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**Representation of Critical Discourse Analysis Models in Research Questions
and Objectives of Pakistani Discourse Research Articles:
A Qualitative Analysis**

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Abstract

Critical Discourse Analysis (CDA) is a discipline that examines written and spoken texts in order to uncover the discursive sources of power, inequality, and ideological bias, and to investigate how such discursive materials are preserved and reproduced in different social, political, and historical settings (van Dijk, 1998). The present study aims to examine, firstly, whether the CDA models proposed by Norman Fairclough and Teun van Dijk are appropriately reflected in the research questions of Pakistani discourse research articles, and secondly, whether the research questions of the selected Pakistani discourse research articles adequately fulfil the methodological requirements of their respective stated objectives. For the purposes of data collection, sixteen Pakistani research articles on critical discourse analysis, published between 2013 and 2021, were selected through a purposive random sampling procedure. A checklist was developed as an analytical instrument, drawing upon the key theoretical features of the CDA frameworks proposed by Fairclough (2001, 2003) and van Dijk (1998, 2003). The findings indicate that only a limited number of features from the selected CDA models are appropriately reflected in the research questions of the sampled Pakistani discourse articles. Furthermore, it is observed that all the checklist features identified in the research questions of the selected articles have correspondingly been found within their stated research objectives. The study is likely to be of considerable value to researchers engaged in CDA-related scholarship, as it delineates the existing gap between established CDA theoretical models and the research questions and objectives formulated in Pakistani academic discourse research.

Keywords: Critical Discourse Analysis, Fairclough's model, van Dijk's model, Pakistani research articles, research questions, research objectives, checklist, ideology, power, discourse

1. Introduction

Critical Discourse Analysis (CDA) is a discipline that studies texts in written or spoken form in order to uncover the discursive sources of power, inequality, and ideological bias, and to investigate how such discursive materials are preserved and reproduced in different social, political, and historical settings (van Dijk, 1998). It is argued within this tradition that CDA intends to investigate the frequently non-transparent links of causation and determination among discursive practices, actions, and texts, on the one hand, and broader societal and cultural structures, relations, and processes, on the other, precisely in order to explore how such practices, proceedings, and texts emerge from and are shaped ideologically by power relations and struggles over power (Fairclough, 1993). The goal of CDA is, in this sense, to disclose the relationships between discourse practices in a manner that is accessible not only to specialist scholars but also to the wider community of readers.

It is worth noting that the links and conflicts among pre-constructed social structures, practices, identities, orders of discourse, and organisations, processes, acts, and events constitute the primary focus of CDA scholarship (Fairclough, 2005, p. 923). Consequently, critical discourse analysis is characterised by its critical perspective, which concentrates on how ideas, subjects, and relations of power are generated, reproduced, and modified throughout discourse, and is operationally defined through a variety of methodologies deployed to evaluate texts in particular contexts (Leitch and Palmer, 2010). Various researchers have utilised CDA to expose discrimination practised by elite groups, to educate the general public regarding the operation of social injustice, and to advocate for more equitable social conditions. The present study, in this context, aims to investigate whether the CDA models of Fairclough and van Dijk are appropriately reflected in the research questions of Pakistani discourse research articles, and whether those research questions adequately fulfil the requirements of their respective stated objectives.

It is suggested, furthermore, that the application of CDA theory has witnessed considerable growth in academic scholarship since the beginning of the twenty-first century, encompassing a diverse range of studies (Bloor and Bloor, 2007; Bayram, 2010; Jahedi and Abdullah, 2012; Parham, 2013; Amoussou and Allagbe, 2018). Whilst many recent researchers provide relevant and productive findings, it is argued that some appear to diverge considerably from the foundational principles of the critical approach they purport to employ when formulating their research questions and objectives. In this regard, it is important to emphasise, as Wodak and Meyer (2009, p. 1) observe, that there are salient principles that are constitutive of all approaches within CDA, and that the mere application of specific theories to a text or conversation does not, in itself, constitute a genuinely critical analytical perspective. The present study, therefore, seeks

to clarify what it means methodologically to conduct critical discourse analysis and to assess the extent to which Pakistani CDA scholarship adheres to the theoretical imperatives of the models it deploys.

1.1 Purpose of the Study

The primary purpose of the present research is to systematically explore whether the research questions presented in Pakistani articles about critical discourse analysis provide the relevant analytical data in accordance with the established CDA models proposed by Fairclough (2001, 2003) and van Dijk (1998, 2003). In this way, the study seeks to explain what it means to claim that one is conducting critical discourse analysis, and to identify the extent to which Pakistani discourse scholarship fulfils the theoretical and methodological requirements of the CDA frameworks it invokes. It is argued that such an investigation is not only academically productive but also practically necessary, insofar as it provides a systematic evidential basis for evaluating the quality and theoretical coherence of CDA-informed research in the Pakistani academic context.

1.2 Significance of the Study

The present study is argued to be innovative in its nature, insofar as it represents, to the best of the researcher's knowledge, one of the first systematic attempts to evaluate the alignment between established CDA theoretical models and the research questions and objectives of Pakistani discourse research articles. It is suggested that the study will be of considerable value to researchers engaged in CDA-related scholarship, as it makes explicit the gap that exists between the theoretical models of CDA and the research questions and objectives formulated in Pakistani academic discourse research. This contribution, it is argued, will enable future researchers to formulate more methodologically rigorous and theoretically coherent research questions and objectives when undertaking CDA studies within the Pakistani academic context. Moreover, the checklist developed for the purposes of the present study is likely to serve as a useful analytical and pedagogical resource for researchers, students, and supervisors engaged in discourse analysis research.

1.3 Research Questions

The present study is guided by the following research questions:

1. Are the CDA models of Fairclough and van Dijk appropriately reflected in the research questions of Pakistani discourse research articles?
2. Do the research questions of the selected Pakistani discourse research articles fulfil the methodological requirements of their respective stated objectives?

1.4 Research Objectives

In order to address the above research questions, the following research objectives have been formulated:

1. To analyse whether the CDA models of Fairclough and van Dijk are appropriately reflected in the research questions of Pakistani discourse research articles.
2. To analyse whether the research questions of Pakistani discourse research articles fulfil the methodological requirements of their respective stated objectives.

2. Literature Review

This chapter reviews the significant scholarship that has previously been completed in the field of critical discourse analysis, and describes the various methodologies, characteristics, theoretical models, and analytical approaches within CDA. It is argued that this review will aid in the completion of the present study by providing theoretical direction with regard to data analysis using a principled and methodologically coherent analytical framework. The review is organised around the key theoretical and methodological dimensions of CDA, beginning with the foundational concept of discourse and discourse analysis, moving through the critical theoretical underpinnings of CDA, and culminating in detailed discussions of the three principal CDA approaches most relevant to the present study.

2.1 Discourse and Discourse Analysis

The term discourse has accrued considerable scholarly attention and definitional debate over time. It is suggested by Jorgensen and Phillips (2002, p. 1) that no single unified approach to discourse analysis exists, since multiple approaches are available, each with its own social and linguistic orientations. Wodak (2001, p. 37) proposes that language study involves the acknowledgement of a complex and dialectical association between the specific conversational occasion and the social position, organisation, and social structure in which it is embedded. Similarly, it is argued that discourse is always explained in relation to particular situations and speech genres, and that its purpose is either to reproduce existing beliefs or to transform conceptual structures. In this regard, texts may be understood as expressions of psychosocial certainties that exceed the boundaries of simple lexical or syntactic constructions.

Discourse analysis, according to Yule (1983, p. 1), is concerned with how language is utilised for communicative purposes, examining when, how, and in what form language is deployed in particular social contexts. Daymon and Holloway (2002, p. 141) further propose that discourse analysis is more than merely a tool for developing and transmitting meaning; it is, rather, a social policy through which individuals exercise influence over their writing and communication. Brown and Yule (1983) similarly argue that discourse analysis incorporates the study of consistency observed in the distribution of language forms, and attend to the role of the writer or speaker as a communication source and facilitator. The three main components of discourse

analysis identified in the literature are discourse theory, discourse psychology, and critical discourse analysis, as outlined by Winther-Jorgensen and Phillips (2000, pp. 13-14). It is suggested that a researcher may combine these three approaches to develop a theoretically nuanced analytical framework appropriate to the particular research context.

2.2 What Does 'Critical' Mean in CDA?

In CDA, the term critical is frequently associated with the examination of power relations and the ideological dimensions of language use. The notion of critical thinking has its roots in the Frankfurt School of Critical Theory (Adorno, 1973; Habermas, 1976), which rejected naturalism, narrow rationalism, and individualism in favour of a dialectical approach to the relationship between individual agency and structural determinism (Rogers, 2003). In Critical Theory, as Simpson (2009, p. 430) observes, a critical posture is defined as a philosophical attitude toward social phenomena that analyses and challenges the origins of domination as a component of the struggle for a more equitable society. Critical Theory has, consequently, traditionally concentrated on topics where disparities are most visible, including class, race, gender, and sexuality (Pennycook, 1999). It is argued, furthermore, that CDA, in its critical orientation, seeks not merely to describe social phenomena but to identify and challenge the power relations that are responsible for social injustice and oppression, with a view to effecting meaningful social change (Fairclough, 2003; van Dijk, 2009).

CDA, as Bloor and Bloor (2007, p. 2) observe, is distinguished from more traditional forms of linguistic analysis by its emphasis on the social: whilst linguists in general are concerned with the way in which language or discourse works, critical discourse analysts are concerned with the ways in which language and discourse are used to attain social objectives. It is in this critical spirit, it is argued, that the present study approaches the question of how Pakistani CDA scholarship operationalises the theoretical imperatives of the Fairclough and van Dijk models in the formulation of its research questions and objectives.

2.3 Origin and Development of CDA

CDA as a discipline was established during the twentieth century. The cornerstone of CDA was laid by Critical Linguistics in the 1970s, the roots of which, as Fowler et al. (1979) observe, were established within the context of British linguistics, drawing upon Halliday's Systemic Functional Linguistics (SFL) as a theoretical foundation. According to Trew (1979), the goal of Critical Linguistics practitioners was to separate ideology from discourse and to demonstrate how ideology and ideological processes manifest themselves as linguistic qualities and processes. Louis Althusser's (1971) contribution to the theory of ideology demonstrated the connections between social practices and social structures, and was, it is argued, particularly influential in shaping the theoretical orientation of early CDA. The emergence of SFL, and in particular Halliday's (1979) introduction of field, tenor, and mode as metafunctions of language

encompassing phonology, lexicogrammar, and semantics, directed discourse analysis toward an examination of the ways in which social and personal processes are encoded in diverse texts. The development of CDA as a mature discipline thereafter saw significant contributions from Fairclough (1989, 1992), van Dijk (1988, 1993, 1998), Wodak (1995, 1996, 2001), and van Leeuwen (1993, 1996), each of whom developed distinctive theoretical and methodological approaches that continue to inform CDA scholarship to the present day.

2.4 General Principles of CDA

The general principles of CDA have been articulated by numerous theorists, most notably through Fairclough and Wodak's (1997) eight foundational principles, which are widely regarded in the scholarly literature as the authoritative statement of the discipline's core commitments (van Dijk, 1993; Wodak, 1996; Meyer, 2001). It is worth summarising these principles, as they provide the theoretical context within which the analytical framework of the present study is situated. Firstly, CDA is concerned with social issues, attending to the linguistic features of social and cultural processes and seeking to reveal often hidden power relationships. Secondly, power relations are expressed through language, and CDA investigates how these relations are enacted and reproduced in discourse. Thirdly, society and culture are built on discourse, such that discursive practices constitute rather than merely reflect social realities. Fourthly, ideological work is performed through discourse, and CDA seeks to expose the ideological dimensions of language use. Fifthly, discourse is historically situated, and meaning must therefore be understood in relation to its historical and intertextual context. Sixthly, there is a mediated relationship between text and society, and CDA investigates the complex connections between textual and social structures. Seventhly, CDA is both interpretive and explanatory, aiming to provide not merely descriptions of discourse but critical analyses of its social functions. Eighthly, CDA is a scientific paradigm committed to the advancement of social justice. These eight principles, it is argued, constitute the theoretical foundation against which the research questions and objectives of Pakistani CDA articles are assessed in the present study.

2.5 CDA Methodologies

CDA is an interdisciplinary approach that incorporates linguistics alongside anthropology, philosophy, psychology, rhetoric, sociolinguistics, and literary studies (Wodak and Meyer, 2009, p. 1). The diverse intellectual traditions from which CDA draws have resulted in a range of methodological approaches, each founded upon distinct theoretical premises. The three principal approaches most relevant to the present study are Fairclough's Socio-Cultural Approach, van Dijk's Socio-Cognitive Approach, and Wodak's Discourse-Historical Approach, each of which is described in detail in the sections below.

2.5.1 Fairclough's Socio-Cultural Approach

Fairclough's CDA framework, which has been developed and refined across a series of influential publications including *Language and Power* (1989), *Discourse and Social Change* (1992), and *Critical Discourse Analysis* (1995), proposes a three-dimensional model of discourse analysis that conceives of discourse simultaneously as text, as discursive practice, and as sociocultural practice (Fairclough, 1994, 2003, 2014). The three-dimensional framework accordingly comprises: (a) a linguistic description of the formal properties of the text, including vocabulary, grammar, and textual structure; (b) the interpretation of the text's causal connection with discursive processes, including processes of production, distribution, and consumption; and (c) the explanation of the discourse's relationship with broader cultural and social reality, including institutional and historical contexts of production. Fairclough (1989) argues that certain discourse selections carry underlying ideological assumptions that are never value-free or unmotivated, and that discursive practices may therefore have significant ideological implications, serving to establish and reproduce unequal power relations between social classes, gender groups, and ethnic communities through the manner in which they represent the social world and position social actors.

A number of studies have applied Fairclough's three-dimensional model to diverse discourse contexts in the Pakistani setting. Sipra and Rashid (2013) examine Martin Luther King's speech from a socio-political perspective, deploying Fairclough's three-dimensional framework to reveal the ideological dimensions of the discourse. Shah and Mubarak (2018) utilise Fairclough's model to analyse newspaper headlines about the Model Town Tragedy in Lahore, demonstrating the model's utility in uncovering the ideological dimensions of Pakistani media discourse. Afzaal et al. (2019) employ Fairclough's framework in a corpus-based analysis of Pakistani news media discourses about the China-Pakistan Economic Corridor. Furthermore, Hassan (2018) and Asad (2019) deploy Fairclough's CDA model in analyses of Pakistani news bulletin headlines and election coverage respectively, providing further examples of the model's application within the Pakistani academic context. These studies are, it is argued, collectively representative of the diverse range of discourse contexts to which Fairclough's model has been applied in Pakistani scholarship, and it is precisely this diversity that motivates the present study's systematic investigation of the extent to which Pakistani CDA research appropriately reflects the theoretical features of the Fairclough model.

2.5.2 Van Dijk's Socio-Cognitive Approach

Van Dijk's socio-cognitive approach to CDA, developed across a series of influential theoretical and empirical works (van Dijk, 1988, 1991, 1993, 1995, 1998, 2001, 2003, 2006), conceives of discourse as a form of social practice whilst according central importance to the mediating role of social cognition in the relationship between discourse and society. Van Dijk argues that CDA must account for the many different types of social cognitions that social collectivities, including groups, organisations, and institutions, share, defining these as socially shared representations of

societal systems, organisations, and interactions, as well as mental functions such as interpretation, reasoning, argumentation, inferencing, and learning (van Dijk, 1993, p. 257). In his discourse analysis, van Dijk differentiates between macro and micro levels of analysis: language use, discourse, verbal interaction, and communication are determined at the micro level of social order, whereas power, dominance, and inequality among social groups are determined at the macro level (van Dijk, 2003). Van Dijk's socio-cognitive approach is underpinned by a three-part discourse-cognition-society model of ideology, in which ideologies function simultaneously as cognitive representations underpinning individual communications and as social manifestations of group characteristics and interests.

The application of van Dijk's socio-cognitive model in Pakistani CDA scholarship has been extensive, encompassing analyses of diverse discourse types. Tareen, Nayab and Dilawer (2021) apply van Dijk's triangular socio-cognitive approach to COVID-19-related newspaper headlines in Pakistan, examining the ideological construction of political authority during the pandemic. Ahmed (2018) employs van Dijk's model in a comparative analysis of US and Pakistani newspaper discourse. Sajid, Anwar and Ashraf (2019) utilise van Dijk's (2006) analytical framework to examine how political events are represented discursively in Pakistani English newspapers. Chohan and Anwar (2018) apply van Dijk's framework to Zulfiqar Ali Bhutto's speech at the United Nations Security Council, and Sajjad (2013) deploys van Dijk's media text analysis approach to examine ideological constructions in news headlines about Imran Khan's peace march. These studies, it is argued, collectively demonstrate both the breadth of van Dijk's model's application in Pakistani discourse research and the necessity of the present study's systematic investigation of the alignment between that model's theoretical features and the research questions formulated in Pakistani CDA scholarship.

2.5.3 Wodak's Discourse-Historical Approach

Like Fairclough's and van Dijk's approaches, Wodak's Discourse-Historical Approach (DHA) conceives of discourse as a form of social activity. Wodak (2002) emphasises the multidisciplinary and eclectic nature of CDA, arguing that because social problems are too complex to be investigated from a single theoretical perspective, multiple ideas and approaches must be combined to comprehend and explain the phenomenon under investigation. One of the central tenets of the DHA is the argument that all discourses are historical and can therefore only be understood with reference to their context (Wodak, 2009, p. 20; Meyer, 2001, p. 15), implying that discourse is synchronically and diachronically linked to other communicative events occurring at the same time or having occurred previously. The concept of context is vital to CDA from a DHA perspective, since it encompasses socio-psychological, political, and ideological components, necessitating an interdisciplinary analytical method. Wodak (2001) employs the notion of triangulation to examine the interrelationships between discursive and other social behaviours and systems, suggesting a variety of data collection strategies appropriate to the

complexity of CDA research. Forchtner (2011) has further examined the connections between the DHA and the Frankfurt School tradition, demonstrating the intellectual lineage of Wodak's approach within the broader Critical Theory tradition.

3. Research Methodology

3.1 Research Design

The present study adopts a qualitative research design grounded in the methodological principles of checklist-based document analysis. It is argued that this design is particularly appropriate for the purposes of the study, given that the research questions require a systematic and principled comparison between the theoretical features of established CDA models and the research questions and objectives of a defined corpus of Pakistani discourse research articles. The analytical framework is derived from the key theoretical features of the CDA models proposed by Fairclough (2001, 2003) and van Dijk (1998, 2003), as elaborated in the literature review chapter. A checklist was developed as the primary analytical instrument, enabling the researcher to systematically identify whether the key features of each CDA model are reflected in the research questions and objectives of the sampled articles. It is suggested that the checklist approach, as described by Gay (1996), is a particularly appropriate tool for this type of systematic analytical task, insofar as it enables the researcher to focus attention on the significant features or characteristics that must be examined in a structured and replicable manner.

3.2 Sampling and Data Collection

For the purposes of data collection, sixteen Pakistani research articles on critical discourse analysis, published between 2013 and 2021, were selected through a purposive random sampling procedure. It is worth noting that all sixteen articles were written by Pakistani scholars and published in indexed academic journals with recognised impact factors. Only those articles were selected in which the CDA model of either Norman Fairclough or Teun van Dijk was used as the theoretical or analytical framework, in order to ensure comparability across the corpus. Eight articles deployed Fairclough's CDA model, and eight articles deployed van Dijk's model, providing equal representation of each theoretical tradition in the sample. The following table provides full bibliographic details of the sixteen sampled articles.

Table 1

Pakistani CDA Research Articles Selected for Analysis (2013-2021)

No.	Article Title	Model	Journal	Year	Author(s)
1	Language, Media, and Ideology: CDA of Pakistani News Bulletin Headlines	Fairclough	SAGE Open	2018	Hassan
2	CDA of Martin Luther King's Speech in Socio-Political Perspective	Fairclough	Advances in Language and Literary Studies	2013	Sipra& Rashid
3	Ideology and Identification Paradigm: Relational and Expressive Values in Southern Punjab	Fairclough	Pakistan Journal of Social Sciences	2019	Rizwan
4	Fairclough's Model as Research Tool in CDA of Robert Frost's Fire and Ice	Fairclough	University of Wah Journal of Social Sciences	2018	Sabir&Kanwal
5	Transitivity Analysis of Election Coverage in Online Newspapers of Malaysia and Pakistan	Fairclough	Julio-agosto	2019	Asad
6	CDA of Pakistani TV Comedy Talk Show 'Khabarnaak'	Fairclough	American Journal of Humanities and Social Sciences Research	2019	Sultan et al.
7	Media Discourse as Representative of Socio-Cultural Milieu: CDA of Headlines about Model Town Tragedy	Fairclough	Pakistan Journal of Language Studies	2018	Shah & Mubarak
8	Examining Pakistani News Media Discourses about CPEC: A Corpus-Based CDA	Fairclough	Cogent Social Sciences	2019	Afzaal et al.
9	Exploring Ideological Construction through COVID-19 Related Headlines	Van Dijk	Review of Applied Management and Social Sciences	2021	Tareen et al.
10	A CDA of US and Pakistani Newspapers	Van Dijk	International Journal of	2018	Ahmed

No.	Article Title	Model	Journal	Year	Author(s)
			Linguistics		
11	Politics, Ideology and Print Media: A CDA of Newspapers' Headlines	Van Dijk	Khazar Journal of Humanities and Social Sciences	2019	Sajid et al.
12	Ideological Representations in Indian Newspapers' Editorials: Pulwama Incident	Van Dijk	Revista Argentina de ClinicaPsicologica	2020	Safi et al.
13	Zulfiqar Ali Bhutto's Speech in UNSC (1965): CDA Perspective	Van Dijk	Pakistan Journal of Humanities and Social Sciences	2018	Chohan& Anwar
14	Traces of Ideology in Translating the Quran into English: A CDA	Van Dijk	International Journal of Applied Linguistics and English Literature	2015	Abdunasir
15	Framing of Good vs Bad Image in Pakistani English Newspapers	Van Dijk	IDP Education Expo	2021	Rubbani
16	CDA of News Headlines about Imran Khan's Peace March	Van Dijk	IOSR Journal of Humanities and Social Science	2013	Sajjad

3.3 Theoretical Framework and Checklist Development

The analytical framework of the present study is grounded in the theoretical features of the CDA models proposed by Fairclough (2001, 2003) and van Dijk (1998, 2003). It is argued, following Gay (1996), that a checklist constitutes the most appropriate analytical instrument for this type of systematic document analysis, insofar as it enables the researcher to direct attention systematically to the significant features or characteristics of the theoretical models under investigation. The checklist was developed through a careful and thorough study of the key features of both CDA models, as elaborated in the scholarly literature, and comprises five features derived from Fairclough's model and four features derived from van Dijk's socio-cognitive model. A tag number was assigned to each feature on the checklist, enabling systematic identification of whether each feature is reflected in the research questions and objectives of the sampled articles. The following table presents the finalised checklist as employed in the data analysis.

Table 2

Checklist for Data Analysis: Features of Fairclough's and Van Dijk's CDA Models

No.	Fairclough's CDA: Key Features	In RQ?	In RO?
1	The critical relation between power and language		
2	The three-stage discourse analysis posited by Fairclough commences with the formal description of text properties		
3	The analysis of formal resources highlights the different ways a text is produced		
4	Interpretative procedure reveals a broad spectrum of member resources, including background knowledge		
5	The last stage of analysis explains the influential factors of large social context on productive and interpretative methods		
No.	Van Dijk's CDA: Key Features	In RQ?	In RO?
1	Ideologies, being both cognitive and social, are cognitive representations underpinning individual communications and social manifestations of group characteristics		
2	Ideological linkages are intermediate connections between the micro level (text and talk) and the macro level (social and institutional structures)		
3	The relation between ideologies and discourse operates at three levels: social analysis, cognitive analysis, and discourse analysis		
4	Social analysis addresses social and institutional structures or group relations; cognitive analysis addresses values, attitudes, and knowledge; discourse analysis addresses the structures of talk and text		

Note. RQ = Research Question; RO = Research Objective.

4. Data Analysis

The data collected for the present research consists of sixteen Pakistani research articles on CDA, written by Pakistani researchers and published in indexed academic journals. The analysis was conducted in two stages. In the first stage, the articles were selected according to the CDA models employed in their methodological frameworks and were reviewed systematically. In the second stage, the features of the analytical checklist were compared with the models deployed in

each article to determine whether those checklist features are present in the research questions and objectives formulated in the sampled articles. The results of the checklist-based analysis are presented in tabulated form in the sections below.

4.1 Description of Fairclough Model's Features: Aggregate Analysis

The following table presents the aggregate frequencies of the Fairclough model's key features as identified in the research questions and research objectives of the eight sampled Fairclough-based articles.

Table 3

Aggregate Frequencies of Fairclough Model Features in Research Questions and Objectives (N=8 articles)

Fairclough Model Feature	Frequency in RQs	Frequency in ROs
1. Critical relation between power and language	3	2
2. Formal description of text properties (three-stage analysis)	5	2
3. Analysis of formal resources: production of text	4	5
4. Interpretative procedure: functional interpretation of formal features	1	0
5. Large social context of productive and interpretative methods	2	0

As is indicated in Table 3, the results show that the first feature of the checklist, the critical relation between power and language, has been identified three times in research questions and twice in research objectives across the eight sampled Fairclough-based articles. The formal description of text properties, corresponding to Fairclough's three-stage discourse analysis, has been found five times in research questions and twice in research objectives. The third feature, analysis of formal resources highlighting the production of text, has been found four times in research questions and five times in research objectives, constituting the most frequently represented Fairclough model feature in the objectives of the sampled articles. The fourth feature, interpretative procedure involving background knowledge, has been found only once in research questions and has not been identified in any of the research objectives. Similarly, the fifth feature, large social context of formal features, has been found only twice in research questions and not at all in the research objectives. It is worth noting, consequently, that there is a considerable degree of unevenness in the representation of Fairclough's model features across the sampled articles, suggesting that Pakistani researchers deploying Fairclough's framework tend to emphasise particular dimensions of the model at the expense of others.

4.2 Description of Van Dijk Model's Features: Aggregate Analysis

The following table presents the aggregate frequencies of van Dijk's model features as identified in the research questions and research objectives of the eight sampled van Dijk-based articles.

Table 4

Aggregate Frequencies of Van Dijk Model Features in Research Questions and Objectives (N=8 articles)

Van Dijk Model Feature	Frequency in RQs	Frequency in ROs
1. Ideologies as both cognitive and social representations	2	2
2. Ideological linkages between micro level (text/talk) and macro level (social/institutional structures)	4	4
3. Relation between ideologies and discourse at three levels: social, cognitive, discourse	1	2
4. Social analysis, cognitive analysis, and discourse analysis addressed to structures of talk and text	6	6

As is indicated in Table 4, the results show that the first feature of the van Dijk checklist, ideologies as both cognitive and social representations, has been identified twice in research questions and twice in research objectives. The second feature, the ideological linkages between the micro and macro levels of discourse, has been found four times in research questions and four times in research objectives. The third feature, the relation between ideologies and discourse at three levels of analysis, has been found only once in research questions and twice in research objectives. The fourth feature, social analysis, cognitive analysis, and discourse analysis addressed to the structures of talk and text, has been found six times in both research questions and research objectives, constituting by far the most frequently represented van Dijk model feature in the sampled articles. It is worth noting that the distribution of van Dijk model features is considerably more symmetrical between research questions and research objectives than is the case for Fairclough model features, suggesting a greater degree of internal coherence in the van Dijk-based articles.

5. Results and Discussion

5.1 Pakistani Research Articles Based on Fairclough's CDA Model

The following sections present the detailed article-by-article analysis of the eight Pakistani research articles that deploy Fairclough's CDA model. For each article, the research question(s) and objectives are analysed against the five features of the Fairclough checklist, and the results are presented in tabulated form. The analytical discussion following each table examines the extent to which the checklist features are represented in the article's research questions and objectives, and assesses the degree of alignment between the two.

5.1.1 Article 1: Language, Media, and Ideology (Hassan, 2018)

This article was published by Hassan (2018) in SAGE Open and employs Fairclough's CDA framework. The article addresses the following research question: How is language manipulated through the choice of words in Pakistani news bulletin headlines? The analysis of the research question and objectives against the Fairclough checklist is presented in Table 5 below.

Table 5

Fairclough Checklist Analysis: Hassan (2018)

No.	Fairclough CDA Feature	In RQ?	In RO?
1	The critical relation between power and language	No	No
2	Three-stage discourse analysis: formal description of text properties	Yes	No
3	Analysis of formal resources: production of text	Yes	Yes
4	Interpretative procedure: background knowledge	Yes	No
5	Large social context of productive and interpretative methods	Yes	No

As is indicated in Table 5, features 2, 3, 4, and 5 of the checklist suggest that the research question of this article is aligned with Fairclough's CDA framework. However, it is observed that the research objectives of this article diverge from the requirements implied by the research question, insofar as only Feature 3 is identified in both the research question and the research objective. It is argued, consequently, that the research question does not fully fulfil the methodological requirements of the stated objectives of this article, indicating a degree of misalignment between the two dimensions of the research design.

5.1.2 Article 2: CDA of Martin Luther King's Speech (Sipra and Rashid, 2013)

This article was published by Sipra and Rashid (2013) and employs Fairclough's three-dimensional model. The article addresses the following research questions: How does the use of textual and stylistic strategies reflect the view of the Afro-American community in the speech? To what extent is the ideology of Martin Luther King reflected through the linguistic choices in the speech? How do the stylistic features represent the broader socio-cultural and political relationship between the white and black communities in America? The checklist analysis is presented in Table 6.

Table 6

Fairclough Checklist Analysis: Sipra and Rashid (2013)

No.	Fairclough CDA Feature	In RQ?	In RO?
1	The critical relation between power and language	Yes	No
2	Three-stage discourse analysis: formal description of text properties	Yes	No
3	Analysis of formal resources: production of text	Yes	Yes
4	Interpretative procedure: background knowledge	No	No
5	Large social context of productive and interpretative methods	Yes	No

As is indicated in Table 6, features 1, 2, 3, and 5 suggest that the research questions of this article are broadly aligned with the three-dimensional model of Fairclough. However, it is observed that the research objectives do not fully fulfil the methodological requirements implied by the research questions, with only Feature 3 identified in both dimensions of the research design. It is suggested that this misalignment may reflect a tendency among Pakistani CDA researchers to formulate research questions that invoke multiple dimensions of the Fairclough framework whilst restricting the stated objectives to a narrower analytical focus.

5.1.3 Article 3: Ideology and Identification Paradigm (Rizwan, 2019)

This article was published by Rizwan (2019) and employs the three-dimensional model proposed by Fairclough (1992). The article addresses the following research question: How do relational and expressive values of discourse provide clues about the identification paradigm of a socioeconomic group? The checklist analysis is presented in Table 7

Table 7

Fairclough Checklist Analysis: Rizwan (2019)

No.	Fairclough CDA Feature	In RQ?	In RO?
1	The critical relation between power and language	No	No
2	Three-stage discourse analysis: formal description of text properties	Yes	No
3	Analysis of formal resources: production of text	No	No
4	Interpretative procedure: background knowledge	No	No
5	Large social context of productive and interpretative methods	No	No

As is indicated in Table 7, only Feature 2 of the checklist is reflected in the research question of this article, and no features are identified in the research objectives. It is argued, consequently, that the research question of this article only partially aligns with Fairclough's CDA framework, and that the stated objectives do not fulfil the methodological requirements implied by the research question. This finding suggests a significant gap between the theoretical model invoked and the research design implemented.

5.1.4 Article 4: Fairclough's Model in CDA of Robert Frost's Poem (Sabir and Kanwal, 2018)

This article was published by Sabir and Kanwal (2018) and employs the three-dimensional model proposed by Fairclough (1992). The article addresses the following research question: What kind of ideology is presented by Robert Frost in his poem Fire and Ice? The checklist analysis is presented in Table 8.

Table 8

Fairclough Checklist Analysis: Sabir and Kanwal (2018)

No.	Fairclough CDA Feature	In RQ?	In RO?
1	The critical relation between power and language	No	No
2	Three-stage discourse analysis: formal description of text properties	No	No
3	Analysis of formal resources: production of text	No	No
4	Interpretative procedure: background knowledge	No	No
5	Large social context of productive and interpretative methods	No	No

As is indicated in Table 8, none of the five Fairclough checklist features are reflected in either the research question or the research objectives of this article. It is argued, consequently, that this article represents a case of significant methodological misalignment between the CDA model invoked and the research questions and objectives formulated by the authors. The research question focuses exclusively on ideological identification within a literary text, without engaging with the procedural or textual analytical dimensions that are constitutive of Fairclough's three-dimensional framework.

5.1.5 Article 5: Corpus-Based CDA of CPEC Discourses (Afzaal et al., 2019)

This article was published by Afzaal et al. (2019) and employs Fairclough's CDA framework. The article addresses the following research questions: What Pakistani stance on CPEC can be identified through corpus-based discourse analysis of news in Pakistani media? How do Pakistani media represent CPEC in newspaper discourse? The checklist analysis is presented in Table 9.

Table 9

Fairclough Checklist Analysis: Afzaal et al. (2019)

No.	Fairclough CDA Feature	In RQ?	In RO?
1	The critical relation between power and language	Yes	Yes
2	Three-stage discourse analysis: formal description of text properties	No	No
3	Analysis of formal resources: production of text	Yes	Yes
4	Interpretative procedure: background knowledge	No	No
5	Large social context of productive and interpretative methods	No	No

As is indicated in Table 9, features 1 and 3 of the checklist are reflected in both the research questions and the research objectives of this article, indicating a degree of alignment between the theoretical model and the research design. It is argued that this article is among the more methodologically coherent of the eight Fairclough-based articles, insofar as the critical relation between power and language and the analysis of formal resources are consistently foregrounded in both the research questions and the objectives.

5.1.6 Article 6: CDA of Pakistani TV Comedy Talk Show Khabarnaak (Sultan et al., 2019)

This article was published by Sultan et al. (2019) and employs Fairclough's CDA model. The article addresses the following research question: What kind of discourse elements can be identified from the Pakistani TV comedy talk show Khabarnaak? The checklist analysis is presented in Table 10.

Table 10

Fairclough Checklist Analysis: Sultan et al. (2019)

No.	Fairclough CDA Feature	In RQ?	In RO?
1	The critical relation between power and language	No	No
2	Three-stage discourse analysis: formal description of text properties	No	No
3	Analysis of formal resources: production of text	Yes	Yes
4	Interpretative procedure: background knowledge	No	No
5	Large social context of productive and interpretative methods	No	No

As is indicated in Table 10, only Feature 3 is reflected in both the research question and the research objective of this article. It is argued that whilst this article demonstrates some alignment with the Fairclough framework with regard to the analysis of formal resources and text production, the overall representation of the model's features is limited, suggesting that the research design does not comprehensively engage with the theoretical imperatives of Fairclough's three-dimensional approach.

5.1.7 Article 7: Media Discourse and Model Town Tragedy (Shah and Mubarak, 2018)

This article was published by Shah and Mubarak (2018) and employs the three-dimensional model proposed by Fairclough (1992). The article addresses the following research questions: To what extent are ideologies constructed and spread through print media text? How do two local English newspapers exhibit a similar news item distinctively regarding their own ideological points of view? How do the prevailing components of the news discourses on police violence identify with the socio-cultural practices of Pakistani society? To what extent can CDA bring social reforms in the prevalent circumstances of Pakistan's social, political, and print media ideologies? The checklist analysis is presented in Table 11.

Table 11

Fairclough Checklist Analysis: Shah and Mubarak (2018)

No.	Fairclough CDA Feature	In RQ?	In RO?
1	The critical relation between power and language	No	No
2	Three-stage discourse analysis: formal description of text properties	Yes	Yes
3	Analysis of formal resources: production of text	No	No
4	Interpretative procedure: background knowledge	No	No
5	Large social context of productive and interpretative methods	No	No

As is indicated in Table 11, only Feature 2 is reflected in both the research questions and the research objective of this article. It is suggested that the three-stage discourse analysis feature of Fairclough's model has been utilised consistently across both the research questions and the objectives, thereby demonstrating a degree of methodological coherence. However, it is observed that the broader dimensions of Fairclough's framework, including the critical relation between power and language and the large social context feature, are not foregrounded in the research design, suggesting a selective engagement with the model.

5.1.8 Article 8: Transitivity Analysis of Election Coverage (Asad, 2019)

This article was published by Asad (2019) and employs the three-dimensional model proposed by Fairclough (1992). The article addresses the following research questions: How did online newspapers in Malaysia and Pakistan construct power relations during the 2018 elections? What are the similarities and differences in the representation of general elections before and after polling day? Which transitivity choices enhanced the social actors' representation and news organisations' ideology? The checklist analysis is presented in Table 12.

Table 12

Fairclough Checklist Analysis: Asad (2019)

No.	Fairclough CDA Feature	In RQ?	In RO?
1	The critical relation between power and language	Yes	Yes
2	Three-stage discourse analysis: formal description of text properties	Yes	Yes
3	Analysis of formal resources: production of text	No	Yes
4	Interpretative procedure: background knowledge	No	No
5	Large social context of productive and interpretative methods	No	No

As is indicated in Table 12, features 1 and 2 are reflected in both the research questions and the research objectives of this article, whilst Feature 3 appears only in the research objectives. It is argued that this article, along with the CPEC corpus study (Article 5), represents one of the more methodologically coherent examples of Fairclough model application in the sampled corpus, insofar as the critical relation between power and language and the three-stage discourse analysis feature are consistently foregrounded across both research questions and objectives.

5.2 Pakistani Research Articles Based on Van Dijk's CDA Model

The following sections present the detailed article-by-article analysis of the eight Pakistani research articles that deploy van Dijk's CDA model. The same analytical procedure is applied as for the Fairclough-based articles, with the results presented in tabulated form and followed by analytical discussion.

5.2.1 Article 9: COVID-19 Headlines and Ideological Construction (Tareen et al., 2021)

This article was published by Tareen, Nayab and Dilawer (2021) in the Review of Applied Management and Social Sciences and employs van Dijk's triangular socio-cognitive approach (2009). The research questions addressed are: Why is ideology regarding COVID-19 manipulated by selected world leaders? How are 'self' and 'others' discursively constructed through COVID-19-related headlines in selected Pakistani newspapers by political authorities? The checklist analysis is presented in Table 13.

Table 13

Van Dijk Checklist Analysis: Tareen et al. (2021)

No.	Van Dijk CDA Feature	In RQ?	In RO?
1	Ideologies as both cognitive and social representations	No	No
2	Ideological linkages between micro (text/talk) and macro (social/institutional structures)	Yes	Yes
3	Relation between ideologies and discourse at three levels of analysis	No	No
4	Social, cognitive, and discourse analysis addressed to structures of talk and text	Yes	Yes

As is indicated in Table 13, features 2 and 4 of the van Dijk checklist are reflected in both the research questions and the research objectives of this article. It is argued that this article demonstrates a degree of methodological coherence with respect to van Dijk's socio-cognitive model, insofar as the ideological linkages between micro and macro levels and the social-cognitive-discourse analytical framework are consistently foregrounded across both research questions and objectives.

5.2.2 Article 10: CDA of US and Pakistani Newspapers (Ahmed, 2018)

This article was published by Ahmed (2018) in the International Journal of Linguistics and employs van Dijk's model of CDA. The research questions addressed are: How was Donald Trump's tweet reported and discussed in American newspapers? How was this tweet reported and discussed in Pakistani newspapers? What are the similarities and differences between the discourse of US and Pakistani newspapers? The checklist analysis is presented in Table 14.

Table 14

Van Dijk Checklist Analysis: Ahmed (2018)

No.	Van Dijk CDA Feature	In RQ?	In RO?
1	Ideologies as both cognitive and social representations	No	No
2	Ideological linkages between micro (text/talk) and macro (social/institutional structures)	Yes	Yes
3	Relation between ideologies and discourse at three levels of analysis	No	No
4	Social, cognitive, and discourse analysis addressed to structures of talk and text	Yes	Yes

As is indicated in Table 14, features 2 and 4 of the checklist are reflected in both the research questions and the research objectives of this article. It is observed that the ideological linkages between the micro level of text and talk and the macro level of social and institutional structures are foregrounded in both dimensions of the research design, connecting the research objectives with the research questions through van Dijk's socio-cognitive analytical framework.

5.2.3 Article 11: Politics, Ideology and Print Media (Sajid et al., 2019)

This article was published by Sajid, Anwar and Ashraf (2019) in the Khazar Journal of Humanities and Social Sciences and employs van Dijk's (2006) analytical framework. The research question addressed is: How are political events represented discursively by Pakistani English newspapers to disseminate desired political ideologies? The checklist analysis is presented in Table 15.

Table 15

Van Dijk Checklist Analysis: Sajid et al. (2019)

No.	Van Dijk CDA Feature	In RQ?	In RO?
1	Ideologies as both cognitive and social representations	Yes	Yes
2	Ideological linkages between micro (text/talk) and macro (social/institutional structures)	No	No
3	Relation between ideologies and discourse at three levels of analysis	No	No
4	Social, cognitive, and discourse analysis addressed to structures of talk and text	No	No

As is indicated in Table 15, only Feature 1 of the checklist is reflected in both the research question and the research objective of this article. It is argued that whilst this article demonstrates alignment with van Dijk's conceptualisation of ideologies as simultaneously cognitive and social representations, the broader dimensions of the socio-cognitive model are not foregrounded in the research design, indicating a partial engagement with the theoretical framework.

5.2.4 Article 12: Ideological Representations in Indian Newspapers: Pulwama Incident (Safi et al., 2020)

This article was published by Safi, Ozad and Iqbal (2020) and employs van Dijk's (1989) CDA framework. The research questions addressed are: How is 'self' and 'other' discursively constructed in the Indian newspapers after the Pulwama incident? What are the underlying

ideology and power relations behind these specific strategies of discursive construction? The checklist analysis is presented in Table 16.

Table 16

Van Dijk Checklist Analysis: Safi et al. (2020)

No.	Van Dijk CDA Feature	In RQ?	In RO?
1	Ideologies as both cognitive and social representations	No	No
2	Ideological linkages between micro (text/talk) and macro (social/institutional structures)	No	No
3	Relation between ideologies and discourse at three levels of analysis	Yes	Yes
4	Social, cognitive, and discourse analysis addressed to structures of talk and text	Yes	Yes

As is indicated in Table 16, features 3 and 4 of the checklist are reflected in both the research questions and the research objectives of this article. It is observed that the three-level analytical framework and the social-cognitive-discourse analytical dimensions of van Dijk's model are consistently foregrounded across both research questions and objectives, indicating a degree of methodological coherence in this article's engagement with van Dijk's framework.

5.2.5 Article 13: Bhutto's UNSC Speech: CDA Perspective (Chohan and Anwar, 2018)

This article was published by Chohan and Anwar (2018) in the Pakistan Journal of Humanities and Social Sciences and employs van Dijk's CDA framework. The research questions addressed are: How did Zulfiqar Ali Bhutto use language as a tool to convey the real-time problem in the subcontinent? Why was the speech so impressive as to compel the President to pass the required resolution? What were the hidden ideologies in the speech and how were they synchronised? The checklist analysis is presented in Table 17.

Table 17

Van Dijk Checklist Analysis: Chohan and Anwar (2018)

No.	Van Dijk CDA Feature	In RQ?	In RO?
1	Ideologies as both cognitive and social representations	No	No
2	Ideological linkages between micro (text/talk) and macro (social/institutional structures)	Yes	Yes
3	Relation between ideologies and discourse at three levels of analysis	No	No
4	Social, cognitive, and discourse analysis addressed to structures of talk and text	Yes	Yes

As is indicated in Table 17, features 2 and 4 of the checklist are reflected in both the research questions and the research objectives of this article. It is argued that the ideological linkages between the micro level of text and the macro level of social and institutional structures are consistently foregrounded across both dimensions of the research design, connecting the research objectives with the research questions through the analytical framework of van Dijk's socio-cognitive model.

5.2.6 Article 14: Traces of Ideology in Translating the Quran (Abdunasir, 2015)

This article was published by Abdunasir (2015) in the International Journal of Applied Linguistics and English Literature and employs van Dijk's model of CDA. The research questions addressed are: What is the nature of the traces of ideology that affect the translation of the Quran into English? To what extent do traces of ideology shape the Quranic message in English? The checklist analysis is presented in Table 18.

Table 18

Van Dijk Checklist Analysis: Abdunasir (2015)

No.	Van Dijk CDA Feature	In RQ?	In RO?
1	Ideologies as both cognitive and social representations	No	No
2	Ideological linkages between micro (text/talk) and macro (social/institutional structures)	Yes	Yes
3	Relation between ideologies and discourse at three levels of analysis	No	No
4	Social, cognitive, and discourse analysis addressed to structures of talk and text	Yes	Yes

As is indicated in Table 18, features 2 and 4 of the checklist are reflected in both the research questions and the research objectives of this article. It is observed that the ideological linkages between the micro level of text and the macro level of social context are foregrounded consistently across both dimensions of the research design, indicating a coherent engagement with van Dijk's socio-cognitive framework in the context of Quranic translation discourse.

5.2.7 Article 15: Framing of Good vs Bad Image in Pakistani Newspapers (Rubhani, 2021)

This article was published by Rubhani (2021) and employs van Dijk's (1998) socio-cognitive model at micro and macro levels. The research questions addressed are: How was language manipulated to frame a good versus bad image in articles of Pakistani English newspapers? How was reality constructed about Dr. Tahir-ul-Qadri in Pakistani English newspapers? The checklist analysis is presented in Table 19.

Table 19

Van Dijk Checklist Analysis: Rubhani (2021)

No.	Van Dijk CDA Feature	In RQ?	In RO?
1	Ideologies as both cognitive and social representations	No	No
2	Ideological linkages between micro (text/talk) and macro (social/institutional structures)	No	No
3	Relation between ideologies and discourse at three levels of analysis	No	No
4	Social, cognitive, and discourse analysis addressed to structures of talk and text	Yes	Yes

As is indicated in Table 19, only Feature 4 of the checklist is reflected in both the research questions and the research objectives of this article. It is argued that whilst this article demonstrates a limited degree of engagement with van Dijk's framework, the dominance of Feature 4 alone suggests that the research design does not comprehensively engage with the broader theoretical dimensions of the socio-cognitive model.

5.2.8 Article 16: CDA of Headlines about Imran Khan's Peace March (Sajjad, 2013)

This article was published by Sajjad (2013) in the IOSR Journal of Humanities and Social Science and employs van Dijk's media text analysis approach. The research questions addressed are: To what extent are ideologies constituted through media text? How do foreign and local

media present the same news item differently with respect to their own ideological perspectives? The checklist analysis is presented in Table 20.

Table 20
Van Dijk Checklist Analysis: Sajjad (2013)

No.	Van Dijk CDA Feature	In RQ?	In RO?
1	Ideologies as both cognitive and social representations	Yes	Yes
2	Ideological linkages between micro (text/talk) and macro (social/institutional structures)	No	No
3	Relation between ideologies and discourse at three levels of analysis	No	Yes
4	Social, cognitive, and discourse analysis addressed to structures of talk and text	No	No

As is indicated in Table 20, Feature 1 of the checklist is reflected in both the research questions and the research objectives of this article, whilst Feature 3 appears only in the research objectives. It is suggested that this article demonstrates a partial engagement with van Dijk's framework, with the ideological constitution of media text as its primary analytical focus. The presence of Feature 3 in the research objectives but not in the research questions indicates a degree of inconsistency in the research design.

6. Conclusion

The present study has sought to investigate, through a systematic checklist-based analysis, the extent to which the CDA models proposed by Fairclough and van Dijk are appropriately reflected in the research questions and objectives of sixteen Pakistani discourse research articles published between 2013 and 2021. It is argued that the findings of this study make a significant contribution to the existing body of scholarship on CDA methodology in the Pakistani academic context, insofar as they provide systematic empirical evidence of the gaps that exist between established CDA theoretical models and the research designs implemented in Pakistani discourse scholarship.

With regard to the first research question, the findings indicate that only a limited number of features from the Fairclough and van Dijk models are appropriately reflected in the research questions of the sampled Pakistani discourse articles. It is observed, in particular, that Feature 3 of the Fairclough model, concerning the analysis of formal resources and the production of text, and Feature 4 of the van Dijk model, concerning social, cognitive, and discourse analysis addressed to the structures of talk and text, are the most frequently represented features across

the sampled corpus. In contrast, Feature 4 of the Fairclough model, concerning the interpretative procedure and background knowledge, and Feature 3 of the van Dijk model, concerning the three-level relation between ideologies and discourse, are notably underrepresented in the research questions of the sampled articles. It is suggested, consequently, that Pakistani CDA researchers tend to engage selectively with the theoretical frameworks they invoke, foregrounding certain dimensions of each model whilst neglecting others.

With regard to the second research question, the findings reveal that all checklist features identified in the research questions of the selected articles have correspondingly been found within their stated research objectives, indicating a degree of internal consistency between the research questions and objectives of the sampled articles. This finding is consistent with the results of a comparable study conducted by Sara (2022), which similarly observed that the research studies conducted internationally demonstrate greater alignment between their prime objectives and research questions than is the case for Pakistani CDA scholarship. It is argued, in this context, that the patterns of critical analysis identified in the checklist developed for the present study may serve as a useful guide for researchers and supervisors engaged in CDA scholarship, enabling more theoretically coherent and methodologically rigorous research designs.

Furthermore, it is observed that ideology has been one of the most prominent features in both the Fairclough and van Dijk models as deployed in Pakistani CDA scholarship. As van Dijk (2001) observes, ideologies are more fundamental or axiomatic than socially shared concepts such as sociocultural knowledge or social attitudes, insofar as they organise and control other socially held beliefs. The present study thus confirms the centrality of ideological analysis in Pakistani CDA research, whilst also identifying the theoretical dimensions of the Fairclough and van Dijk models that are most consistently underrepresented in Pakistani discourse scholarship.

The present study is not without its limitations, and it is acknowledged that the restriction of the analytical framework to the research questions and objectives of the sampled articles represents only a partial account of the theoretical coherence of Pakistani CDA scholarship as a whole. Future research should therefore extend the scope of the present investigation to include other sections of the sampled articles, such as the abstract, introduction, methodology, analytical framework, and conclusion, in order to provide a more comprehensive account of the alignment between CDA theoretical models and research design. Additionally, it is recommended that future research should extend the corpus of sampled articles beyond the period 2013 to 2021 and should incorporate a wider range of CDA models, including Wodak's Discourse-Historical Approach and van Leeuwen's socio-semiotic approach, in order to provide a more comprehensive account of the theoretical orientations of Pakistani CDA scholarship. It is also suggested that the checklist developed for the present study be further refined and validated

through expert consultation, in order to maximise its utility as an analytical and pedagogical resource for CDA researchers.

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