


Analyzing Chief Selector-cum-Head Coach Misbah's Virgin Press Edict through CDA Vibes

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ABSTRACT

This paper aims to reconnoitre multifaceted aspects of Fairclough's three-faceted Critical Discourse Analysis model with its application on Misbah's Virgin press edict when he was appointed Chief Selector-cum-Head Coach of Cricket Team of Pakistan-by-Pakistan Cricket Board, PCB (DAWN, Press Release December 05, 019). This paper snapshots the cogent and logical subterfuges of newly appointed Selector-cum-Head Coach Misbah's' public speaking enshrined in the inaugural press edict in Dan News. It also pronounces the camouflage agenda of the speech to be revealed critically. It dawns upon the people how language manipulation works wonders and influences the people's minds in society.

1. Introduction

The foundation of Critical Discourse Analysis (CDA) is a critical theory of language that views language implementation as a type of social interaction. CDA is a practical type of discourse that discusses a social issue and exposes the hidden agenda through written or spoken texts. The hidden agenda are discursive source inequality, biasedness, language power, dominance, language manipulation (Van Dijk, 1998).

Social practices are rooted in particular social or historical contexts and how social interactions and diverse interests emerge. These passions pose a slew of questions, including: How is the text positioned? Whose interests is this positing serving? What interests are being undermined? What are the ramifications of this decision? – Which have to do with power dynamics. When critical discourse analysis is used to understand how discourse is linked to controlling, it is known as critical discourse analysis (Luke, 1991)

CDA studies the ways sentential structures and utterances construct larger texts and interactions and how those texts and interactions fit into our social world. Norman Fairclough is considered the big gun in CAD, as he is the central figure who pioneered the field of study. In his early work, Fairclough named his approach as Critical Discourse Studies. The main goal in CDA is to raise awareness of how language leads to the dominance of some people by others, so awareness is the first step toward emancipation" (Fairclough, 1989).

1.1 Fairclough's Three Faceted Model of CDA

Text (the object of linguistic analysis), Discursive processes (the means through which object is created and received by human subjects), and Socio-historical practices are Fairclough's three facets of CDA (the power relations, ideologies and hegemonic struggles that discourses reproduce, challenge or restructure). The socio-historical context governs these activities. (1989, Fairclough).

1.2 What is Media Discourse?

Media discourse brings into consideration the communications if spoken or written at the broadcast platform. This kind of discourse is attributed to non-present readership, viewing/listening audience. Anyhow, these recipients cannot respond instantaneously. Therefore, the effectiveness of the discourse takes time to divulge the feedback of the recipients. Despite the gradualness of the feedback on behalf of the recipients, we cannot deny the acknowledged fact that media discourse is the need of the hour because of its bewitching powers to allure the audience, readership and analysts.

1.3 Print Media

Linguistic analysis of print media is pregnant with skepticism. Linguists opine that print media is mere manipulation of language to misrepresent reality. According to White (1997), the use of such an impersonal register is merely a "rhetorical stratagem to aid the obfuscation of a reporter's objectivity." In addition to spoken speech, scholarly literature, and fiction, Biber et al. (1999) classify the language of newspapers as one of the four main registers in the English language.

1.4 Spoken Media

Sacks, Jefferson, and Schegloff (1974) have all championed the cause of spoken media debate in their seminal works. They argue that Conversation Analysis claims to take a "button up" approach to the social organization of conversation, or "talk-in-interactions," through a thorough examination and transcriptions (Have, 1986).

1.5 Objectives of Research

The objectives of this research are:

- i. To investigate the apparent and hidden agenda of Misbah's Virgin Speech after being appointed as Chief Selector-cum-Head Coach of Cricket team of Pakistan
- ii. To investigate the choice of words used by Misbah in order to manipulate the power of language

1.6 Questions of Research:

- i. What agenda is hidden in Misbah's virgin press release after being appointed as Chief Selector-cum-Head Coach of Cricket team of Pakistan?
- ii. How does Misbah implement language manipulation in his press release?

2. Literature Review

Mutua and Cary (2010) laboured in libraries in far-flung locations such as the United States, Australia, and Kenya, observing and addressing social structures and discursive relationships through the lens of Critical Discourse Analysis. Ye (2010) studies Barak Obama's speech at the very time of victory through the window of System Functional Linguistics. SFL fundamentally foreshadows, the first dimension of Fairclough's three-Dimensional Model of CDA. He used the entire structure of Fairclough's 3D-Model to critically examine Barak's voice, as did most researchers who worked on CDA. Uggla (2011) used the entire structure of Fairclough's 3D-Model to try his hardest to manifest stereotypical images, colonial discourses, and Tourism Discourse. She completed her research at the Gambian Beech in a timely manner. Kamalu and Tamunobelem (2013) looked at how identities and philosophies are built-in literary text genres. They implemented "Mood" a component Systemic Functional Linguistics by Halliday. This paper looked at the dimensions of SFL through the lens of Fairclough's three-dimensional Discourse Analysis model. From the massive and terrible atomic bomb dropping on Nagasaki in Japan at the end of World War II in 1945 to the 9/11 incident (World Trade Center) in the United States in 2001, Zahoor (2015) investigated psychological, emotional, social, and political fluctuations in a variety of situations. Noor et al. (2015) investigated and researched the Holy Prophet's final address (Peace Be Upon Him). To show the secret message in the headdress, they used Michael Halliday's Interpersonal Metafiction of SFL. They worked on the speech text's clauses and clarified what they did.

3. Theoretical Framework

To investigate the secret context and agenda of Misbah's Press Release, the study uses Fairclough's three-faceted model of Critical Discourse Analysis. The researcher used a qualitative research methodology in the study because it helps to reinforce an understanding and perception of context and the motivations that drive human behaviour. Using the library analysis process, data was gathered from the Pakistani new paper "Dawn." The information was obtained from a press release issued by Misbah-ul-Haq, Pakistan's newly named selector-head coach.

4. Data Analysis

Fairclough is of the view that processes of the Critical Discourse Analysis need to be looked into from a different point of view. (Fairclough, 1995)

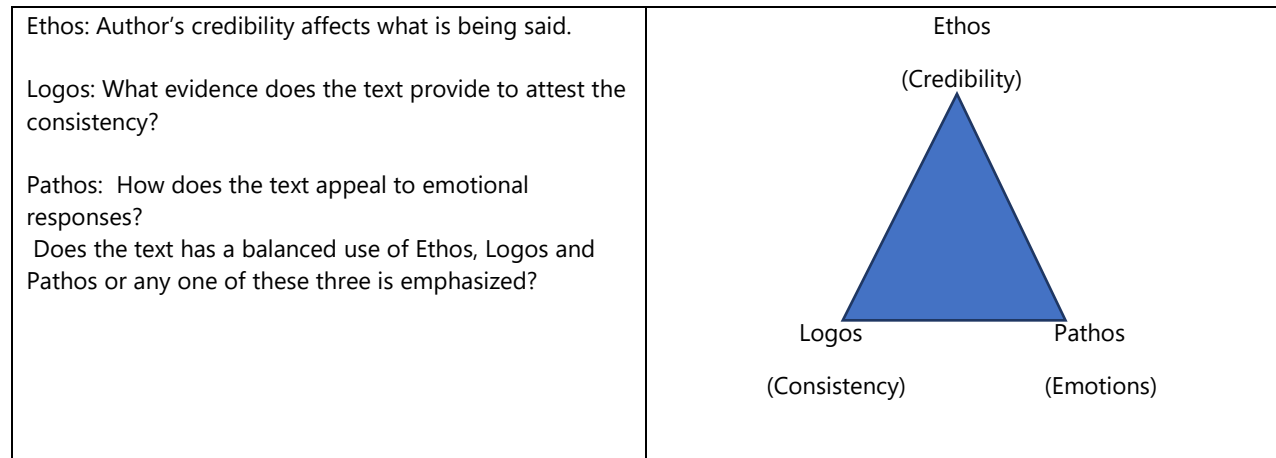
- i. Analysis of Text (description),

- ii. Analysis of Process of Production and Reception (interpretation),
- iii. Analysis of Socio-historical Practices (explanation).

4.1 Analysis of the Text

The aim of text analysis is to explain the message found in the text's content, structure, and functions. Misbah aims to persuade the readership/audience that their outrage was justified when the Pakistani team was trampled in the Cricket World Cup 2019. Since the textual review includes reader and viewing/listening audience concerns, Misbah-ul-Haq makes effective use of the rhetorical triangle to capture the audience's attention.

According to Aristotle, the capacity of a speaker to convince an audience depends on how well the speaker relates to the audience in three areas: logos, ethos, and pathos. When taken together, these appeals form the rhetorical triangle, as later rhetoricians have named it.



4.1.1 Choice of Diction

The choice of diction affirm that the text has all three elements: Ethos, Logos, and Pathos.

In his address, Misbah has chosen the word **"Leader"** an alternative of coach. The word leader stresses much force, as it is a political term. The phenomenon of politics cushions the word leader to uplift the stander and claims authoritative powers.

The phrase **"Such a great team"** pumps up the morale of the players to perform enthusiastically and fervently in the playground, **"Instantly"** shows the speediness of action, **"Dominate"** vibrates the sensations of authority to do anytime, anywhere and **"Put pressure"** shows the immediate intentions to knock down the enemy.

Misbah could have used the **"situation"** instead of **"Ideal situation"**. As he has used "the word", great team" for his squad, in addition, he want to knock down the enemy in the playground. So "ideal situation" is a better choice for him.

The phrase **"Players available"** connotes diverse meanings. Misbah may or may not be sure of the credibility of the players. **"I will be doing the same"** reverberates Misbah staunch intent to make his team strong and knock the opposition in the ground.

"Of course, affirms the consolidation of his aims to accomplish the task of improvement in the perform of the players. **"The ultimate goal"** gives the testimony of his high spirits that he wants the topmost results from his team.

"To have a very strong team at the end" and **"to begin with what we have"** give the clue the Misbah is well aware the present condition of the team. He knows it well that team need improvement. Anyhow, he is determined to have his aim achieved.

"Revamping", "the cricket structure" and "will take some time," testify that Misbah is determined to things from grass root level to up. He knows it well that it will be a Herculean task to remold every strand the system, anyhow, he is well armed to take the plunge.

"Repeatedly said that Misbah will have **full autonomy**" and "the previous selection board has been **dismantled** and under **the new system**" ascertains that Misbah is equipped with full powers to perform his duty. He will be the sole and dominating figure in the system to do anything what he wants.

"I am excited" and "knowledgeable" bugle the high-flown spirit of Misbah that he has a veteran collaboration beside him in shape of Waqar Younis who is world-famous figure especially well acknowledged being the pioneer of the reverse swing bowling.

"Exciting young fast bowlers in our ranks" resonates Misbah is very confident to have militant young bloods in the bowling squad and **"no better person than Waqar to transform them into modern day stars"** manifests that Misbah cherished no doubts about Waqar Younis technical abilities to train the new young blood into stars of the future.

"Both Waqar and I had a candid and frank discussion" and **"how to take things forward"** express that Misbah has a good understanding Waqar and that understanding will never produce maliciousness against each other in future. Both Misbah and Waqar will enjoy collaboration and hope to bring revolution in the betterment of the Pakistani Cricket Team.

4.1.2 Grammar

The utterance of the speech has been structured in **present and future simple tenses**. During the course of speech, the shift from present tense simple tense to future simple tense show that he not only is doing something but also will do something better in future.

Misbah says, "As a coach, or a leader, what one wants is to have such a great team that they instantly dominate the match and put pressure on the opposition. That is the ideal situation. In real life one has two strategies based on the kind of players available; **I will be doing the same.**"

Rest of the paragraph is in the present tense and **"I will be doing the same"** is the clear shift from present to future. This certifies that his planning is not for the present only; he takes up the cudgels to accomplish his future task with determination.

4.2 Analysis of Processes of Production and Reception

Misbah ul Haq, the newly named head coach of Pakistan's national cricket team, speaks during a press conference in Lahore on Wednesday, December 5, 2019. Agency-France-Press After appointment as the Selector –cum- Head coach of the Team Misbah-ul-Haq throws a press release. He knows it well how to grab the attention of non-present readership as well as viewing / listening audience. He manipulates the language masterfully to make his word forceful and impressive. There are three types of speaking devices: logical, emotional and ethical convey Misbah is through substantially and convincingly.

The phrase like "one wants to have such great team", "they instantly dominate the match", "put pressure on the opposing", "that is the ideal situation" and "in real life one has to strategize" manipulate by Misbah in his press edict manifest that he has made good use of language to impress upon not only the officials but also the public. And the forceful sentence "I will be doing the same" shows his eloquence ability how he can and that he knows well to tackle the acclivities and declivities of the game in which he has approved his mettle. He consolidates his intentions with the words that he will implement all his experience to worsen things well.

Further adds, "Of course, the ultimate goal is to have a very strong team at the end but we have to begin with what we have. The revamping of the cricket structure will take some time." As Pakistani team was badly beaten in the World Cup 2019, and even could not qualify for the Semi-final. Therefore, being a veteran cricketer Misbah finds some draws backs in the performance of his team and acclaims that he wants to make his team strong enough to dominate the opposition but for the time being with the same team with boosted up spirits to enhance the performance of the team in future.

Misbah said, "I am excited to once again have someone as experienced and knowledgeable as Waqar Younis in my corner as a bowling coach". This shows that Misbah is cherishing is some optimistic dream in the collaboration of Waqar Younis as a Bowling coach. As Misbah is recognized in batting, Waqar Younis, as being the pioneer of reverse swing, is well famed and well admitted in the field of bowling. He suggests that their team does have an exciting pace bowling line-up, and that Waqar is the perfect candidate to develop them into modern-day stars. He assertions his hopefulness in the performance of the team in future and appreciated advocated their (Misbah and Waqar's) collaborative candidness and compatibility between them in these words:

"Both Waqar and I had a candid and frank discussion and we discussed and agreed on a number of things, including roles and responsibilities as well as how to take things forward."

4.3 Analysis of Socio-historical Practice

Addressing a press conference soon after his appointment, Misbah expressed his leading qualities and staunch determination to boost up the morale his squad and further he ensured Pakistan Cricket Board officials that he would implement all his long earned experience to make his team strong enough to suppress the opposition.

In a socio-historical context, Misbah's press release makes sense. The poor showing of Pakistan's cricket team in the 2019 World Cup has had disastrous consequences. The team was mired in a slew of issues, including The team's worst loss in the World Cup 2019, harsh criticism of Captain Sarfraz Ahmad's poorest performance as both captain and batsman, Coach Mickey Arthur's disappointment, and the team's incredible future were all conflicting issues that prompted a change in the squad and management.

Several times during the press conference, it was mentioned that Misbah would have complete autonomy in his new positions. It was also mentioned that the previous selection board has been dissolved, and that under the new structure, Misbah will chair the selection committee, which will consist of six other members — regional cricket association head coaches.

"It is very humbling for me to join a small group of some of the very best to have guided the Pakistan National Side in the past," says Misbah, who was recently named Chief Selector-cum-Head Coach. It is an honour and a huge burden Inzamam –ul- Haq and Mickey Arthur had previously occupied the two positions.

Misbah cleverly handles the burning situation and manipulates the language masterfully to propitiate than anger of the public. He says that he and Waqar Younis as the Bowling coach will boost up the morale of the players and the Pakistani team will have new horizons in the future as the new player with new management is determined to enhance their performance.

5. Discussion

The Pakistan Cricket Board (PCB) announced former captain Misbah ul Haq as joint head coach and chief selector for the men's team on Wednesday, December 5, 2019, a first in Pakistan cricket, while Waqar Younis was named bowling coach. The role of batting coach is still open. After being charged, Misah-ul-Haq held a press conference and flashed back to the heartbreaking performance of the Pakistan Cricket Team in the World Cup 2019, continuing to propitiate the devastated and enraged audience with soul-stirring words. As a seasoned cricket insurgent, he shared his optimism for improved management and improved success of the young blood players in the future. He was confident that his partnership as bowling coach with Waqar Younis would result in trophies.

6. Conclusion

The current study was conducted to investigate the apparent and hidden agenda of Misbah's Virgin Speech after being appointed as Chief Selector-cum-Head Coach of the Pakistan Cricket Team and to instigate Misbah's choice of words in order to manipulate the power of language. The language manipulation is enshrined in Chief Selector-cum-Head Coach's inaugural press edict, published in Dawn News on It is, in reality, a component of Fairclough's three-part Critical Discourse Analysis model. Misbah has used vocabulary effectively to connect and convince his audience by using the rhetorical triangle. As the research based on Misbah ul Haq's use of words to influence the listeners, it fairly gifts and instructs the readers to follow suit to make their discussion productive and successful for the others. The linguistic scholars, writers, and seekers would make all profit from it. Since Misbah's speech was not very long, the analysis fell short of covering a wide range of topics. It encourages other researchers to compare two or more speeches of prominent people using Fairclough's three-dimensional model. The research is pregnant with meaningful vocabulary in use, making it suitable for both teachers and students.

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