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Ideology Construction through Ideological Warfare: A Critical Discourse Analysis of Imran Khan and Narendra Modi's Speeches at UNGA

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PAPER INFO	ABSTRACT
Received:	Political discourses can help in understanding political ideologies
June 02, 2021	and agendas of people hidden beneath the surface level meaning of
Accepted:	words. These ideologies, implicit and explicit, reveal political
August 10, 2021	motives within contextual parameters and settings. This paper aims
Online:	to identify the elements of commonality and difference in the
August 17, 2021	speeches of Pakistani Prime Minister, Imran Khan and his Indian
Keywords: Critical Discourse Analysis, Ideology, UNGA Us Vs Them *Corresponding Author:	counterpart, Mr. Narendra Modi at the 75 th session of United Nations General Assembly and analyze their respective political ideologies and foreign policy narratives as portrayed through their choices of words in these speeches. Application of critical discourse analysis through significant theoretical frameworks reveal that ideological underpinnings in both the speeches are distinct and common agenda is rare despite imminent conflicting issues awaiting resolution. Their speeches are loaded with particular type of words and agendas that
ammara.farhan531 @gmail.com	suit the narrative of their particular regional and international discourse. Critical discourse analysis of these speeches demonstrates a lack of convergent ideas creating challenges in resolution of issues faced by these neighboring states.

Introduction

Home Language plays an important role in community for share communication (Shahbaz & Khan, 2017; Khan et al; 2018, 2020: Shahbaz et al., 2016). This paper aims to identify the elements of commonality and difference in the speeches of Pakistani Prime minister, Imran Khan and his Indian counterpart, Mr. Narendra Modi. The two leaders are spear heading neighboring states in south Asia. The two neighboring states have a long history of estranged relationships primarily on the basis of the unresolved issue of the state of Jammu and Kashmir which is awaiting a plebiscite ever since the two states emerged on the world map in 1947. It would be interesting to see how the key political leaders endeavor to construct socio political ideology at an opportune forum such as United Nations General Assembly .For the purpose, the study analyses the political discourse of the two Heads of states and utilizes Critical Discourse analysis as a method of inquiry.

Discourse has the ability to reproduce ideology (Fairclough, 1992). Those who have the ability to shape the public opinion can approach the power structures in discourse to an optimum effect. Political speeches, parliamentary debates, media interviews and shows, and political advertising are some of the specimens of political discourse (van Dijk, 1997). Political speech, being a political genre, can offer reflection into political ideologies and manifest implicit agenda. Wodak (2004) believes that political speeches can produce and reproduce beliefs, opinions, and ideologies. These offer political text structures as well political contexts. Discourse analysis is a type of inquiry that focuses on the relationship between written or spoken language and its social context (Potter and Edward, 1998). Its objective is to gain an understanding of how language is employed in everyday settings (Achugar, 2017). When conducting discourse analysis, one may wish to concentrate on the objectives and impacts of various types of language (Uzokova, 2020).

Literature Review

Text, apart from being a mere collection of words in a varied and diverse order, is an instrument, specimen and subject for analysis. Text when actualized within a particular context is termed as discourse (Nasri, 2018). Discourse is an umbrella with different dimensions and layers of meaning (Titscher, 2000) and a resource for a multitude of theoretical perspectives. Critical discourse Analysis (CDA) studies text and talk (Van Dijk, 2004) within contextual parameters and the way power is exercised through discourse. Discourse, language within a context, may act as a tool and medium for exploitation and manipulation by social actors within a contextual and communal setting and be a manifestation of ideological constructions and hegemonic establishments prevalent within a particular society.CDA helps in decoding the 'cognitive collaboration' (van Dijk, 2006: p.733) playing at so many levels during the production, processing and reception of discourse.

There are various landmark studies in the discipline that have subsequently attributed CDA its interdisciplinary and transdisciplinary status. Taking language as a form of social practice, the three-dimensional model by Fairclough (1989) is widely utilized due its interdisciplinary harmony and applicability in a myriad of contexts. It opens a window for probing the production and reception processes of a discourse within a social context by describing, interpreting and explaining it in detail.

CDA is a 'social approach to linguistics' which recognized power relations as 'a central theoretical issue' and text as the 'main unit of analysis' (Kress, 1989a). Van Dijk's socio-cognitive approach terms discourse as a semantic and cognitive phenomenon; the context not a social but a socio-cognitive phenomenon. Contexts are subjective and develop over the course of an interaction and evolve according to the ongoing subjective interpretation of communicative events.

Political speech is a specific genre constituting the generic knowledge and the specific context model (Van Dijk, 2007) within an epistemic community. Consequently, speeches tend to reflect distinct political ideologies at a conscious or subconscious level. Van Dijk's ideological square is a quest to identify and interpret ideological underpinnings within a particular text and enable an in-depth ideological analysis to express various ideological stances. The idea is to emphasize positive things about Us; emphasize negative things about Them; de-emphasize negative things about Us; de-emphasize positive things about Them. this is a way forward to a broader contextual strategy of positive self-presentation and negative other-presentation. The terms Us has a positive while the term Them has a negative connotation. A political text, such as a speech can be analyzed for its utilization of the Us and Them dichotomy. The polarization between the two reveals implicit and explicit political ideologies.

There is a frank realization of multifarious aspects of fuzzy boundaries in discourse studies and CDA is no exception. One of the criticisms levelled against CDA is its methodological and disciplinary lack of definition. The present study attempts to address the criticism by maintaining a firm footing in terms of textual evidence for all observations and analysis and refraining from generalisation. Textual analysis is carried out by text mining keywords that are studied in comparative analysis in both the speeches. Social interpretation is based on established theoretical frameworks and conclusions are drawn over potent textual evidence.

Material and Methods

The methodology incorporates keyword analysis at contextual and comparative level. A keywords sample is generated wherein keywords are enlisted in terms of Keyness value showcasing top thirty keywords from both speeches. The software used for the purpose is Antconc 3.5.8 (Windows 2019). The reference corpus used is the Brown University Standard Corpus for Present day American English which is used for the scientific study of the frequency and distribution of word categories in everyday language. The key words are analyzed comparatively in terms of their utilization in different socio political contexts by studying the concordances and frequency.

The theoretical frameworks utilized for the purpose are Fairclough's three dimensional model (1989, 1995) and Van Dijk's Ideological Square (2000). Fairclough's model provides three layers of analysis i.e. textual, discursive and social. For socio political and ideological analysis, Van Dijk's Ideological Square is thoroughly utilized as a conceptual framework in order to look for any polarization or binary oppositions existing dichotomously.

Results and Discussion

Concordance Analysis

For the purpose, a sample comprising of top thirty keywords (Table 1) in terms of Keyness value is examined for discursive processing. The comparison of the keywords reveals that elements of commonality are rare. The only words that are commonly used by both political actors are 'India', 'countries' and 'world'.

At comparative level, the keywords concordance results show the usage of the word 'India' in contexts such as 'the vision of a self-reliant India'; 'trust upon India'; 'India be kept out of the decision-making' ; 'India initiated 'International Day of Yoga'' in Narendra Modi's speech. There is no direct address to any state or Head of state. The reference is made indirectly through expressions such as 'in our neighborhood'; 'from

India's neighborhood'. There is emphasis on various areas of achievement such as 'Tuberculosis free India'; 'the pharmaceutical industry of India'; 'the contribution of India in the United Nations'; 'India's cultural heritage, tradition'.

Comparative Analysis of Keyness in Speeches			
Imran Khan's Speech		Narendra M	odi's Speech
Keyness	Keywords	Keyness	Keywords
+129.06	Muslim	+493.4	India
+126.09	Islam	+130.44	Excellency
+117.74	We	+128.3	Nations
+109.24	Muslims	+97.61	World
+108.04	Kashmir	+90.98	United
+108.03	Pakistan	+75.68	Global
+105.33	India	+71.2	Today
+96.03	pbuh	+57.08	Country
+84.02	Modi	+46.55	Welfare
+78.73	prophet	+43.84	Pandemic
+72.02	islamophobia	+27.64	Its
+72.02	Kashmiris	+26.76	Countries
+72.02	RSS	+26.11	People
+65.97	countries	+25.73	Empowerment
+56.09	Our	+25.73	Humankind
+48.01	curfew	+25.73	Initiatives
+48.01	terrorism	+24.08	Hundreds
+43.01	terrorists	+23.63	Initiated
+39.37	radical	+22.67	Experiences
+38.48	leaders	+22.67	Largest
+36.84	World	+22.45	We
+36	medina	+21.92	Neighborhood
+36	plundered	+21.92	Vaccine
+36	Pulwama	+20.58	Anniversary
+36	radicalization	+19.39	Wars
+34.69	This	+19.29	Interests
+34.25	attacks	+19.01	Reliant
+32.48	Indian	+18.89	Always
+32	humans	+18.6	Also
+31.51	havens	+18.59	Reform

Table 1 **Comparative Analysis of Keyness in Speeches**

Ideology Construction through Ideological Warfare: A Critical Discourse Analysis of Imran Khan and Narendra Modi's Speeches at UNGA

Commission of H	K 20	
He KWIC		File
1	forward with the vision of a "Self-reliant India". A Self-reliant India will also be a	scould at
2	help all humanity in fighting this crisis in India and in our neighbourhood, we are moving ahead	moditet
3	ited Nations to get completed. Today, people of India are concerned whether this reform-process will ev	roodi.txt
4	members states who have bestowed this trust upon india. As the world's largest democracy we will	moditat
5	reach its logical conclusion. For how long will india be kept out of the decision-making structures	modiate
6	hed an ambitious compaign for a Tuberculosis free India by 2025. Today, India is implementing a programme	moditet
2	defectation. This was not an easy task. But India has achieved it. Within just about 2-3 years, mor-	moditrt
8	haracter and thinking. In the United Nations too, India has always given priority to the welfare of	moditit
9	are realities today due to efforts of India. India has always thought about the interests of the	moditat
10	have been for us. In just about 4-5 years, India has brought over 400 million people into the form	moditet
11	150 million rural households, just a few days ago india has initiated a huge project for connecting its 6	moditer
12	Following the mantra of Reform-Perform-Transform, India has made great efforts to bring about transformat	modiust
13	sector. This was not an easy task. But India has proved that it can be done. In	moditat
14	re raging pandemic, the pharmaceutical industry of India has sent essential medicines to more than 150 coa	modiate
15	it is also true that the people of India have been waiting for a long time for	mouli tet
16	. On behalf of more than 1.3 billion people of India, I would like to congratulate every member state	moditet
17	ay every Indian, while seeing the contribution of India in the United Nations, aspires for India's	modiatit
18	Allance are realities today due to efforts of india India has always thought about the interests of	moditit
19	are incying ahead with phase 3 clinical trials in tridia tridia will displayle all the countries in	modiat
20	Day of Non-Violence' and on 21st June India Initiated 'International Day of Yoga'. The Initia	modLast
21	the United Nations. Excellency, On 2nd October, India initiated the International Day of Non-Violence	modiate
22	ign for a Tuberculosis free India by 2025. Today, India is implementing a programme for providing piped d	modiutat
23	But India was able to do this. Today, India is one of the leaders in Digital Transactions.	moditat
24	the largest Micro Financing Scheme of the world. India is one of those countries where women are	moditet

Figure 1: Concordance of 'India' by Narendra Modi

ionicandance (Mit	18	
at rwc		
1	on this flut the world did nothing & sees the in as a huge market. Materialism has transped humani,	immats text. In
2	k that 180 Million Muslims will be radicalised in India as they are 8 million Kastmin's tocked ap? And	irmun test ta
3	India; lat me tell you my relationship with India. Receive at cricket, which is tallowed with great	imran text.tr
£.	blow bimself up on an indian convoy. Immediately, India blamed Pakistan, I told India to give us	kmran textsr
S I	in the subcontinent, there great friends in India; PVt always leved going to India. So	ithran text to
5	taken by all political parties. I know that India keeps saying we have militant organisations but I	intran text to
7	nces. We engaged with Alghanistan, Iran. And then India; let me tell you my relationship with India.	imran text.tx
8	es. Their political leadership arrested, even pro India ones. 13,000 boys picked up & taken to unknown to	intran test to
9	in India. Ever always lowed going to India Suring first more was to reach out	irman test.tx.
10	because there is no other narrative left for India, There will be another Pulwaena incident because o	imman test.tx
11	is terrorism. The phrase islamic terrorism allows India to diamiss human rights and further increase one	imran text.tr
12	convoy. Immediately india blamed Pakistan. I told India to give us any proof and we'd	imran text.tr
13	time when you, the United Nations, must urge India to lift the curlew, to free the 12,000 Kashmiris	intran best br
14	ple reside in subcontinent. On zero response from India; we thought we should wait till the Indian	imran text.br
15	. We fear another Pulwarns incident, And for that, India will again blame Pakistan, Indian FM says Pakista	imran text.tx

Figure 2: Concordance of 'India' by Imran Khan

On the other hand, contextual use of the word India in Imran Khan's speech presents utilizations in multiple contexts such as 'India as a huge market'; Muslims 'radicalized in India'. He opens up about his own 'relationship with India' by recalling 'great friends in India' and how he 'loved going to India'. He goes on to address Indian accusation of Pakistan keeping 'militant organizations' and Indian dismissal of human rights in Kashmir over this pretext. There is a mention of India laying blame on Pakistan on two occasions in the speech. Imran Khan goes on to voice his disappointment over 'zero response from India' in response to his peace keeping initiatives. The negative other representation is frequent and persistent in his political narrative.

The use of the word 'countries' in Modi's speech points to the repetitive positive portrayal of India through information such as India sending essential medicines to 'more than 150 countries' and intending to help 'all the countries'. He maintains that 'other countries' may benefitfrom India's experiences on the road of development and that it has always set a good precedent. Imran Khan, on the other hand, in the utilization of the word 'countries', expresses concern over a possibility of a war between two 'nuclear countries' with reference to India and Pakistan. He hints at the ease with which money from poor countries is laundered to the rich countries. The money to be spent on 'human development' leaves poor countries and 'billions of dollars' go to rich countries in the safe havens. The 'political will' of rich countries, he maintains, should manifest and they must 'not allow this flight of capital'.

e wc		Alle .
L I	dia has sent essential medicines to more than 130 muntries. So the largest vaccine producing country of the	ht.bom
2	in India India will also bee all the countries in anhancing their cold chain and storage capacit	mod.td
1	always stand in good stead for the developing countries, india's experiences, and india's developmental j	modi.te
¢	itizens. These experiences are as useful for many countries of the world as they have been for	modi.tet
5	of the world. India is one of those countries where women are provided Paid Maternity Leave of	modi.tet
1	thanniversary, the United Nations and its member countries will endeavour with a strong commitment to mainta	modulat

Figure 3: Concordance of 'countries' by Nagendra Modi

NE KAK		- fis
1	ventional war starts between 2 countries, nuclear countries anything could happen. Supposing a country 7 time-	insran text.t
20	as drug money or terror financing. Today poor countries are being plundered by their effices in my	imran texts
8 ()	of deflers have poor countries & guite (ch countries, fillions of dollars sightered by comparing polici	jirman leuti
63 - C	woman can take off her dothes in some countries but she can not put more on? And	instan text.t
s	sident, every year billions of dollars leave poor countries & go to rich countries. Billions of dollars sipho	imran text t
5	the developing world. Difference b/w rich & poor countries & growing due to this. Money laundering is	inn an text.
7	mophobia while travelling abroact and in European countries it is marginalizing Muslim communities. And margi-	imian texts
B	m poor countries through comuption. How can poor countries meet the United Nations SDG's when money	intran text.t
	hire lawyers worth millions of dollars. The rich countries must share political will they can not allow	jimran text.t
10	humanity? If a conventional was starts between 2 countries, nuclear munthins anything mult barpen. Supposi	imuan text/:
1	money for human development can easily leave our countries? There must be a deterrent the corrupt ruling	Whiran toot.t
2	not allow this flight of capital from poor countries through comuption. How can poor countries meet t	umran texts
13	take the lead in invoking this will. Rich countries who contribute the most to green house cas	imran texts

Figure 4: Concordance of 'countries' by Imran Khan

The third common keyword is 'world'. Pakistani prime minister expressed a wish to 'educate the world about Islam'; showed concern about the 1.3 billion Muslims in the world and the response of 'world community' over the atrocities levelled against them. He regards climate change as the most pressing issue faced by the world in general and Pakistan in particular and calls for a 'combined effort of the world' to tackle it by voicing his apprehension over the failure to gauge the 'urgency of the situation'. Corruption is regarded a 'devastating' issue and how it is 'impoverishing' the developing world.

The Indian prime minister uses the keyword 'world' in terms of 'welfare of the whole world' and repeats the expression five times. Similarly, the phrase 'the whole world' is repeated four times. This repetition of the utility of the said word in the communal sense is reflecting the proposition of working together for mutual benefit.

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Concentrative Hits .C. Hit KWC		Fite
1	civil wars. Several temories attacks shock the world and rivers of blood have continued to flow	moditit
	world is one family". We treat the whole world as one family, it is part of our	menfi tat
	are as usaful for many countries of the world as they have been for us. In just	moditiz
	fowards progress, india wants to learn from the world as well as share its own experiences with	moditut
5	ufficient? Over the last 5 to 9 months, the whole world has been bacting the pandemic of the Coronavina-	modi lat
	well as share its own experiences with the world, I are confident that on the pocasion of	moditut
	. As the largest vectorie producing country of the world. I want to give one more assurance to	moditat
a	of the largest Micro Financing Scheme of the works, India is one of those countries where women	modi tit
9	given priority to the welfare of the whole world, india is the country, which sent its brave	moditat
0	from human welfare to the welfare of the World, India will always speak in support of peace.	modi tat
11	Nations, one has often heard the words "the world is one for liv". We treat the whole world	moditat
12	J billion people of India. Your Excellency, The world of 1945 was significantly different from today's	moditut
13	Nations are executed for the welfare of the work! On the capacitor of the 75th anniae wary of	manife tat
14	opmental experience for the benefit of the whole works. Our way forward is to proceed from human	moditat
13	we soldiers to about 50 peacekseping missions the workd over to keep peace India is that country,	modi tut
6	country with more than 18 per cent of the world population; This is a country, which has hundreds	moditat
0	have bestowed this trust upon Italia. As the world's largest democracy we will bring our years	moditat
8	to dedicate conserves for the welfare of the works. Thank you	modi tut.
19	of 1945 was significantly different from today's works. The global situation, sources resources, problem	modint
80	country, which is the largest democracy of the world: this is a country with more than 18 per	moditat
24	say that we have successfully avoided a third World War. But we cannot deny that there have	modified
22	strong, we were never a threat to the world, when we were weak, we never become a	modint
23	children, who would have otherwise enriched this world with their presence, have left us prematurely. So	moditat
24	week, we never became a hunder on the world. Must Fouriering, How how would as country base	prezufitet

Figure 5: Concordance of 'world' by Narendra Modi

He KWK		12
15	Imagined what I would say and educate the world about start if i even stood on this	immon perto
2	. Pakistan is among the top 10 nations in the world affected by dimate change. We depend on or	Im/an text.b
5	It will lead to a major crisis. The world cank, the Nati, the Asian developing bank must	imran text.b
4	on. What has been the response of the world community on any atrocities in the Muslim world?	immen text.b
5	em appriate the developing to the developing world. Comption is impoveriating the developing world	imiren text.b
fi S	women report UN reported on this, But the world and mutting Brazes but area buge market.	incordent.)
8	world. Comption is impovenishing the developing world. Efference b/w rich & poor countries is growing	Imron texts
6 I	world community on any strocities in the Muslim world? Forcure myself in Kashmir, to keed up for 50	imran text.t
2	havens where you have these secret accounts? The world is changing if the poor get poorer and	invan text.t
0	have a chance to discuss the problems the world is incing, I especially came to this forum	immen text.t
1	talk about this. But I don't see weak involve multi-makers pully makeing the organized of the size a	incentext.
12	i stand here at this forum of world maders where we have a chance to discuss.	Immo texts
3	slamophobia, there are 1.5 bill on Muslims in the world. Muslims living across all continents, is antophob	imitan texta
4	not been a very urgent problem that the world must address First let me talk about climate	imran text.
5	has to be a combined effort of the world. My optimizm comes from the fact that the	imren text.
15	were unable explains We failed as the Muslim world to explain that there is no such thing	incun lext.

Figure 6: Concordance of 'world' by Imran Khan

At a comparative level, the textual evidence presents rare elements of commonality between the socio political narratives of the two political actors. Even the words commonly used by both (India, countries, world), when studied in context, reveal distinct approaches.

Frequency analysis

Word frequencies also, offer substantial insights into the political ideologies of both the political actors. In terms of frequency, Imran Khan uses the words 'India' 16 times and 'indian' 6 times. Whereas Narendra Modi does not mention Pakistan even once. Narendra Modi's uses the word 'India' 50 times and kept the thematic development focused upon India. Concordance Plot 1 shows the recurrent use of 'India' which is 50 times during the course of his speech. Never mentioning Pakistan even once is noticeable when his counterpart mentions India and Indians 22 times in his speech. This points at the predominant preference for self-portrayaland careful avoidance of certain pressing subjects like Kashmir which is taken up by his counterpart repetitively. Imran Khan's reference to Kashmir and Kashmiris is 15 times in total as opposed to Modi's zero.



Figure 7: Concordance Plot of (India-Modi)

Top 5 most frequent words used by Imran Khan are 'Muslim', 'Islam', 'Kashmir', 'Pakistan' and 'India'. Whereas Narendra Modi's most frequent words are 'India', 'excellency', 'nations', 'world' and 'united'(Table 2). The preference and repeated appearance of these words reflect the underlying ideology and narrative intended to be built at such a forum. Imran Khan has a pro-Muslim and Islam agenda which he deliberates with explicit clarity. The trio of 'Kashmir', 'Pakistan' and 'India' is an evident consideration of the issue of Kashmir. Narendra Modi choses to remain focused upon India and its relations with other nations in general and calls for a united front for all.

Frequency of Keywords			
Imran Khan's Speech		Narendra Modi's Speech	
Keywords	Frequency	Keywords	Frequency
Muslim	12	India	50
Islam	12	excellency	11
Kashmir	9	nations	20
Pakistan	11	world	25
India	15	united	20
Modi	7	global	7
islamophobia	6	country	13
Kashmiris	6	welfare	7
terrorism	4	pandemic	4
radical	6	people	11
world	16	largest	4
radicalization	3	vaccine	2
Indian	6	wars	3
humans	4	reform	3

Table 2

Macro Analysis

Positive Self-representation

Apart from keywords commonly shared by the two leaders which maintained distinct contextual and discursive patterns, the study further focuses on rest of the keywords in the selected sample to be studied in specific contexts through concordance findings to find out self-representation and other representation and consequently understand the political ideologies and how these are constructed.

Narendra Modi stresses on 'interests of humankind' over 'self-interests' and 'vested interests'. His reference to 'people' in India is in terms of populace and access to healthcare. He uses the superlative 'largest' for India in the domains of democratization, vaccine production and micro financing scheme. There is a mention of 'wars' in contexts such as civil wars within India and the world being on the verge of a third world War. There is a persistent use of stylistic devices for the purpose of positive self-representation such as adjectives in contexts such as, 'the world's largest democracy'; 'more than 1.3 billion people of India'; 'unparalleled'. It can be safely concluded that Modi's narrative is largely positive self-representation.

Negative Other Representation

On the radar of Van Dijk's Ideological Square (2000), Imran Khan's narrative is a clear case of binary opposition, Us vs Them. It is an obvious case of negative- other representation wherein the identity of Them is clearly identifiable.

The polarization between the rich and poor countries is put in perspective. Imran khan broaches subjects such as 'Islamophobia', 'radical Islam', and 'terrorism'. He presses the need to educate the world about Islam. He negates the categorization of radical and moderate Muslims as there is none and 'radical fringes' exist in all societies. The western world linking Islam with terrorism is termed as alleged and baseless. The 'mantra of Islamic terrorism' is spun as an excuse for 'marginalizing Muslim communities'. He speaks of the failure of Muslimleaders to advocate their case in the world. He sees Pakistan as the 'eye of the storm' for being blamed for terrorist activities and the convenience with which it is done.

Discussion and Findings

The study offers substantial insights into the political ideologies of the prime ministers of India and Pakistan. The Indian prime minister has exercised caution and preferred politically correct stance. The thematic development in his speech is guarded and restrained. There is a repeated emphasis on areas and sectors where India has shown progression. The reference to India being the largest democracy and one of the most populated countries in the world is frequent. He seems to view the world as a large community which should work for its shared benefit. He addresses United Nations repeatedly with respect to stability, empowerment, composition, role, characters, members, performance, structures, reforms, efforts, ideals on 20 occasions. The ideological Us is emphasizing the positive and deemphasizing the negative. There is hardly any binary opposition and stark criticism.

On the contrary, his Pakistani counterpart speaks on sensitive and evolving issues like Islamophobia, radicalization, marginalization, terrorism, money laundering and climate change. The Us vs Them dichotomy is prevalent at many instances such as his reference to 'poor' and 'rich' countries; western leaders; Muslim leaders; developing countries; ruling elite; western society; Jewish community, Muslim community. Within Van Dijk's ideological square (2000), the focus is tilted towards emphasizing negative things about Them. He points at hegemonic establishments within the spheres of wealth distribution, marginalization and radicalization on the basis of religion.

The ideological course in both accounts is distinct and definitive at individual level and divergent at comparative level. For two neighboring states with pressing matters of mutual interest, a dearth of convergent ideas is quite noticeable. It is difficult to ascertain what is more imminent, a lack of similitude or an abundance of dissimilitude.

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