everywhere around the world, as in Pakistan. They are a marginalized community, so their representation in the media matters a lot since the media holds the power to reinforce stereotypes. In Pakistan, the conflict between religious and liberal ideologies is the most common issue, which influences the transgender community a great deal as well.

Issues such as the 'transgender issue'—a term used in this study to refer to the controversy that arose in the latter half of 2022 after an amendment act was proposed to the original 2018 Transgender Act, which detailed the protections of the rights of transgender individuals—are highly sensitive issues that need to be addressed properly in order to avoid creating prejudice against the community. Transgender social inclusion and their rights have been discussed for decades in Pakistan, and some bills have been passed in the past for the protection of transgender rights. In 2018, the government passed a bill called the 'Transgender Persons (Protection of Rights) Act 2018' that gave rights to transgenders for their protection, relief, rehabilitation, and welfare. It introduced a variety of terms, such as 'gender expression' and 'gender identity'. The law also gave transgender people in Pakistan the right to register their official documents according to their gender.

The purpose of this study is to examine the representations of transgender individuals in two of the most widely accessed newspapers in Pakistan—The News and Dawn News—and to uncover any religious or liberal ideologies that may be enforcing stereotypes or influencing the representation of the transgender community. This study also aims to investigate how media ownership and editorial policies contribute to the delivery of information in the print media. This will be done by analyzing the discursive framework of the sample, which is made up of the newspapers from The News and Dawn News in the latter half of 2022 (1st of July, 2022, to 31st of December, 2022) under the Macrostructure Model of CDA by Van Dijk. The samples are run through AntConc, which is a text analysis corpus tool, and concordance is drawn, which makes up the tabular analysis of our data, where the keywords selected for each macrorule are studied according to their context and their frequencies are obtained and compared. The results are presented in both tabular and graphical forms, and conclusions are drawn from the results.

There are a few limitations to this research. First, the Macrostructure Model by Van Dijk is one that is used intuitively in the sense that the order in which we apply the four macrorules may influence our analysis. Hence, repetitive analysis has been done, and an attempt to reduce this ambiguity has been made by applying two macrorules to one proposition according to the different interpretations of the context. In cases where a macrorule is not detected, the term 'zero' is used. Furthermore, the sample of this study has a limited timeframe of about 6 months and focuses solely on the representation of transgenders in print media following the controversy that sparked when amendments were proposed to

the 2018 bill. Thus, the results produced from this study are not representative of the general representation of transgenders in Pakistan, nor do they represent print media as a whole since our samples are from only two newspaper companies.

1.2 Research Questions

1. What discursive frameworks shape the public perception of transgender individuals in Pakistani society?
    1. How are deletion, selection, generalization, and construction done in the newspapers to represent transgender people, and what is the intended purpose?
2. How do media ownership and editorial policies impact the representation of transgender issues in Pakistani print media?
3. What can be done to improve the representation of transgender individuals and issues in Pakistani print media?

1.3 Objectives

- To analyze how the transgender issue is represented in Pakistani newspapers
- To uncover the religious and liberal ideologies in the representations of transgender people in Pakistani newspapers
- To identify the use of deletion, selection, generalization, and construction in the Pakistani newspapers regarding the transgender issue
- To suggest how the portrayal of transgender people can be improved through discursive practices

Literature Review

2.1 Language and Society

Language and society are interconnected, and one cannot be studied without coming into contact with the other. Social contexts seem to build the foundation of language itself. There is thought to be a potential influence of language over the users in that society, which seems to build the concept that language cannot simply be a tool without any social effect because language represents and influences people and society.

Language, apart from being a tool that conveys information, is also a reflection of the society that uses it. Through the user's particular choice of syntax and lexical items, the perception of the environment, processes, and information is brought into shape. To understand a society, one should start with understanding the society's language. Similarly, the evolving nature of language is also a reflection of the evolving nature of society; however, it is still an ambiguous concept if language represents society or society represents language. It would be more appropriate to call the two a'reflection' of each other rather than a representation. It is discourse, which refers to spoken or written language in social contexts that is thought to be the linguistic representation of society.

2.2 Language and Discourse

Discourse, informally, refers to any occurrence of spoken or written language in use (Waring, 2018). Discourse is not limited to physical interactions but also includes text and talk that is conveyed

through a multitude of technologies and platforms. Discourse is not confined to the constraints of language and includes a variety of semiotic resources. Formally, discourse refers to the ways of connecting and incorporating language, actions, interactions, thought processes, beliefs, values and using various symbols, tools and objects to enact a particular identity that is socially recognisable (Gee, 2011)

A few approaches that fall under the general term of discourse analysis are conversation analysis, international sociolinguistics and critical discourse analysis (Cameron, 2001; Schiffrin, 1994). The term 'discourse analysis' is often limited to specific approaches or methodologies.

Structure is concerned with the distribution of discursive entities like talk, text or nonverbal conduct, whose analysis involves deconstruction and categorisation. Mostly the work done on discourse and structure comes from linguists of theoretical, social and critical background. The meaning making through structure is related to how discourse is structured.

Ervin-Tripp (1996) claims that context infuses language and that the contextual assumptions of language affects how we understand it. To develop realistic theories of language and its learning, there must be a better understanding of the contexts of speech. Ervin-Tripp described numerous speech events such as requests in which the constituents of context are apparent. Ervin-Tripp's discoveries are consistent with the widely held belief that understanding context and how language interacts with it is essential to comprehending the communicative function of language in social life.

Waring (2018) describes social actions as "the goal that gets accomplished in and through talk, text and multimodal resources". In discourse analysis, the focus of social actions is on what an individual does with talk, text or the multimodal resources and what is intentional or unintentional. Social actions include requests, complaints, insinuations, rejecting instructions, etc. (Austin, 1962; Grice, 1975; Searle, 1975; Wittgenstein, 2009) argue that language does not simply describe, state or assert- it does more than that, and the main concern of a discourse analyst should be how social actions are accomplished. Simply put, social actions occur during interaction sequenced and are recipient-coded actions.

In discourse, identity is a complex, distinct and negotiable phenomena. Identity and social actions may not be altogether distinguishable in theory but in their framing they are often foregrounding one another. There are three extensive sets of identities: universal, social and interactional.

Ideology is broadly defined as the way or nature of thinking that is unique to an individual, group of culture. The relationship between language and thought is explored in Sapir and Whorf's linguistic relativism and Lakoff and Johnson's cognitive metaphor. In the context of cognitive metaphor, thought produces language whereas in the notion of linguistic relativism, language at the very least determines or influences cognition.

According to van Dijk, there are three levels of analysis to study the relationship between discourse and ideology. The first is social analysis which examines the social and institutional structures or group relations and structures, such as capitalism, racism, norms and resources. The second level is cognitive analysis which examines socio-cultural or individual knowledge, behaviour, values and the likes. Lastly, discourse analysis examines the structures of text and talk. The relationship among these three levels is that ideologies are 'localised' between the social and cognitive level which allows individuals to translate larger social structures into knowledge and beliefs of everyday experience, which influences the production and interpretation of discourse (Waring, 2018). Such ideological work can be analysed in

phonological, graphical and schematic representations, at the level of lexicon and semantics, and by the observation of how syntax is manipulated by highlighting and hiding.

2.3 Critical Discourse Analysis and Social Wrongs

The focus of Critical Discourse Analysis (CDA) is discourse and its links with social aspects like power relations, ideologies, social identities, etc, so social analysis is done with a critical lens. Critical social analysis can be a standardizing critique because it describes and assesses existing versions of reality, but it can also be explanatory because it aims to depict these existing realities. According to Mardsen (1999), no social activity or event can exist without corresponding representations, interpretations, conceptualisations or theories. In simple words, social realities are of flexible nature. According to Jessop (2004), the 'objects' of critical social analysis can be characterised as 'material-semiotic' and discourse is the primary concern between the two.

A number of methodologies such as conversation analysis, interactional sociolinguistics or CDA can be used to address the issue of discourse and social action. Discourse analysts offer several explanations on how social interactions are carried out by the use of discursive resources like repetitions, discourse markers, or gaze, gesture and bodily movements. Additionally, they draw focus on the discursive methods through which particular social actions are carried out and accomplished. Analysts must use a variety of discursive techniques to approach discourse and identity.

Manipulation is one of the core concepts in CDA. Cognitive manipulation as mind control involves obstructing cognitive processes, creating biased mental models and social representations such as knowledge or ideologies. Social manipulation is defined as the unjustifiable or illegitimate domination that confirms social inequalities. Discursive manipulation emphasises one thing over another by the use of typical ideological discourse patterns or forms (van Dijk, 2006).

Manipulation can both serve in the best interests of a dominated group or against it. There are only a few studies that focus on how strategies of persuasion and manipulation are employed by people. According to Van Dijk (1991), there is a close relationship between a leader, politics, and the media because the latter is crucial in spreading a political person's political views and opinions. He continues by saying that the political class uses the media as their instrument for advancing their agenda in society.

2.4 Critical Discourse Analysis

The field of interdisciplinary research known as critical discourse analysis (CDA) is expanding and consists of various distinct theoretical and methodological approaches to the study of language. Each has a distinct goal of its own. Despite these differences, CDA experts agree that language is a social practise. The word 'critical' has a different connotation in CDA than in general language, which is to provide critique. The critical in 'Critical Discourse Analysis' requires that a distance be maintained from the data (Wodak & Meyer, 2009), realising that reality is constructed (Cameron, 2001), uncovering unapparent connections and taking a stance to change the world (Fairclough, 2001).

van Dijk (2004) states that CDA is the category of discourse analysis research that focuses on studying the ways social power abuse, dominance and inequality are perpetuated, reproduced and resisted by text and talk in some contexts such as political or social. With this approach, Fairclough (1995) states the purpose of CDA being the systematic study of one that cannot create distinction between discursive practices, events, and texts, and more general social, cultural and interpersonal processes.

To sum up the main concepts of CDA, Fairclough and Wodak (1997) state that CDA aims to discuss social and political issues. Power relations are unpredictable or discursive. They sum up discourse as a social and cultural construct and a tool for enacting ideologies. They also refer to discourse as historical and assert that texts and society are intertwined. They describe CDA as interpretative and explanatory, and as a type of social action.

It is necessary that the enforcement of power and its abuse over the oppressed be investigated (Mahboob & Paltridge, 2012). According to Wodak and Meyer (2009), CDA is an approach that is concerned with the complex social phenomena that call for a multi-methodological approach. It alludes to the speech patterns, linguistic usage, dialects and acceptable statements used in a specific community.

2.5 Critical Discourse Analysis and Media Discourse

Media discourse is one of the major components of analysis within CDA. It serves as a powerful tool for the construction and dispersal of ideologies. van Dijk (1988) states that dominant ideologies are born as a result of presenting selected information in media discourse and structuring those events in specific ways to serve specific purposes. The aim of CDA is to uncover those ideological biases and power imbalances.

Media discourse often contributes to the construction and perpetuation of stereotypes and reinforces existing power hierarchies. A number of studies within CDA investigated how gender, race and other social categories were portrayed in media discourse. For instance, van Leeuwen (1993) explored the representation of women in news media and highlighted the persistence of gender stereotypes. Media discourse is crucially focused on providing written or spoken discourse for readership and listening/viewing audiences since it is a public and manufactured form of interaction. One must understand that it is not spontaneous, private or off-record for a deeper understanding of its contributions to discourse.

The use of language in media discourse is a crucial area for power negotiations. Through linguistic choices like framing, labelling and persuasive techniques, CDA investigates how power is exercised. Chouliaraki and Fairclough (1999) provided an example of how power relations are constructed discursively by investigating the linguistic strategies employed by politicians in media interviews.

CDA has made contributions to the study of media framing and agenda setting by exploring how media discourse shapes public perception and sets the stage for societal debates. The concept of framing was introduced by Entman (1993), who described framing as the selection and prominence of particular aspects of an issue in order to sway public opinion. CDA also investigates media bias and manipulation as it aims to uncover hidden agendas and distortions of information. van Dijk (2000) investigated newspaper discourse reporting immigration and revealed biased representations and the negative image of immigrants constructed through certain choices of linguistic strategies.

CDA acknowledges that media discourse holds the potential to bring about social change as it stresses the necessity of challenging prevailing ideas and power structures through critical engagement with media texts. Couldry (2012) discusses the concept of media as practice and emphasises the role of media users in actively shaping media discourse by uncovering biased opinions and purposeful distortions.

Editorial freedom will continue to face several difficulties due to media ownership. The divide between what might be described as political logic and the media logic is projected to get wider as a result of developments like commercialization, deregulation, internationalisation, media concentration,

convergence, and other profit-oriented movements. All of these tendencies help big corporate media gain more clout and give them the freedom to operate independently of democratic power systems. Most likely, those mass media that set trends lose interest in in-depth coverage of democratic and policy processes. The relevance of private commercial and multinational mass media organisations to the society they are supposed to serve is being eroded by this trend. Public service media are less influenced by these tendencies than private commercial mass media and for public service media has more opportunities and editorial freedom.

2.6 Transgenders Representation in Global Media and Pakistani Media

The term 'transgender' is applicable to individuals whose gender does not fit the usual male/female categories. The concept of transgender takes for granted the fundamental distinctions between the concepts of gender, sex and sexual orientation (Halberstam, 2005). Where sex designates a biological category, gender is a cultural and social phenomena. Transgender individuals exhibit more or less the same range of sexual, social and psychological traits. A substantial number of the community face gender dysphoria and a few get medical treatments like psychotherapy, surgical sex-reassignment, hormone therapy, etc. Discrimination against this community is not uncommon especially when the transgender people seek healthcare, access public accommodation or operate in social settings. There is rarely legal protection provided for them.

Transgender individuals are often underrepresented in mainstream media but even when they are represented, their portrayal is often biased and leans to either the negative, one-dimensional way or positive but with intentions to enforce their ideology on the general public.

In 2009, the Supreme Court of Pakistan issued a significant judgement under the Article 25(A) of the 1973 constitution in which it was declared that the transgender people will enjoy equal rights as any other citizen of Pakistan. Later, the court issued a verdict for separate identity cards for transgenders, thus recognising it as a third sex/gender in the country. Despite that, the transgender individuals continued to face discrimination and marginalisation in the society as a result of lack of understanding of the general public and lack of information in the media. Their activism also faced limitations because of lack of exposure and awareness as well as unacceptance towards the transgender community.

There is unrestrained transphobia around the world as in Pakistan seen in both print and electronic media. Transphobia leads to a series of hostile behaviours and acts against the transgender individuals (Eisner, 2013). Negative representation is only one of the many discriminations faced by the transgender people routinely. Asghar and Shahzad (2018) investigated the media portrayal of the transgender people in Pakistan with reference to The Nation- an English newspaper in Pakistan. The study examined data collected over a five-year period, from 2011 to 2015, and analysed it both quantitatively and qualitatively. The researchers have shown that there is a widespread misgendering, ongoing stigmatisation, and a highly patterned repetitive stereotyping of transgender persons that borders on transphobic ostracization. However, their study was limited and cannot be representative of all the newspaper companies in Pakistan, though as one of the major contributors of news it is interesting to note how poorly transgenders have been represented.

Mumtaz et. al. (2021) explored the transgender issues in Pakistani print media by conducting a research to find out the extent of coverage print media provides to the transgender community issues and to investigate if the transgenders are satisfied with their existing rights. They went through seven months of newspapers of Dawn News and conducted semi-structured interviews, regarding their perspective on the issue and their past experiences, and concluded that the print media was quite biased

working solely for its interests like for Television Rating Point (TRP) and business matters. They also found out that a few issues were occasionally sensitised to get more viewership (Mumtaz et al., 2021).

There is still a lack of research on this issue despite the increasing visibility of the transgender community. The narrative being circulated by the Pakistani media is often considered biased or lacking critical understanding as whatever is being communicated by the media gets uncritically consumed by the society at large. In this study, critiques of such media accounts in print media have been offered and an attempt is made to uncover the ideologies or purpose behind such representation of the transgender people and learn if present, how media ownership influences the delivery of news on sensitive topics such as transgender related issues.

Methodology

The current study aims to analyse how transgender issue is represented in Pakistani newspapers and to uncover the religious and liberal ideologies in their portrayal by identifying the use of macrorules and finally, suggest how the portrayal of transgenders as individuals and a community can be improved through discursive practices. This research is qualitative in nature and used Van Dijk's Macrostructure Model of critical discourse analysis.

The data was collected from the two major Pakistani newspapers- Dawn News and The News- with the keyword 'transgender', that were published between 1st of July, 2022, to 31st of December, 2022. The reason this time frame was selected is because it is the time period that produced the most newspaper articles related to transgenders because of the controversy. Dawn News has 43 articles that cover transgender news while The News has 37 articles. The articles collected will be run through AntConc with corresponding keywords according to each macrorule. The keywords will then be analysed using the Macrostructure Model, which shall focus on the 4 macrorules of deletion, selection, generalisation and construction with respect to the context that is the representation of transgenders, and for those instances where a macrorule does not apply, the term 'zero' will be used.

The frequencies obtained as a result presented statistically and will be compared. The data of analysis will be presented in tabular forms with the results in both tabular and graphical form. Further conclusions about the representation of transgenders and the factors behind it such as hidden ideologies or ownership play will be drawn according to the results.

3.1 Theoretical Framework

Van Dijk's Model of Macrostructure provides us with some general rules that link textual propositions with the macropropositions which are used to define the global topic of the fragment. Semantic rules which have the properties of reduction, generalisation and organisation and which link text bases with macropropositions are called macrorules.

The term "macrostructure" describes the overall arrangement or structure of a speech, text, or interaction. It involves how different discourse components are linked together to make a cohesive whole. Van Dijk contends that in order to understand how discourse impacts our perception of social concerns, ideologies, and power relations, one must have a thorough understanding of macrostructures. The creation of meaning, the presentation of societal attitudes and ideologies, and the reinforcement of power dynamics are just a few of the roles that macrostructures play. One can find hidden biases, hierarchies, and social representations in discourse by examining macrostructures.

A macrostructure is hierarchically organised being consisting of a series of macro-propositions encapsulated under a higher level of macroproposition (van Dijk, 1986). These hierarchical relationships can be created using macrorules that can abstract the propositions and fully span the text by removing, generating and constructing information from them. Summarising can also lead to an intuitive understanding of the representation of the hierarchical organisation. Macrorules, which are rules or transformations for semantic mapping, connect lower level propositions to the higher level macropropositions. Subjects or themes can be generated from the meanings of text by using these summarising macrorules. The rules highlight the apparent idea, gist, key information and the theme or topic for each series of propositions of a text.

Deletion is the initial stage where the information that is irrelevant to the context such as local details are deleted from the text. The information is often distracting and gets filtered out so that the reader is able to focus on the critical aspects of the text. However, there is a chance that this may impact the precision of the information conveyed since what seems unnecessary or meaningless might be deleted. It gets 'distorted' which is the misinterpretation of the message.

Selection involves selecting relevant information for the purpose of building the macroproposition of the text. It allows for the narrative to be shaped in a selective process where certain aspects may be highlighted while the others are ignored. It emphasises the elements to influence the audience's interpretation or perception of the topic.

Generalisation involves replacing a sequence of propositions by some generalised statement(s) as a conclusion about an event. The reader makes general conclusions and summarises the main points to generate beliefs but that may be dangerous in some contexts. For example, the act of one person from a particular group might be generalised to represent the act of all people in that group such as seen in racism or nationalism.

Construction is the final stage which denotes the stereotypical sequence of events by creating or constructing categories, concepts and narratives to fit a particular viewpoint and represent the base text as a whole.

Van Dijk argues that macro-rules and microstructure are linked such that it determines the order of the macrorules because the goal is to preserve the global truth and meaning of the text. The order he determined is to first use generalisation, followed by deletion, selection and finally construction. However, van Dijk in 1977 studies different types of text with the macrorules and concludes that the order is a bit intuitive in nature since favouring one macrorule over the other in their hierarchy might yield different results. But the general order remains to be deletion, followed by generalisation and construction.

My aim is to uncover manipulation and reveal the ideologies in the representations of transgenders in the newspaper articles and study the use of power and manipulation of information through van Dijk's Macrostructure Model. The results will be presented both descriptively and statistically- in tabular and graphical forms. I also aim to suggest improvements of transgenders and their portrayal in print media through better use of linguistic choices and discursive practices.

3.2 Limitations and Delimitations

This research focuses on the media representation of transgenders surrounding the discourse that followed after the amendment to the original 2018 Act was suggested in 2022 and a social media

campaign was started to raise awareness regarding the matter. The source of my data is newspapers from 2 major Pakistani companies- Dawn News and The News. The newspaper articles are in the timeframe of the latter half of 2022. I will only be focusing on the media (newspaper) representation of transgenders through a critical discourse analysis perspective.

Moreover, the Macrostructure Model is one that is used more intuitively- the macrorules may differ according to the reader's own perception. Two macrorules might also be applied to a single term according to what interpretation of the term we're joining with its context, in which case, its frequency will be counted as 0.5. Lastly, all the occurrences of 'Transgender Act' and such titles have been labelled as zero since the keyword 'transgender' here is used to refer to the title of an Act.

RESULTS AND DISCUSSION

The contrastive analysis of the newspaper articles from Dawn News and The News has been done under the principles of Van Dijk's Macrostructure Model of critical discourse analysis by the macrorules of Deletion, Selection, Generalisation and Construction.

The following data representations show the contrast of the keywords used to identify how transgenders are being represented in the newspaper articles in terms of the macrorules.

5.1 Selection

The keywords selected for the macrorule of selection were chosen according to their relevance. By applying the macrorule of selection, it is observed that the term most frequently used is transgender in both the newspaper groups. However, Dawn News has used a variety of terms to refer to the transgender community such as transperson(s) and khawaja sira, as opposed to The News which only used the abbreviation 'trans' apart from the usual term. The percentages show that selection of these specific terms is used on purpose according to its context. Sometimes, it is used to refer to a person's label identity such as in examples like 'transgender activist' or 'transgender woman', but the intentional addition of this keyword inserted at a meaningful time is what concerns us.

Table 16 *Compared Frequencies of Selection Terms in Dawn News and The News*

Keyword	Dawn News	The News
transgender(s)	153/336 (45.5%)	122/246 (49.6%)
transperson(s)	4.5/12 (37.5%)	0
trans	9.5/16 (59%)	10/19 (52.6%)
khawaja sira	5/11 (45.4%)	0
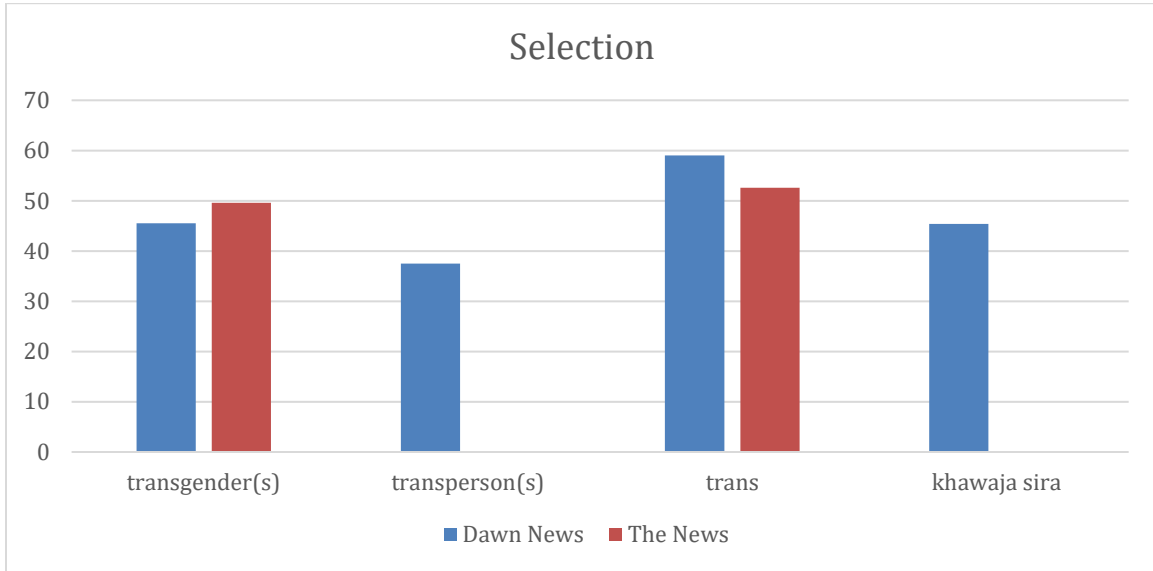
Figure 1 *Compared Frequencies of Selection Terms in Dawn News and The News*

It is observed that for the term transgender(s) in both the newspapers, the selection macrorule takes up almost half of its occurrences. This reveals that when the term 'transgender' or its plural is used to refer to an individual or group of the transgender community, or the community as whole, oftentimes the term is carefully inserted into the proposition to build up the macroproposition. However, we must keep in mind that the macropropositions that are representing the relevant keywords are conditioned and influenced by other macropropositions which are also influenced by other macropropositions. The keywords selected here are being influenced by other macropropositions so the reader may interpret the proposition containing the keyword as a case of selection or some other macrorule, or both.
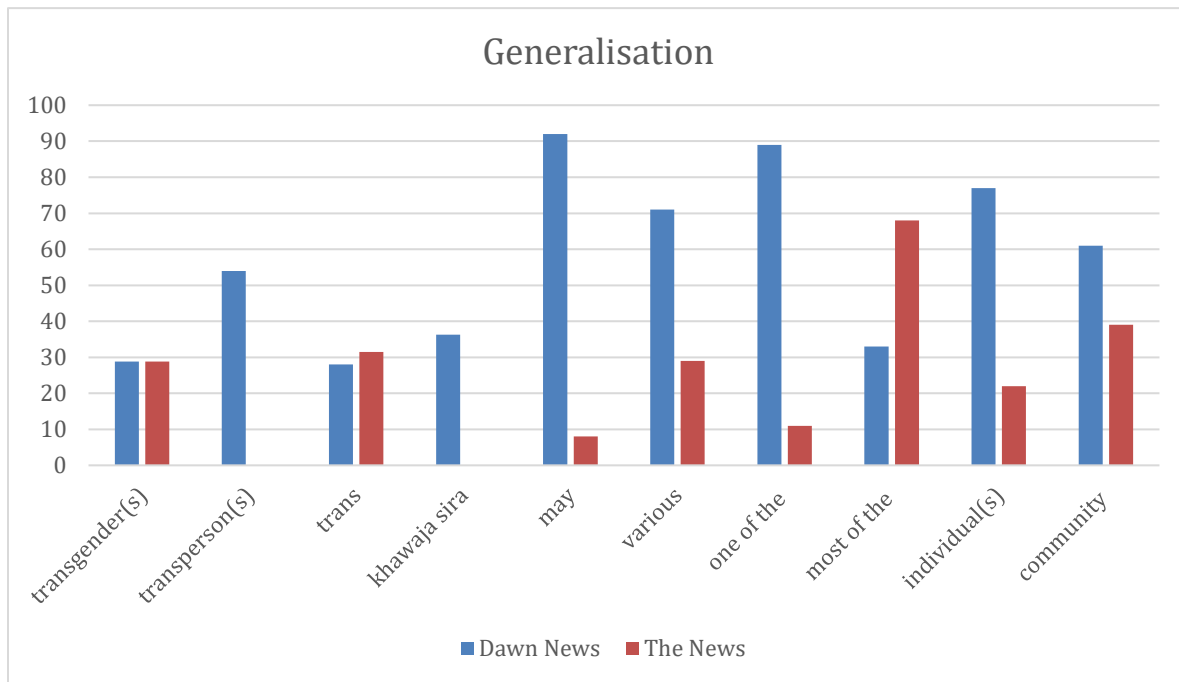
5.2 Generalisation

According to Van Dijk (1986), generalisation refers to the process of making general conclusions, summarising main points or the reduction and abstraction of details by substituting them with words that are more general. By applying this rule on the newspaper articles on the earlier selected keywords as well as some additional keywords that are indications of generalisation, the following results have been produced.

Table 17 *Compared Frequencies of Generalisation Terms in Dawn News and The News*

Keyword	Dawn News	The News
transgender(s)	97/336 (28.8%)	71/246 (28.8%)
transperson(s)	6.5/12 (54%)	0
trans	4.5/16 (28%)	6/19 (31.5%)
khawaja sira	4/11 (36.3%)	0

may	22/24 (92%)	2/24 (8%)
various	10/14 (71%)	4/14 (29%)
one of the	8/9 (89%)	1/9 (11%)
most of the	1/3 (33%)	2/3 (68%)
individual(s)	14/18 (77%)	4/18 (22%)
community	122/199 (61%)	71/199 (39%)

Figure 2 *Compared Frequencies of Generalisation Terms in Dawn News and The News*

According to these results, the keywords 'transgender(s)' and 'trans' hold almost the same frequency of generalised occurrences between both the newspaper groups. It is interesting to note that the frequency of transgender(s) is the same. We can say that the word transgender is generalised to the same extent in both the newspaper groups. However, there are no occurrences of 'transperson' and 'khawaja sira' in The News. In Dawn News, the two keywords have been generalised to some extent too.

The other keywords that are often used to generalised have been recorded in this table. There is a significant difference between the frequencies of generalisations in Dawn News and The News. Since these keywords are in propositions that are studied with respect to the macropropositions and their context, we can conclude that some specific details are being generalised in Dawn News and being replaced with abstract details. The News, on the other hand, builds their discourse by emphasising on the specific details instead of using general terms or abstract ideas, but the word 'individual(s)' has been used in a higher frequency than Dawn News. Individual is used to refer to the transgender man or woman,

so from this observation it can be extracted that the gender 'man' or 'woman' that these individuals identify with is being concealed and replaced with the term 'transgender individual'.

5.3 Construction

According to the macrorule construction in van Dijk's model, a new macroproposition is constructed on a global level by the combination and organisation of micro-propositions in the text to maintain coherence and cohesion among ideas. However, there is another purpose of construction which is to study how certain propositions are constructed to denote a sequence of events. For the constant keywords, construction has been observed in propositions constructed in some particular way to denote the event of the proposition.

Table 18 *Compared Frequencies of Construction Terms in Dawn News and The News*

Keyword	Dawn News	The News
transgender(s)	18.5/336 (5.5%)	11/246 (4.5%)
however	8/11 (73%)	3/11 (27%)
while	28/46 (61%)	18/46 (39%)
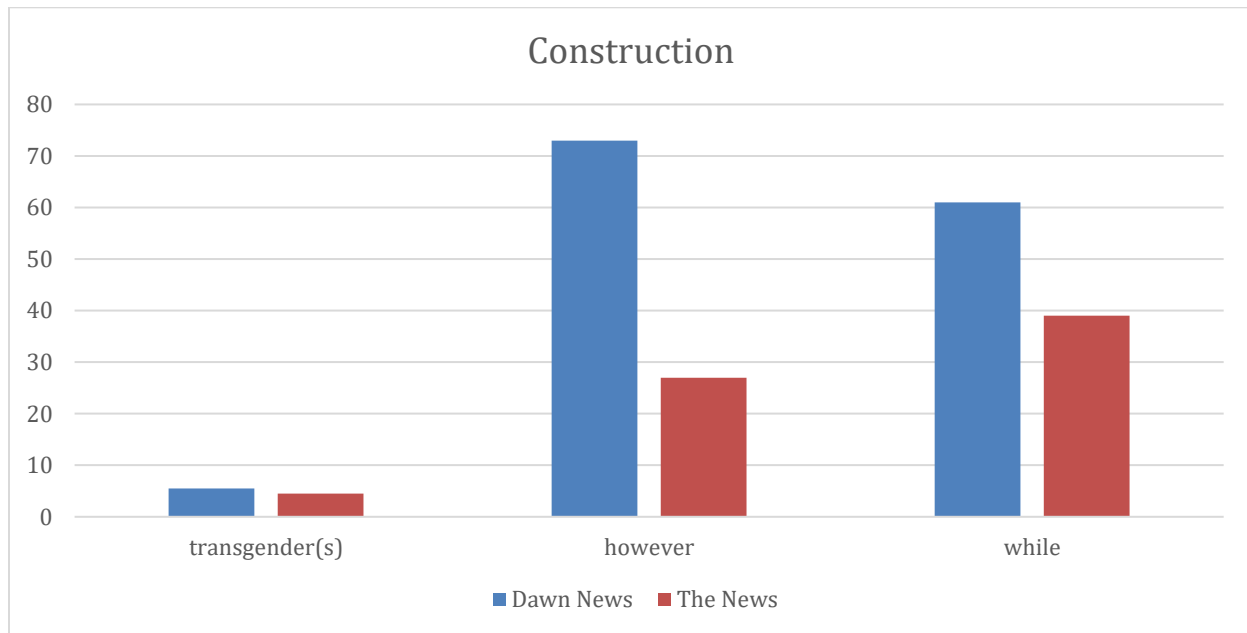
Figure 3 *Compared Frequencies of Construction Terms in Dawn News and The News*

The frequency of the constant keyword 'transgender(s)' has been recorded and again, there is not much difference in the amount of construction in both the newspaper groups. However, in specific keywords like 'however' and 'while' which were selected due to their notable frequencies, it is observed that Dawn News has used these linking devices more as compared to The News. That is an indication of

cohesiveness and cohesion among the ideas since the linking words are used to combine the micropropositions present in the text. We can conclude that The News made less usage of linking devices such as 'however' and 'while' because they prefer to use simpler sentences and provide general information of the topic.

Deletion

Deletion is the macrorule used to delete the irrelevant propositional sequences and unnecessary or local details. By choosing keywords with the context of the controversy of transgenders and the debate, the keywords that have a lower frequency of occurrence show that those keywords are being deleted by the newspaper.

Table 19 *Compared Frequencies of Deletion Terms in Dawn News and The News*

Keyword	Dawn News	The News
persons	79/125 (63%)	46/125 (37%)
gender	62/97 (64%)	35/97 (36%)
protection	23/46 (50%)	23/46 (50%)
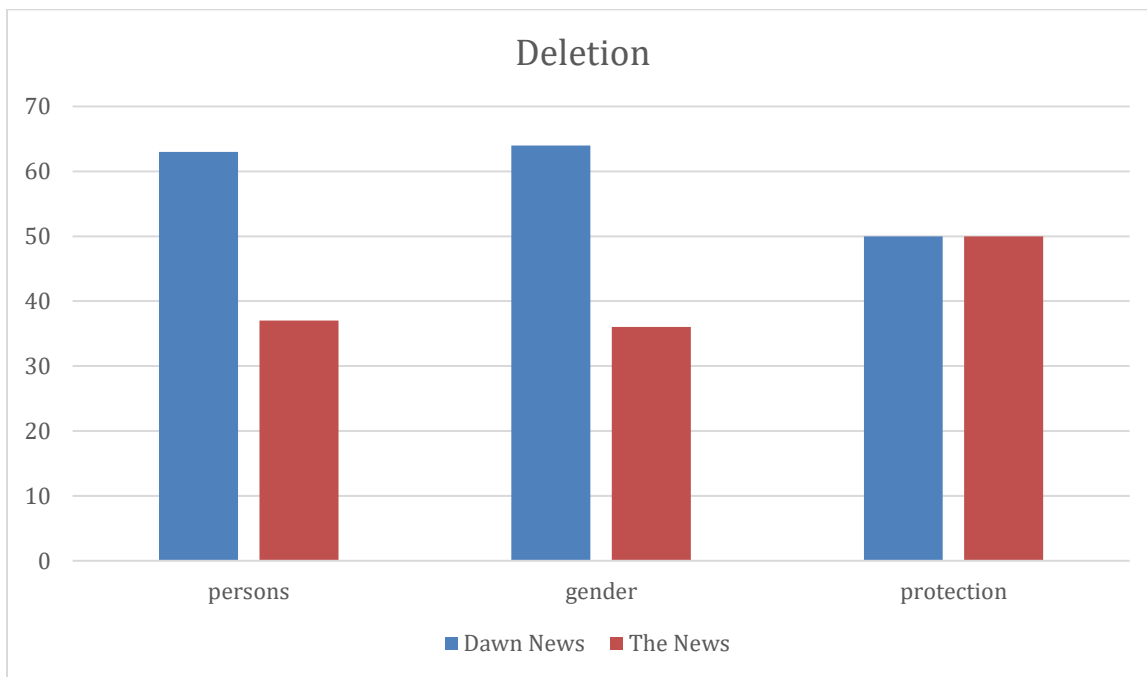
Figure 4 *Compared Frequencies of Deletion Terms in Dawn News and The News*

As seen in the table above, Dawn News has a higher frequency of using the keywords such as 'persons' to refer to transgender individuals, 'gender' and 'protection'- protection of rights, etc. It shows that The News is frequently using deletion in their series of propositions while Dawn News has a higher

frequency of the unnecessary usage of these terms. There is a major difference in two of the terms that are very relevant to transgenders- 'persons' as their preferred way of referral, and 'gender' as the crux of their issue. The keyword 'protection' is equally deleted in both the groups which can mean that the talk about the protection of transgenders and their rights is equally skipped by both groups. It can be perceived from the data above that The News has deleted or hid these terms for a number of potential reasons but Dawn News focuses on developing strong macrostructure making sure the important details are included.

The analysis reveals the power a writer holds and the influence of the newspaper owners which have a significant effect on the choice of discourses used to represent the transgender issue in Pakistan. It reveals how ideologies are hidden- in this case, liberal and religious- possibly with purpose, behind the writer's choice of words. By selecting certain terms, generalising concepts, constructing propositions and distorting information, the readers can easily be beguiled and made to believe whatever the news says about the issue. If we examine the conditions of the time when these articles were produced, when religious tensions were high and clashing with liberalism, it is understandable how the circumstances may have influenced the discourse thus produced, though it is questionable why the news is biased.

Van Dijk states that ideologies are largely circulated and reproduced by text and talk. Ideology is a type of social cognition that is used by individuals. Ideological discourse displays the contradictory structures of underlying attitudes- ideologies are not exhibited apparently but extracted through critical analysis by studying the discourse thoroughly. The focus in this research is on a semantic and pragmatic level and the lexical choices used here are our chief concern. It is identified that there is a reason behind the choice of every lexical item used here, thus the macrorules were applied to investigate what purpose the lexical choices served and what ideology was hidden behind those choices.

As seen in the results above, selection is dominant in Dawn News. It means that specific terms were selected on purpose to serve some higher agenda. The terms in question are transgender(s), trans, transperson(s) and khawaja sira. All these terms are words used for the same purpose- a label for transgenders. If we look at the context in the analysis, it is seen that all these occurrences were made with purpose to solidify the identity of transgenders. This is a positive step towards their inclusion in society, however, we must take into account the context these terms were used in. Most of these terms are in articles that highlight the dark side of being a part of the transgender community such as exclusion from society, the high crime rate against them, the hyper focus on their actions, etc. Due to the high religious opposition not only from religious figures but political figures who are more religiously inclined, there is an obvious stigma being created about the transgenders and their role in society.

Next, generalisation is also spotted in abundance in Dawn News. The keywords chosen for this macrorule are words that are used to generalise the transgender community. The reason behind generalisation must be examined- the details about events concerning the transgenders in certain occasions are skipped and replaced with a summary of those events. It can be concluded that the reason for such generalisation is to dismiss certain ideas or brush over some facts so they remain uninteresting even after being included in the article. Generalisation is done to generate beliefs and draw conclusions. By having a higher frequency of generalised occurrences, stereotypes about the transgender community may be born or reinforced, if already existing. That may prove harmful to the already marginalised and deprived group.

Construction also has a higher frequency in Dawn News, however, a higher frequency of terms used for constructing beliefs can both be positive and negative. Construction is done through linking devices and where one purpose it can serve is to create a series of propositions that lead to generate a

belief about the group in a cohesive manner, another purpose it serves is to generalise and summarise certain parts of the text and the message. The News opts to simply state facts and relay the message while Dawn News uses linking devices in abundance by abstracting and reducing the information so that the overall message is general rather than specific.

Lastly, deletion is also observed in a higher frequency in Dawn News. That simply means that irrelevant details are included in Dawn News which could have been skipped. This additional information may already not draw the reader's attention but it can also prove to be a distractor so that the actual message is not hyper focused. The News includes more relevant details than Dawn News. The reason for inclusion of unnecessary details may be to dismiss the important parts of the news.

Dawn News has an overall higher frequency of the macrorules in comparison with The News. It can be concluded that there is an obvious influence behind Dawn News which has resulted in them producing news about transgenders that has unnecessary details and distractors, irrelevant and obvious attempts at drawing focus on the group in a negative light, generalised concepts and abstract ideas about the community. If we recall the history of the issue transgenders faced in 2022 as mentioned above, there is obvious political and religious opposition the transgenders face and it might be leaking to the newspapers which are consumed by the general public. This might serve to reinforcing the negative stereotypes of the community and spark hate crime and violence towards them.

The improvement of the representation of transgenders will come with a better choice of lexical items used to represent the community, highlighting the actual issues of that community and avoiding unnecessary distractors in the newspaper articles, and providing unbiased news about the community. It is the job of newspaper editors to maintain uniformity when representing different social groups and to not introduce their own ideologies, agendas or ideas. However, there might be bigger factors keeping the newspaper editors from having freedom of such choices, like media ownership and editorial policies which might restrict certain topics or ideologies inserted by the political or religious groups supporting the newspaper companies.

The purpose of studying the macrorules was to observe the patterns of selection, generalisation, construction and deletion- how selection of specific words is done to emphasise and highlight certain information to create a lasting impact, how general conclusions are made to help generate beliefs and twist the context, how coherent the propositions and macropropositions were with respect to construction and finally, how certain terms are deleted from the propositions. It is evident that most of these macrorules identified were intentional, perhaps to serve some ideological purpose- liberal or religious- or to manipulate the readers. As van Dijk (2006) stated, discursive manipulation typically uses the standard ideological discourse patterns or forms, emphasising one item over another.

This study is the first attempt to study the representation of transgenders in Pakistan after the controversy surrounding the Transgenders Rights Act arose in 2022. Subsequent work could investigate the representation of transgenders in some different form of media such as social or digital, or analyse the representation of transgenders in the print media through a different lens. Van Dijk's Macrostructure Model proved to be a beneficiary tool to study the choice of linguistic terms with respect to its context, examine the discursive framework of the transgender issue, and to observe how information is transferred from the newspapers to readers with a critical lens. It is a practical model and can be applied on any body of text to study the course of manipulation of information and detect the hidden ideologies behind certain groups and draw comparison, if necessary. The general public can benefit from this analysis as it provides a critical outlook or approach over how the newspapers convey information about

these social issues. The model has been used in previous researches as reviewed earlier, although the model was utilised in a unique manner for this analysis.

CONCLUSION

This study investigates the print media representation of the transgender issue in Pakistan during the latter half of 2022. Two leading dailies of Pakistan- Dawn News and The News- were selected for a critical discourse analysis through van Dijk's Macrostructure Model which used the macrorules of deletion, selection, generalisation and construction, and were comparatively analysed. After analysis, it was observed that there are quite some issues regarding the representation of transgenders in the print media discourse which may be due to religious and liberal ideological influences. Specific terms were either concealed or selected and used on purpose, or generalised thus labelling the transgender group and enforcing stereotypes. Dawn News displayed a more negative attitude towards the representation of the transgender community as compared to The News.

The negative lexical choices and attitude displayed in the newspaper articles of Dawn News can be due to a number of reasons such as religious opposition and media ownership play. It is true that Pakistan does not really enjoy freedom of press as there is always some bigger influence controlling the media- both print and digital. Whoever controls the group behind the scenes get the final say and uses censorship to hide certain news or information. It is evidently seen through the macrorules prescribed by Van Dijk as what manner the news was delivered to the audience. The ideologies of the media owners greatly influence the content they produce.

Similar research can be done by using different CDA models as well but this research is unique in its time frame and the context of study- the transgender issue which recently arose. The results of this study do not reflect the transgender representation as a whole since the time frame and sample is limited. However, this research is also unique in its method of analysis. The analysis is mostly intuitive and the results may vary according to how one interprets the context, though this research has offered an unbiased analysis and conclusions drawn from the results produced. The subjects of this study- both critical discourse analysis and the transgender community in Pakistan- are very important for a progressive society. By conducting a critical discourse analysis on the representation of transgenders in Pakistani print media, this study has unveiled the ideologies hidden in the news and studied how these ideologies are constructed and what influences the delivery of news.

REFERENCES

Asghar, J., & Shahzad, K. (2018). *Media Portrayals of Transgender People in Pakistan - A Case of Misgendering and Marginalization*, *6*(1): 23-39. DOI: 10.20547/jess0611806102

Austin, J. L. (1962). *How to do Things with Words*. Cambridge, MA: Harvard University Press.

Cameron, D. (2001). *Working with Spoken Discourse* (1). Sage Publications. https://www.perlego.com/book/2801012/working-with-spoken-discourse-pdf

Chouliaraki, L., & Fairclough, N. (1999). *Discourse in Late Modernity*. Edinburgh: Edinburgh University Press.

Couldry, N. (2012). Media, Society, World: Social Theory and Digital Media Practice. Cambridge: Polity Press.

◆◇◆

Eisner Shiri. 2013. *Bi: Notes for a Bisexual Revolution*. Berkeley, CA: Seal Press.

Entman, R. M. (1993) Framing: Toward Clarification of a Fractured Paradigm, *Journal of Communication*, 43(4), 51–58. https://doi.org/10.1111/j.1460-2466.1993.tb01304.x

Ervin-Tripp, S. M. (1996). Context in Language. In J. G. In Dan I. Slobin, *Social interactions, social context, and language* (pp. 21-38). Hillsdale, NJ: Lawrence Erlbaum.

Fairclough, N. (1995). *Critical discourse analysis: The critical study of language*. London: Longman

Fairclough, N., & Wodak, R. (1997). Critical Discourse Analysis. In T. v. Dijk, *Discourse studies: A multidisciplinary introduction* (Vol. 2, pp. 258-284). London: Sage.

Fairclough, N. (2001). Critical Discourse Analysis as a method in social scientific research. In R. Wodak & M. Meyer (eds.), *Methods of critical discourse analysis*. London: Sage Publications.

Gee, J. (2011). *An Introduction to Discourse Analysis: Theory and Method* (3rd ed.). London: Routledge. doi:https://www.taylorfrancis.com/books/mono/10.4324/9780203847886/introduction-discourse-analysis-james-paul-gee

Grice, H. P. (1975). Logic and Conversation. In P. Cole, & J. L. Morgan, *Syntax and Semantics* (Vol. III, pp. 41-58). New York: Academic Press.

Jessop, B. (2004). Critical Semiotic Analysis and Cultural Political Economy. *Critical Discourse Studies, 1*(2), 159-175. doi:https://doi.org/10.1080/17405900410001674506

Mahboob, A., & Paltridge, B. (2012). Critical Discourse Analysis and Critical Applied Linguistics. *The Encyclopedia of Applied Linguistics*. doi:https://doi.org/10.1002/9781405198431

Marsden, R. (1999). *The Nature of Capital: Marx After Foucault*. London: Routledge.

Mumtaz, F., Abbasi, A. M., Irtaza, S., & Lakho, M. K. (2021). Exploring the trans-gender's issues in Pakistani print media. *The Sindh University Journal of Education, 50*(1), 76-101.

Schiffrin, D. (1994). *Approaches to Discourse*. Cambridge, MA: Blackwell. doi:doi:10.1017/S0022226700000700

Searle, J. R. (1975). Indirect Speech Acts. In P. Cole, & J. L. Morgan, *Syntax and Semantics* (Vol. III, pp. 59-82). New York: Academic Press.

Van Dijk, T. (2000) New(s) Racism: A Discourse Analytical Approach. In: Cottle, S., Ed., *Ethnic Minorities and the Media*. Open University Press, Philadelphia, 211-226.

Van Dijk, T. A. (1977). Semantic Macro-Structures and Knowledge Frames in Discourse Comprehension. In *Cognitive Processes in Comprehension*. London: Routledge.

van Dijk, T. A. (1988). *News analysis: Case studies of international and national news in the press.* Hillsdale, N.J.: Lawrence Erlbaum.

van Dijk, T. A. (1991): *Racism and the press*. London: Routledge.

Van Dijk, T. A. (1993). Principles of Critical Discourse Analysis. *Discourse & Society*, *4*(2), 249–283.

van Dijk, T. A. (1995). Discourse Analysis as Ideological Analysis. In C. Schaffner, & A. Wenden, *Language and Peace* (pp. 17-33). Aldershot: Dartmouth Publishing.

van Dijk, T. A. (1996). Power and the news media. In D. L. Paletz (Ed.), *Political communication in action* (pp. 9-36). Cresskill, NJ.: Hampton Press, Inc.

Van Dijk, T. A. (2001a). Multidisciplinary CDA: A Plea for Diversity. In R. Wodak, & M. Meyer (Eds.), *Methods of Critical Discourse Analysis* (pp. 95–120). London: Sage

Van Dijk, T. A. (2001b). Critical Discourse Analysis. In D. Schiffrin, D. Tannen, & H. E. Hamilton (Eds.), *The Handbook of Discourse Analysis* (pp. 352–371). Maiden, MA: Blackwell.

van Dijk, T. A. (2004). Critical Discourse Analysis. In D. Schiffrin, D. Tannen, & H. Hamilton, *The Handbook of Discourse* (pp. 352-371). Oxford: Blackwell.

van Dijk, T. A. (2006). Discourse and Manipulation. *Discourse and Society, 17*(3), 359-383. doi:https://doi.org/10.1177%2F0957926506060250

van Dijk, T. A. (2008). *Discourse and Context*. New York: Cambridge University Press. doi:https://doi.org/10.1017/CBO9780511481499

van Leeuwen, T. (1993). Genre and Field in Critical Discourse Analysis: A Synopsis. Discourse & Society, 4(2), 193–223. https://doi.org/10.1177/0957926593004002004

Waring, H. Z. (2018). *Discourse Analysis: The Questions Discourse Analysts Ask and How They Answer Them*. New York: Routledge.

Wittgenstein, L. (2009). *Philosophical Investigations* (4th ed.). Malden, MA: Blackwell.

Wodak, R., & Meyer, M. (2009). *Methods of Critical Discourse Analysis* (2nd ed.). London: Sage.