

The Political Rhetoric in the Pre and Post-Election (2013) Speeches of Imran Khan

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Abstract

The study is a political rhetorical analysis of the pre and post-election 2013 speeches of Imran Khan. The study explores the use of five canons of Aristotelian rhetoric i.e. Invention, Arrangement, Style, Delivery and Memory by the Pakistan politician. Also, the study presents a comparative analysis of the pre and post-election speeches. A total of 16 speeches of Imran Khan, 8 speeches from pre and post-election eras each were examined to collect data. The data was divided into both numerical and narrative data sets according to themes developed based on the Aristotelian Classical Theory of Rhetoric. The frequency count for the recurrent data was also evaluated to provide in-depth knowledge of the most recurring rhetorical device. In addition to frequency tables, the study was also illustrated with graphs to envision the reader with the graphical representation of the comparative analysis of the pre and post-election data. The analysis of the data exposes that Imran Khan effectively employed the canons of Classical Rhetoric. Imran Khan used Invention to construct arguments with assistance from the three modes of persuasion i.e. logos, ethos and pathos. From the analysis, it was exposed that Imran Khan used logos (logic) mostly to discover and present arguments both in Pre and Post-election speeches. The arrangement was used to organize the speech in a meaningful manner to intact the interests of the audience. The style was employed to intensify the integrity of the arguments presented. Moreover, the analysis revealed that among the stylistic devices, tropes were used most frequently by the speaker. The canon of delivery was employed to create speeches to be more effective for the listeners. The analysis of the speeches revealed that Imran Khan used falling and rising intonation to make his arguments sound like phenomena for his listeners. Lastly, the canon of memory showed that Imran Khan employed mnemonic devices to bring support to his arguments. The study's findings revealed that Imran Khan successfully employed Aristotelian Rhetoric to present his propositions attractively among his audiences. Keeping in view the limitations, the study nevertheless contributes to the teaching of the art of public speaking and inculcates the political figures of Pakistan to enhance their speech deliverance strategies.

Keywords: Political discourse, Rhetorical analysis, Aristotelian Classical rhetoric, Canons, Invention

Introduction

The war of political language during the election campaign of 2013 by various leaders allured me to investigate and explore the rhetorical strategies used by eminent Pakistani politicians. Imran Khan was among the Pakistani politicians that attained my attention and finally made me conduct a study on political rhetoric. Even though Imran Khan and his political party did not turn out to be the chosen ones in the elections for the formation of a democratic government yet his speeches highlighted various multi-dimensional genres of political discourse both during the election campaign all over the country and post-elections, specifically the ones delivered at the Darna event.

It is inevitable to aloof the art of persuasion from politics and persuasion is a craft of illustrating language with vivid colours; eventually making language and politics depend on each other (Martin, 2014; Joseph, 2006 as cited in Iqbal 2014a). In completion of the task of persuasion, politicians bank on language and thus it is difficult to dispartate their dependency on each other

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furthermore, this makes it quite inevitable to identify whether being political is a trait of language or language that is being used is communicated as an essence of politics (Chilton, 2004).

Speech being a stratum where politicians address their arguments and express agreement/disapproval is perhaps one of the principal mediums of persuasion among societies. Moreover, persuasion is not only the means to develop, present or reject arguments, it also nevertheless provides a platform where politicians tend to practice and express power (Martin, 2014). Thus according to Fairclough (2001), political power is exercised and asserted through discourse. Furthermore, persuasion seems to be one of the fundamental political techniques and is thus named by ancient scholars as rhetoric (Martin, 2014).

Political rhetoric is undoubtedly illustrated with the representation of persuasive strategies to demonstrate and present arguments, diminish others and ultimately express power. Dijk (1993 as cited in Iqbal, 2014a) expressed one such argument and declared political rhetoric to be a medium of showing a direct relation between discourse and power; power to present one's arguments and demolish that of the opponents. Similarly, Bhatia (2006) and Martin (2016) stated political rhetoric is a medium that lets politicians attain their communication goals. Therefore, rhetorical criticism would open opportunities to interpret how political leaders use language to manipulate the minds of their listeners and, above all, allure them accordingly to fulfil their political goals. Alvi and Jalilifar (2011) as cited in Iqbal (2014) explained that language is one of the effective means to express political aims. Moreover, they further expressed persuasion to be central to political rhetoric which when employed by politicians helps them to allure the audience to the perspective they (politicians) want. Furthermore, the study conducted by Alvi and Jalilifar (2011) also proposed that language plays a vital role in arousing emotions and ethics among the audience and therefore not only provides a chance for the politicians to contour people's thoughts but also enables them to express their power linguistically.

Keeping in view the above-mentioned manifestation of language and politics and the fame beheld by the Politician Imran Khan for his choice of rebelling against the conventional politics prevalent in the country, I developed an interest to investigate and explore linguistic features used by the political leader to persuade and allure his audiences. The multi-dimensional linguistic variables such as presenting arguments in terms of logic, emotions and ethics, constituting speech in a meaningful manner, use of various literary figures such as repetition, word order, omission, metaphors, metonymy, synecdoches and rhetorical questions, employing paralinguistic features such as tone, intonation and pitch and lastly using mnemonic devices such as relating facts, verses and past events encouraged me to unravel the linguistic facets illustrated by the politician in his speeches to sound more alluring and persuasive. It instigated me to explore facets of what ways of inventing the argument were employed. How was the speech arranged to sound more interesting and persuasive? What sort of figurative terms were employed to fulfil political goals? How was the speech delivered keeping in view the paralinguistic features? And lastly what mnemonic devices were used to prove his presented arguments, etc? The rhetorical criticism of the political rhetoric of Imran Khan can expose answers to the abovementioned questions and also state various motives behind the use of multifaceted persuasive techniques. Thus, Kriss (1991; as cited in Iqbal, 2014a), proposes that the selection of a specific genre opens reason to persuade and expose the motives, implications and perspectives of the speaker using it.

In this regard to attain an in-depth analysis and validate the above-discussed ideologies in the Pakistani Context, I choose to look forward in the discipline of political rhetoric. Investigating political rhetoric has been the attention of linguists and political scientists due to its rich list of implications for the nation and at the global level (Bhatia, 2006, Martin, 2016; Charteris-Black, 2018). This research tries to explore the rhetorical strategies adopted by the eminent politician of Pakistan, Imran Khan by presenting rhetorical criticism of the ways and manners within which the politician has delivered his rhetoric. The current study explores the use of five canons (Invention, Arrangement, Style, Delivery and Memory) of Classical Rhetorical by the Pakistani politician Imran Khan in his speeches in the pre and post-elections 2013. The research employs the Aristotelian framework to explore the rhetorical strategies adopted by Imran Khan in his Pre and Post- Election speeches. The study also pursues the comparative aspect while scrutinizing the political rhetoric in pre and post-election speeches. Since political rhetoric is marked by how effectively the arguments are presented and arranged to maximize their effectiveness on the listeners, employing Aristotelian Classical

Rhetoric appears to be suitable for the study. In this perspective, Mbenzi (2014) and Oparinde (2021) emphasized that Aristotelian theory is a popular method to scrutinize political speeches and the analytical framework comprises five classical canons that investigate the presentation of the arguments, arrangement of speech in a meaningful manner, the figurative language used, paralinguistic features adapted and finally the mnemonic devices incorporated in the study (p. 13).

Imran Khan delivered quite several speeches during and after Election 2013 in Pakistan. The current study investigates whether his speeches reveal the use of five canons of speech along with the three persuasive modes namely, logos, ethos and pathos. He might have implemented these significant classical characteristics to empower his communication skills and to develop an ambience where he could induce the audience to agree with his idea of the formation of the new electoral government (Nasir, 2013). The research explores styles, figures of speech and ways of addressing inculcated by the speaker in his discourse and further cultivate an investigation that would portray the techniques integrated by Imran Khan to create effective communication.

The reason for employing the five canons of Classical Rhetoric to analyze the discourse in the speeches of Imran Khan for the study is first, the researcher seeks to focus on how the speeches were developed, presented and arranged to get them to look most alluring to the audiences. The pilot study exposed that the Pre and Post-Election speeches demonstrate the employment of canons of Classical Rhetoric to add flavour to the whole speech 'and arouse emotions, curiosities and the interests of the audience 'Moreover let the politician affect the audiences 'attitudes and thoughts towards the points raised in the speech (Al-Harabsheh, 2013 as cited in Iqbal, 2014). Burton in 2001 significantly remarked that scrutinizing speeches rhetorically will not only reveal and unravel the schemes of the language used but will also give an insight into the context of deliverance. Thus the study, implementing Aristotelian Rhetoric as a tool for analysis will examine how Imran Khan employed persuasion, and stylistic devices and further how he arranged his techniques to custom the order and format of the speeches.

Proceeding further the researcher attempts to elucidate the underlying purpose and significance of conducting the study.

The above-discussed points made it easier to comprehend the purpose of the study. As mentioned earlier language and politics are inter-connected and interdependent. Joseph (2006 as cited in Iqbal, 2014a) proposed language used in rhetoric is one constructed to define and attain certain functions in the world of politics including in Pakistan. Politicians all over the world mould and manipulate language to make utmost efforts to persuade and convince their target audience.

In this perspective, the significant role of language in politics is quite evident and hence the current study intends to attain knowledge of how the Pakistani politician, Imran Khan employed language to achieve above stated rhetorical goals such as the invention of arguments using logic, emotion and ethics, arranging the presented arguments in a meaningful manner in various parts of speech such as introduction, stating and presenting facts and ending the speech, inducing figurative terms such as metaphors, metonymy, synecdoches, repetition, etc, to make the speech lucrative, delivering speech using various paralinguistic features such as intonation, tone and pitch and finally to present his mnemonic abilities. Apart from this the study also aims to study the motives behind the use of such rhetorical strategies such as asserting power, distinguishing one's identity, constructing one's ethical value, inducing ideology and above all trying to manipulate the mindsets of the targeted audience.

Although the review of the available literature concerning political rhetoric and rhetorical strategies shows a rich amount of work done in rhetorical criticism nevertheless in the Pakistani context the situation is somewhat different. The literature in Pakistan, reveals most of the research done on the speeches of international politicians. Some of the studies done on Pakistani Politicians though reflect an investigation of political rhetoric in the Pakistani context; nevertheless, seem to lack attention to the linguistic behaviours adopted by the Pakistani Politicians. In this perspective, the present study targets to explore the dimensions of political rhetoric employed by Imran Khan both in the speeches delivered during the electoral campaign and after the elections i.e. specifically the ones delivered in the Darna event. The study aims to scrutinize several portions of the rhetorical discourse and develop an in-depth analysis after investigating our rhetorical strategies. The study plans to explore and identify the rhetorical strategies such as the use of Invention, Arrangement, Style, Delivery and Memory at large and logos, ethos, pathos, exordium, narratio, confirmatio, refutatio and

peroratio, repetition, word order, omission, metaphors, metonymy, synecdoches, tone, intonation, pitch, relating statistical facts, events and verses/quotes at the basic level by Imran Khan in his pre and post-Election speeches. In this regard, I have selected 8 pre and post-election speeches each to identify the use of Aristotelian canons. Moreover, the analysis is incorporated with the interpretation of the implications/functions the speaker wants to attain through the use of a particular rhetorical strategy and also aims to present an opportunity to reveal the most frequent rhetorical strategy used.

Keeping in view, the above-mentioned purpose, the study also aims to present a comparative analysis of the pre and post-election speeches delivered by the politician to expose the shift of linguistic forms to achieve unrelated political goals and to present an insight into how certain attributes of rhetoric are emphasized and abandoned in dissimilar contexts.

The study would examine how Imran Khan implements rhetorical strategies to make both plausible and conceivable speeches for his listeners. It has been observed that political rhetoric is inexorably accompanied by persuasion. Persuasion is overriding and principal to politics, to form decisions that are constructed by intertwining the pertaining views. All this may be done by laying out various options or even handing over an ultimate verdict. Thus, to induce the audience and to shift them to one's vision is crucial and critical to rhetoric (Aristotle, 1991, trans. G.A. Kennedy).

It seems that Imran Khan tends to target local and overseas Pakistanis in his speeches. The mode in which the scripts were assembled is explored to reveal out Imran Khan adopted a specific layout and also to find out how anticipation and arguments were developed in his speeches. With respect to observing and gaining an insight into how Imran Khan might have engaged documented resources accessible to him in a society of language diversity, registers used by Imran Khan were also considered. This provided an in-depth analysis of how he used language tools to craft a personality that will endorse an image of a nonconformist and someone separable from mainstream politicians. Imran Khan's speeches were mainly presented in the national language of Pakistan that is Urdu, with features of code-switching.

The significant purpose of the research undertaken is central to the rhetoric of Imran Khan from the year 2013 to 2014. The period is of great interest and significance as the rise of Imran Khan marks a break from the two-party politics prevalent in Pakistan. Besides this, the surge is important for the hullabaloo it has caused in both national and international media. The media airs it for obvious reasons, the intellectuals or academicians relish it for the challenges it poses to the status quo, and the youth shows interest in anything that captures their imagination.

This research explores Imran Khan's use of three rhetorical appeals namely logos, ethos and pathos. Additionally, whether, Imran employed five canons of classical Rhetoric in his speeches to influence Pakistan and beyond will also be investigated. The five canons of speech which will be explored are Invention, Arrangement, Style, Memory and Delivery. The relevance of using Aristotle's theory in orating techniques was significantly mentioned by Adegoja(2009) and Mathe (2009). Robert as cited in Mwangi, 2009 significantly administered the use of three of the five canons that are, Invention, Arrangement and Style. These canons anticipate the thought i.e. standpoints of logic, ethics and emotions and further, arrange the expression into options in 'diction, grammar and syntax', remunerating communication according to the speaker's will (2009, p. 5). Although Robert as cited in Mwangi (2009) emphasized his views in three canons, the other two are correspondingly significant when undermining rhetoric. Ignoring any one of them would not create a speech somewhat substantial.

Taking into consideration the significance of the five canons, the researcher attempts to employ them as a gauge to evaluate, analyze and explore the way the speaker has used them to make his speeches more cogent. With a detailed account of the purpose behind conducting the study, I attempt to relate the significance of the research.

Pakistan has been facing many hullabalos regarding the selection of a political party to form a democratic government in the country. In this perspective, the politicians try their level best to attain the favour of the mass and to vote for them in the elections and thus they(politicians)use language as their basic tool to annihilate, sustain, oppose and persuade the minds of the target audiences in their own way. Therefore, studying and interpreting political rhetoric is critical to attaining an insight into the understanding of the motives behind the linguistic items chosen for the achievement of political goals.

As already mentioned research on rhetoric is scarce in Pakistan. There are few studies

conducted in Pakistan related to rhetoric mostly focusing on international politics on various occasions both political and ceremonial, with respect to either Aristotelian theory or Critical Discourse Analysis (Dildar and Alvi, 2012; Sabeeh, 2015; Sibtain, M., & Aslam, 2020; Iqbal, et.al, 2020; Tayyab, et.al, 2021) and some have focused the mainstream politicians of Pakistan and noted their linguistic behaviour during main events such as elections (Iqbal, 2014a). On the contrary, keeping in view the scarcity of research in the field of political rhetoric, this study investigates the political rhetoric produced in the Urdu language of the famous Pakistani politician Imran Khan within the context and post of Elections 2013 in Pakistan. Henceforth, the research is a significant impact on the body of knowledge of speech writing in Pakistan, thus highlighting and revealing several significant characteristics of Pakistani tradition in oration in Pakistan. Furthermore, the data selected for scrutinizing covers the most recent rhetorical activities of the speaker specifically at the Darna event, which altogether gives a different perspective of the speaker on the political issues. Moreover, scrutinizing the speeches at the Darna event would turn out to be a body of knowledge as it would highlight significant linguistic implications that would help in understanding the cause of having the event and what ways were adopted by the speaker to keep the audience intact. Finally, it is evident from the reviewed literature (Moses, 2012; Risdianto, 2014; Rezaei, & Nourali, 2016; Martin, 2016; Almahasees & Mahmoud, 2022) most of the studies conducted on rhetorical analysis of focus on the speeches of one politician delivered on a single perspective and some have amalgamated rhetorical analysis of various speeches of various politicians and presented the criticism in the statistical account. This study, although exploring the speeches of a single politician, nevertheless offers to provide with detailed qualitative interpretation of the rhetorical strategies employed by the speaker. Moreover, plans to take account of statistical support to add validity to the interpreted data. Lastly, the aim to incorporate the comparative analysis of the interpreted data of Pre and Post-election data would aid in developing opinions about varied linguistic items that are used to perform various political functions.

As mentioned earlier, the study aims to dissect techniques of discourse employed by Imran Khan. Imran Khan has taken the world by storm. Not only is he an important figure in Pakistan, he is also an eye candy to the West, making him all the more attractive to the realm of cultural discourse studies. Moreover, the method by which he challenges the current political scenario creates an alternative narrative which is of interest to various fields of study. Both socially and linguistically his political narrative deploys an altogether unique use of language.

Another distinctive feature of detailing and scrutinizing the speeches of Imran Khan rhetorically would make the rhetorical devices used by the politician available to the readers. The researcher envisions that such a study would benefit the rhetors in Pakistan to develop better rhetoric keeping in view the classical approach. The final version of the research would assist the discourse critics to employ the procedures possibly used by Imran Khan. It is yearned that this research would enable the readers and researchers to engross themselves in research leading to rhetoric analysis in Pakistan.

Besides this, the study will expectedly, benefit the orators to reenter their debating styles and employ the study's findings to engage all the indispensable factors of an eminent rhetoric. Politicians being communal speakers need to enhance their public speaking skills. Hopefully, the insipid political realm will be assisted with the current study, keeping in view their emerging need for persuasion (Mbenzi, 2014).

Finally, the study will also help in catering to educational reformists to inculcate classical rhetoric as a part of their educational system to deliver the students and proficient scribes to enhance their language skills.

Objectives of the Study:

The study undertakes the following research objectives:

- i. To explore, identify and interpret the five canons of classical rhetoric employed by Imran Khan in his pre and post-election speeches.
- ii. To explore, identify and interpret reasons for highlighting and de-emphasizing certain rhetorical strategies in unrelated contexts.

Research Questions:

The main objectives of the study are to investigate and provide detailed evidence on whether Imran Khan engaged Aristotelian Classical Rhetoric in his oration during the Pre-Electoral Campaign in

2013 and Post-elections and to explore the differences and similarities of rhetorical strategies in dissimilar contexts. Moreover, the study also provides a comparative analysis of the rhetorical canons employed by Imran Khan in Pre and Post-election speeches. The study addresses the following questions and sub-questions:

- a) What persuasive devices (ethos, pathos, logos (Cause/consequences, Analogy, Definition, Syllogism, Testimony/Authority and Generalizations) were used to invent and present the arguments in both Pre and Post-Election speeches?
- b) How did Imran Khan try to advance his arguments by organizing his speeches in terms of Exordium (Introduction), Narratio (Narration of Facts), Confirmatio (Proof of argument), Refutatio (Refutation of Arguments) and Peroratio (Conclusion) in his Pre and Post-Election Speeches?
- c) What stylistic devices such as Schemes (Repetition, Omission, and Word Order), Tropes (Metaphors, Metonymy and Synecdoches) and Rhetorical Questions did Imran Khan employ in his Pre and Post-Election speeches to make them attractive to his listeners?
- d) How the canon of deliverance inclusive of paralinguistic features such as pitch, tone and intonation were made by Imran Khan in his Pre and Post-Election speeches?
- e) How the canon of memory did was employed by the speaker in terms of the usage of various literary or mnemonic terms such as relating statistical facts, relating past events and relating verses/quotes in his Pre and Post-Election speeches?

Does the employment of canons of Classical rhetoric vary depending on the context?

Data Analysis

This section gives a detailed interpretation of the comparative analysis of pre and post-election data. This section deals with the comparative analysis of each canon with respect to pre and post-election data. Section 2.2. explains the variation of each canon and illustrates the graphical representation of the divergence and incongruence of the variables subjected to the comparative analysis.

The diversity and variation in relation to the employment of the five canons of classical rhetoric have been graphically represented through pie charts in the following sub-sections. This would assist the reader to configure the proportion of each element employed by Imran Khan in his speeches during the electoral campaign and in the Darna event.

The following pie chart the divergence of the modes of persuasion used in the pre and post-election data. The prefixes ‘pre’ and ‘post’ have been tagged to differentiate and distinguish the pre and post-election data.

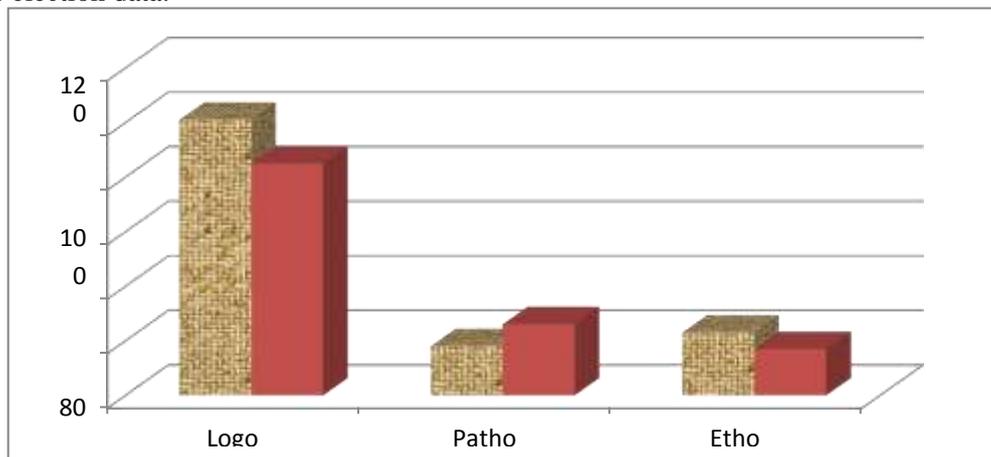


Figure 1: Statistical Representation of Modes of Persuasion in Pre and Post-Election Speeches

It is obvious from the pie graph that the value of the three modes of persuasion remained below or equal to 100 on the scale for both pre and post-election data. A discursive view of the chart shows that the logos decreased from 100 to 80-85 on the value scale in the post-election speeches of Imran Khan. Contrastingly, there is an increase in the use of pathos in the post-election data from 0-10 to 10-20, showing prominent difference. Whereas, when it comes to the use of ethos, the post-election data shows a decrease in value scale from 5 to 5-10, however, the decrease is not a remarkable one.

To represent the comparative analysis of the use of the elements of Arrangement in the pre and post-election speeches by Imran Khan, again pie chart representation was uptaken. The terms pre

and post-election speeches have been again used to discriminate the two data sets.

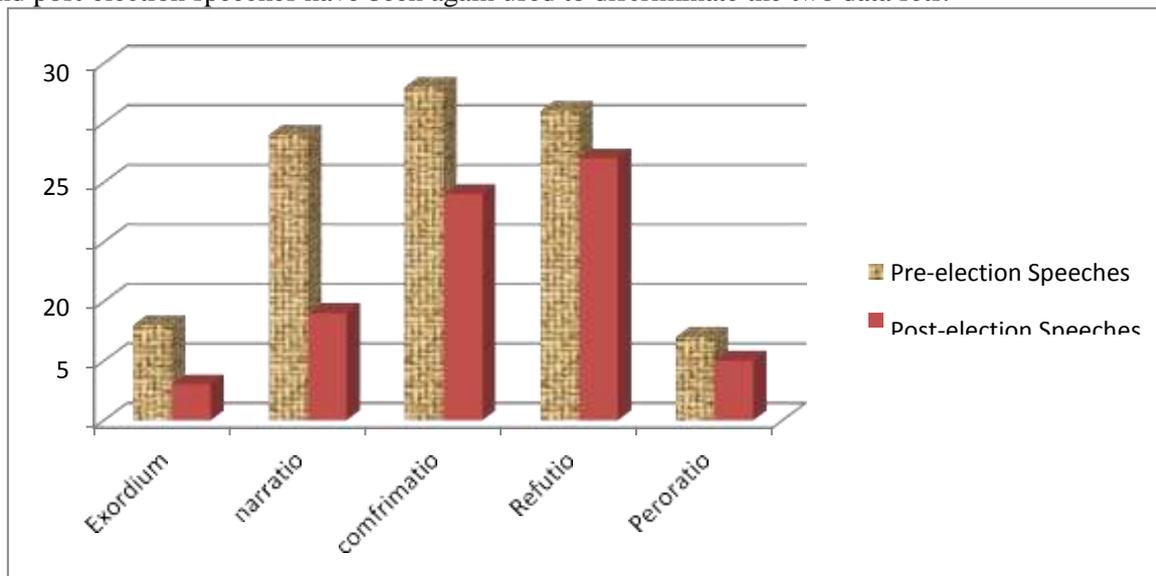


Figure 2: Statistical Representation of Parts of Speech in Pre and Post-Election Speeches

Having a discursive look at the pie chart, it becomes evident that Exordium or the introduction part of the speech in the post-election data reduced to 3 from 5-10 on the value scale. Likewise, the narratio i.e. using of a purpose statement in the post-election data also reduced remarkably to 8 from 20-25 on the value scale. In a similar fashion, the presentation of arguments i.e. confirmatio reduced to 18 from 20-25 in the post-election data. Likewise, refutio also decreased in the post-election data to a height of 20 on the value scale, thus showing significant variation. Lastly, although the variation in the value of the element of peroratio is not a noteworthy one yet, like the first three elements of the canon of Arrangement it showed a decrease in value in the post-election data to 5 from 5-10.

The Canon of Style also employed pie charts to show variation and diversity in the pre and post-election data.

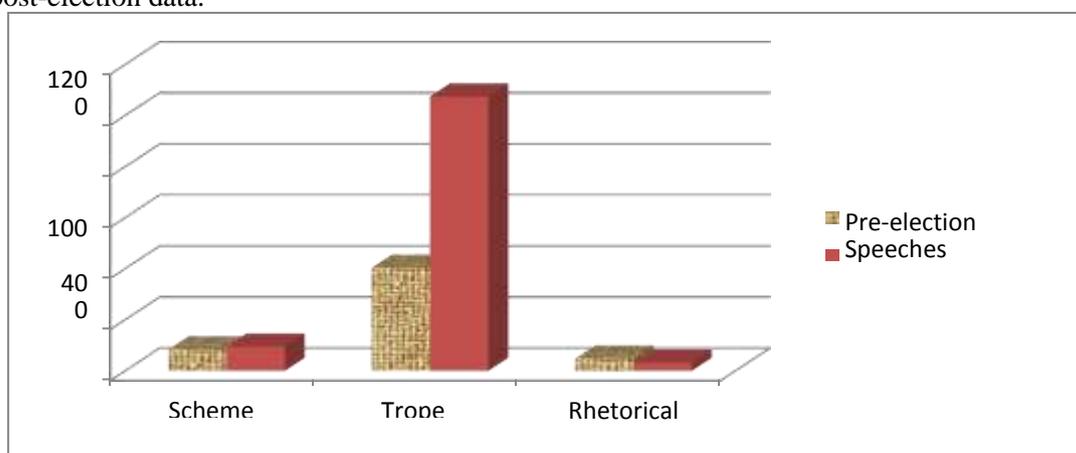


Figure 3: Statistical Representation of Stylistic Devices in Pre and Post-Election Speeches

The pie chart illustrates the variations in the use of stylistic devices in both pre and post-election data. It is obvious from the illustration that the use of schemes by Imran Khan in his speeches increased slightly in the post-election era. The chart shows an increase to 100 from 80-90. The increase in the use of tropes in the post-election era is remarkable and noticeably increased to 1050 from 200 to 400 on the value scale, demonstrating a divergent level of variation. Although schemes and tropes showed increased level of trends, the use of rhetorical questions decreased in the post-election data as shown on the chart. Even though the decrease is average, yet there is downfall in the variation from nearly to 50 on the value scale to below 40.

The canon of Delivery was also scrutinized to comparative analysis and illustrated using again the pie charts.

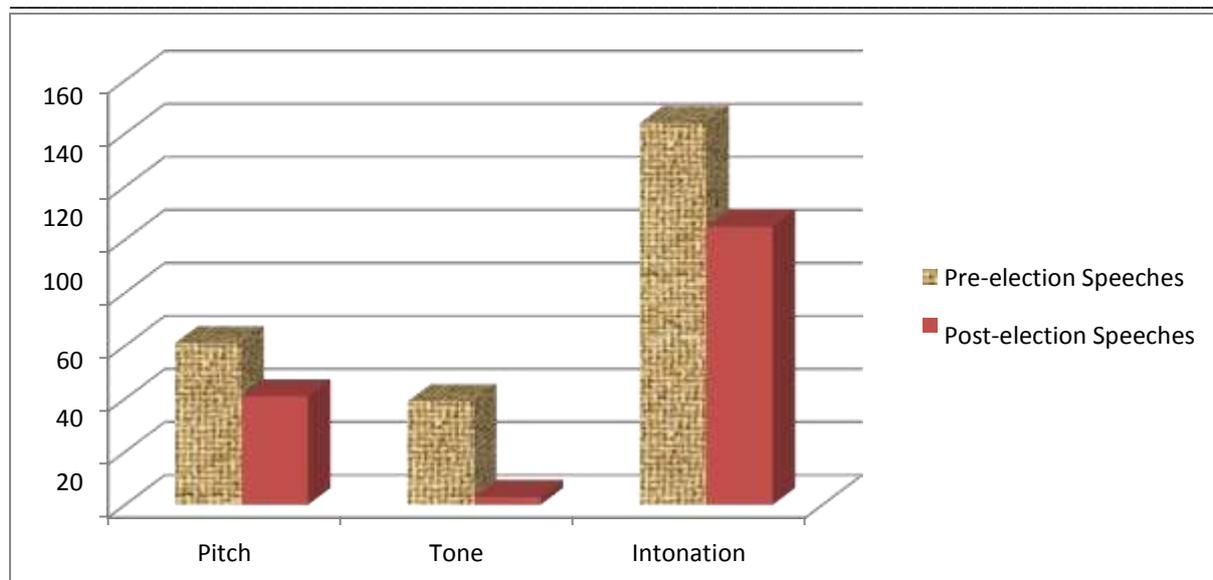


Figure 4: Statistical Representation of Paralinguistic Features in Pre and Post-Election Speeches

The pie chart has quite interestingly pictured out rise and fall of the paralinguistic features. It is observable that the three paralinguistic features show decreased value on the scale in the post-election data. The pitch of the speaker showed a decrease to below 40 from 40 to 60. Moreover, the paralinguistic feature, tone showed a significant decrease in the value on the measuring scale to 10 from 20-40. Lastly, the decrease in intonation patterns of Imran Khan also shows a downward variance in the post-election data, to 100 from 140 on the value scale.

The mnemonic devices used by Imran Khan in his pre and post-election speeches were also subjected to comparative analysis. The pie chart has been again used to demonstrate the difference. The variables recalling statistical facts, recalling events and recalling quotes/ verses are abbreviated as RSF, RE and RQV respectively.

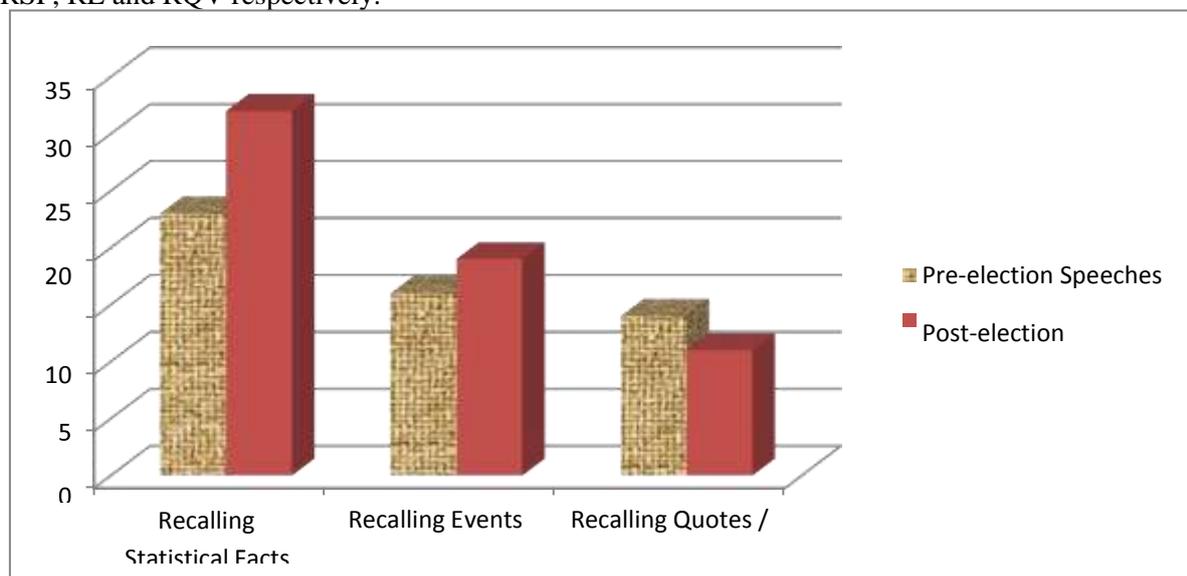


Figure 5: Statistical Representation of Mnemonic Devices in Pre and Post-Election Speeches

A yet again discursive look at the above pie chart reveals an unusual position of the variables. Unlike the previous canons of the rhetorical theory, the features of mnemonic devices related to the post-election data show a remarkable and astonishing increase in the values. The variable RSF showed notifying increase from 20 to 30 in post-election data, on the measuring scale. Likewise, RE also raised to value its pre-election value, 15 to 3 points to nearly at 20 on the scale. Lastly, RQS showed an opposite behavior and unlike the other mnemonic features, decreased in the post-election data to a value of 10 by 2 points on the scale. As far as the canon of Delivery is concerned all the variables showed a decrease in the post-election data on the measuring scale.

Discussion and Conclusion

This research demonstrated that Imran Khan effectively used the five canons of classical rhetoric in his pre and post-election speeches and thus answered the first question of the study and furthermore attained the first objective of the study. The details of the findings of the sub-questions are given below.

The answer to first sub-question revealed that the use of the canon of Invention was comprehended with the types of logical arguments, his linguistic techniques to upgrade his ethical value and lastly strategies to arouse pathos among the audience. Logos was supported with propositions presented in the speeches, the use of ethos assisted him in identifying himself as a man more reliable, honest and credible as compared to his opponents and finally pathos was employed to evoke several emotions such as anger, furore and excitement among the audiences.

The canon of Arrangement revealed that most of the speeches of Imran Khan were composed according to the parts of speech i.e. exordium, narratio, confirmatio, refutio and peroration and thus provided the answer to the second sub-question. Although most of the speeches were arranged in a systematized manner, most of his post-election speeches missed the elements of a proper introduction and purpose statement.

The study further analyzed that the canon of Style was used in terms of schemes, tropes and rhetorical questions and answered the third sub-question. The analysis of both pre and post-election data revealed that tropes were most frequently used. Moreover, among the elements of tropes, synecdoches were used mostly. Rhetorical questions were more used in pre-election speeches than in the post ones.

The analysis of data with respect to the fourth canon and fourth sub-question of rhetoric i.e. Delivery revealed that falling and rising of intonation by the speaker was the dominant element in both pre and post-election data. Moreover, most of the speeches are accompanied with music from national songs, thus a strategy to intact the interests of the listeners.

Lastly, the canon of Memory revealed the use of recollecting statistical facts, significant past events and quotes and provided answers to the last sub-question. It was revealed through the analysis that Imran Khan recalled the statistical facts mostly to express his knowledge and to diminish the characters of his opponents. Furthermore, the use of proverbs and figurative language exposed his mnemonic skills.

The findings related to the second question i.e. does the employment of canons of Classical Rhetoric vary depending on the context are detailed below.

Comparing the data sets of both Pre and Post-Election speeches exposed that while employing the canon of Invention, Imran Khan among the three modes of persuasion (ethos, logos, pathos), logic (logos) was used the most along with its various types. Moreover, logos was used more in pre-election speeches than in post-election ones. This further implied that the speaker wanted to convince and allure the audience to vote for him during the era of pre- elections; mostly employing logic and reasoning to his arguments rather than arousing appeals to emotions and ethics.

The comparison related to the canon of arrangement revealed that the presentation of main arguments i.e. Confirmatio was an essential and most employed part of pre-post-election speeches. Moreover, the analysis revealed that in pre-election speeches, more arguments relating main aim of the speech were presented as compared to the post ones. The comparison of the two also showed that refutio was the second most employed part of the speech, through which arguments were presented for his listeners, showing his use of arguments that work in demolishing and diminishing the characters of his opponents.

In the same way, the comparison of stylistic devices in pre and post-election speeches revealed that tropes were the most employed stylistic devices in both speech sets and above all a device used extensively in the post-election speeches. Likewise, the comparative analysis of schemes showed that repetition was the most used element in both pre and post-election speeches and was more a part of post-election speeches. Rhetorical questions unlike schemes and tropes were more a feature of pre-election speeches.

Likewise, the comparison of paralinguistic devices revealed the incorporation of various patterns of intonation as the most used device for delivering several arguments. Moreover, the feature was more prominent in pre-election speeches than in the post ones. Apart from this, the paralinguistic feature, of lowering and raising pitch was the second most employed device.

Lastly, the scrutinizing and comparing mnemonic devices revealed the employment of statistical facts more than the rest of the features both in the pre and post-election speeches. This result also validated and supported the use of logos within the speeches. Moreover, relating statistical facts was more a feature of post-election speeches than the pre ones. Apart from this, recalling past events was the second most employed mnemonic device and again a part of the post-election speeches than the pre-ones.

The results of question 1 with its five sub-questions and that of question 2 helped in achieving the objectives of the study and provide an in-depth insight into the linguistic variations and behaviours adopted by the politician.

The findings of the study are quite significant in the perspective that studies on rhetoric are scarce in Pakistan. This study exposes a new dimension in analyzing political rhetoric. The analysis of the data provided insight into the motives and objectives of Pakistani Politicians when addressing an election campaign. Moreover, the post-election speeches of Imran Khan were mostly related to the Darna event and exposed the stance of the politician while opposing the prevailing government. Moreover, the comparative analysis provides the variation in the approach adopted by Imran Khan while addressing large gatherings. Finally, the study is a significant contribution to the domains of Pakistani political discourse analysis as it unravels new dimensions for future research.

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