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Репрезентация концепта «закон» в пакистанском медиадискурсе

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Целью статьи является изучение когнитивных и прагматических аспектов репрезентации концепта «ЗАКОН» в пакистанском медиадискурсе. В ходе исследования были использованы методы текстологического анализа, дискурс-анализа, а также метод лингво-когнитивного анализа. В результате проведенного исследования автор приходит к выводам о том, что концепт «ЗАКОН» репрезентирован в пакистанском медиадискурсе при помощи когнитивных моделей ситуаций, в которых доминантными являются такие составляющие, как УЧАСТНИКИ, ДЕЙСТВИЯ, ХАРАКТЕРИСТИКИ УЧАСТНИКОВ, ПОСЛЕДСТВИЯ. Данные компоненты выдвигаются журналистами на первый план, поскольку в семантику языковых единиц, обозначающих эти составляющие, включены наиболее значимые смыслы о состоянии дел в правовой сфере Пакистана. Языковые единицы, репрезентирующие составляющую УЧАСТНИКИ когнитивных моделей ситуаций, в основном обозначают правоохранительные органы, а также участников незаконных организаций; составляющая ДЕЙСТВИЯ УЧАСТНИКОВ в основном репрезентируется посредством языковых единиц, обозначающих репрессивные, запретительные, насильственные и незаконные действия участников. Авторы также приходят к выводу о том, что выдвижение данных составляющих когнитивных моделей ситуаций, относящихся к концепту «ЗАКОН», обусловлено прагматической целью журналистов, которая состоит в демонстрации проблемного состояния правовой сферы в Пакистане.

Ключевые слова: медиадискурс, прагматика, право, политический дискурс-анализ, когнитивные аспекты.

Introduction

In contemporary culture, characterized by the swift dissemination of information and digitalization, the proliferation of global communication necessitates the consideration of mutual intercultural comprehension. The escalating needs of digitalization require Responses to global phenomena and their swift conceptualization by humans. Consequently, intercul-

tural communication is essential in talks concerning the management of international affairs. Attaining mutual comprehension in communication among participants is essential, considering diverse special and cultural backgrounds, including English, Urdu, and Russian. Political speech, like to other types of discourse, should be recognized as a category of social communication. An encounter where people cooperatively construct implications within the situations of societal settings, guided by social and practices in cultural settings [1].

The concept of political communication is indistinguishable. Bell contends that “we are all political entities in our daily existence” [2]. The emphasis is presently on political communication articulated by the politicians during their official duties, as well as the political content disseminated via the media. Chilton and Schaffner state that “politics is inseparable from language” [3]. In the absence of language, politics as we understand it would be both unattainable and incommunicable. Emerging nations were prohibited from declaring independence, permitting leaders to issue partisan directives, allowing citizens to resist war, or having criminals adjudicated by courts. All forms of criticism, pleading, promises, arguments, exhortations, demands, negotiations, bargaining, compromises, counsel, briefs, debriefs, advice, and permissions were strictly prohibited. Imagining politics without these actions equates to envisioning a complete absence of politics [4].

Political Discourse Analysis (PDA) is ambiguous. The prevailing perspective on PDA centers on the investigation of ‘political speeches’; however, it is essential to establish which discourse is deemed political speech and which is not political speech. PDA involves political discourse and constitutes a vital undertaking. Critical-political discourse analysis, aligned with contemporary methodologies in Critical Discourse Analysis (CDA), examines the perpetuation and misuse of political power through discourse, alongside the diverse forms of resistance or counter-power against discursive hegemony. This approach specifically analyzes the discursive conditions and ramifications of social and political inequality stemming from such domination [5–6].

Literature Review

The most straightforward, but not totally accurate, assertion is that political discourse is characterized by its contributors, particularly politicians. The primary focus of research on political speech is the language and communication utilized by specialized politicians and political entities, including presidents, prime ministers, and many governmental bodies officials at local, national, and international levels. In this context, politicians refer to those compensated for their political activities, who are either elected, appointed, or self-identified as significant figures within the political system. This concept of political speech is nearly indistinguishable from the identification of medical, legal, or educational discourse with the pertinent participants in those fields. Classical Greek and Roman rhetoric are acknowledged for identifying the essential link amid speech and the politics. Due to its

pivotal function in political discourse throughout the rise of urbanization in prehistoric Greece, and Aristotle deemed the skill of public speaking indispensable to nationality [7].

Cicero claimed that eloquence served as a potent political instrument capable of altering individuals' perspectives and behaviors. Individuals might participate in cultured social exchanges through the art of rhetoric [8]. The examination of political communication within rhetorical and communication studies distinctly demonstrates the influence of the classical rhetorical tradition. This study is important and informative; nevertheless, the subsequent assessment will concentrate on political discourse analysis.

PDA encompasses an interdisciplinary examination of the linguistic and discursive components of political publications and speeches, in addition to their political dimensions. To effectively study its subject matter, discourse analysis must incorporate methodologies, theories, and content from several disciplines. This study is interdisciplinary, acknowledging that discourse analysis cannot function exclusively within a linguistic and discursive framework. It is transdisciplinary, integrating various disciplines to analyze socio-political issues and phenomena pertinent to a range of academic fields.

The name "political discourse analysis" highlights the duality of its vocabulary and the associated academic field. Van Dijk posits that PDA may denote the examination of political discourse, characterized as the verbal and written expressions of politicians in explicitly political settings, or it may signify a political or critical viewpoint within discourse analysis [9]. PDA examines the essence and function of political discourse, evaluating its impact on the acquisition, preservation, misuse, and contestation of power in modern society.

The Dutch scholar van Dijk contends that such efforts should engage with significant political science themes and tackle pertinent political inquiries [9]. Chilton centers his inquiry on the question: What insights may be gleaned about humanity from the utilization of language in political contexts? [10]. This research indicates that language, culture, politics, and cognition are interconnected; hence, examining these relationships and the complexities of political action and thought need a socially aware linguistic framework. This study analyzes the linguistic tactics employed by political speakers to substantiate their claims with proof, authority, and truthfulness to attain legitimacy in specific political contexts. Chilton asserts that the evolution of this linguistic methodology is due to a cohort of linguists departing from Chomsky's generative paradigm in favor of Halliday's systemic-linguistic and social semiotic framework. The term "analysis of political discourse" (APD), as suggested by Okulska and Cap, is described as socially oriented examinations of polity and/or "politics" situated at the convergence of political and public discourse and social and political institutions [11]. Their project pertains to the "heterogeneous and fragmented domain" of "Political Linguistics" (PL), which examines language and linguistic processes within political contexts, albeit not exclusively.

Blommaert clarifies that PL originally referred to the “interrelationship between language and politics,” situated within a “renewed critical awareness” regarding the active, constitutive, and shared connections between these two realms [12]. PL influenced multiple areas of linguistic studies. This “modest” paradigm changes in linguistics resulted in the development of critical linguistics and critical discourse analysis, as well as an emphasis on language ideologies in linguistic anthropology, nationalism, macro-societal language studies, language planning, and language policy.

CDA AS PDA

A comprehensive examination of political discourse is intricately associated with the discourse analytic frame of Critical Discourse Analysis (CDA). Integrating Political Discourse Analysis (PDA) with Critical Discourse Analysis (CDA) necessitates a thorough examination of political discourse, with CDA predominantly regarded as a political undertaking. Van Dijk promotes a more critical understanding of the term PDA, arguing that this domain of inquiry should include both the analysis of political discourse and a methodological framework for discourse analysis [9]. This “critical-political discourse analysis” examines the manifestation and implementation of “political power, power abuse, or domination” through discourse structures and practices.

The classification of Critical Discourse Analysis (CDA) as Political Discourse Analysis (PDA) is contingent upon the scope of the concept of political discourse; only those studies that explicitly investigate the discourse of formal political entities are included and participants are classified as PDA. This paper employs a comprehensive definition of political discourse that acknowledges the significant impact of language on power dynamics, meaning creation, resource allocation, collaborative initiatives, and acts of resistance, as well as the inherently political character of discursive practices.

Luke defines Critical Discourse Analysis (CDA) as a “a clear political analysis of societal, financial, and cultural power” [13]. Fairclough and Van Dijk articulate the fundamental concepts of Critical Discourse Analysis (CDA) [14–15]. Fairclough urged discourse analysts to examine the prevailing macro-level social and political conditions that produce micro-level interactions and behaviors. He argued that critical analysis must focus on the distribution and utilization of power in social organizations and systems.

Cognitive and pragmatic approach

Cognitive pragmatics pertains to the cognitive processes engaged in purposeful communication. Consequently, a theory in cognitive pragmatics seeks to elucidate the conceptual processes that individual employs during communicative interactions. The authors assert that their theoretical analysis applies to both linguistic and extra-linguistic communication, thus

using the words actor and partner in place of the traditional speaker and hearer when discussing interlocutors.

In cognitive-pragmatic linguistics, the emphasis lies not alone on language but also on the inherent connection between its forms and functions, highlighting the essential and dynamic unity of language and voice communication. This trinity guarantees an individual's existence in the physical realm, enabling thought, cognition, and the formation of a value-semantic framework, which serves as the core of human culture and civilization [16].

A cognitive-discursive paradigm has recently arisen, based on the intrinsic link between cognition and communication [17]. As demonstrated in many studies evolving towards a new developmental trajectory that examines the influence of social linguistic elements, situational contexts, and socio-cultural contexts on the functioning of linguistic units. The execution and understanding of specific verbal communication methods necessitate consideration of many personal and Societal influences on the communication process.

Grice conceptualized language as a form of social activity, which he articulated through Speech act theory and the maxims of cooperative principles in communication. A language, as a system, is directly related to a speech act, and they function collaboratively within what I refer to as “an integrated functional network system.” This indicates that a language operates in a speech act to produce utterance.

A speech act is an utterance that functions as a fundamental unit in communication. The speech act is a focus of pragmatics that highlights “illocutionary force,” which includes the functions of imagination, manipulation, production, dynamism, and heuristics. Speech acts are a facet of sociolinguistics, incorporating dialects or linguistic variants within the social and cultural settings of speakers. In this regard, speech act theory clarifies that a speaker acts throughout communication [18]. Language serves largely to convey information, articulate emotions, and sustain social connections; hence its preservation is essential for life.

Methodology, data and results

The headlines are taken for the analysis from various English daily newspapers of Pakistan. These headlines were taken from publications of 9–10 October 2024. During this time a huge number of laws related news were reported in the Pakistani media. This issue has provided the subject matter for this study. The choice of selecting the data is justified as below:

1. It provides good examples of the language for cognitive and pragmatic study.
2. It covers the data for the analysis which represents the concept of LAW in the context.

Our focus is method of analysis of cognitive and pragmatic aspects in the discourse and possible links between pragmatic and cognitive aspects, and the language modes which cognitively and pragmatically represent LAW concept.

The headlines of the following leading English newspapers of Pakistan have been included in this study:

1. **The Daily Dawn.**
2. **The Daily News.**
3. **The Daily Nation.**
4. **The Express Tribune.**

Media discourse is a compelling area of research for scholars across all disciplines because of its substantial influence on influencing ideas and attitudes in contemporary society, particularly law and practices. This section examines the concept of articulated law as information, emphasizing the modalities of presentation in media discourse and the informational values inherent in these resources. One objective of Pakistani media discourse is the depiction of diverse, properties of legal concepts materialize distinct cognitive models (scenarios) of circumstances, shaped by pragmatic elements, in the recipient's mind.

Pakistan's leading English newspaper, "The Daily Dawn", represents a law situation in the following headline: *Naqvi says govt open to talks, but 'parallel judicial system' won't be allowed* (The Daily Dawn). In this headline the LAW concept is represented via *parallel judicial system* word combination, which also actualizes a cognitive model in recipient's mind referring to the "LAW" concept. Within this model the PARTICIPANTS component is indicated by the noun *Govt*, which demonstrates the status of authority and power. The verb *won't be allowed* represents the ACTIONS component of cognitive model. The media discourse employs linguistic strategies such as *Govt says Parallel Judicial System won't be allowed* to emphasize the PARTICIPANTS element within the cognitive model of the parallel judicial system. This structure is intricately linked to the model of avoiding such illegal and unlawful judicial systems through the GOAL component, which aims to dissuade individuals from engaging in activities that contravene state laws.

It is revealed that, in addition to emphasizing the PARTICIPANTS component, the journalist also focuses on other elements, including ACTIONS, stating that a *parallel legal system won't be allowed*. This cause for the actions may also be construed as the REASON for actions. The language structure with specific semantic peculiarities are as follows: in the *parallel judicial system* word combination the *parallel* adjective means a double court system; in the sentence *law courts and Jirga won't be allowed* the author demonstrates power and influence by stressing a part of the sentence *won't be allowed*, which presupposes using authority and supremacy over others.

Another example from “The Daily Dawn”, the law situation here is represented in the following news: *Khyber Pakhtunkhwa government on Wednesday said a proscribed organization cannot be allowed to hold gatherings, under the law* (The Daily Dawn). In the above lines the LAW concept is represented via *under the law* word combination. The PARTICIPANT component is indicated by the *Khyber Pakhtunkhwa government* word combination, which actualizes a particular cognitive model (scenario). This model comprises such constituents as PARTICIPANTS (*Govt and proscribed organization*) and CHARACTERISTICS of the PARTICIPANTS (*proscribed*). The ACTION component is indicated by means of the modal verb *cannot* and the verb *be allowed*. The verb *proscribed* shows feeling or emotion of authority to exercise power. The semantic peculiarities of these language units are as follows: *proscribed* also shows authority and verb *won't be allowed* indicates exercise or power by authority which emphasizes that banned organizations are not permitted to hold gathering of huge number of people. The aggressive remarks by the government representative saying that a banned organization will not be allowed to have large gatherings and have Jirga, their own court, while already constitutional courts are working in the civilizers. The media text's delivery of information concerning the state affairs of the individuals, the impact of law on the environment, and the actions resulting from legal violations have consequences. Alongside the ACTION component, the journalist also focuses on precise details. The repercussions of breaching laws through a comprehensive elucidation of illicit activities can inflict onto society and the state. The author elaborates on this component of the model to inform readers of the significant dangers associated with extensive law-breaking. The journalist identifies the subsequent repercussions on several domains of political, social life, and organizations.

Front page news report of “The Daily Dawn” represents law related situation: *The federal government had proscribed the PTM on Oct 6, after which at least 52 people, including its leader Manzoor Pashteen, were placed in the Fourth Schedule of the Anti-Terrorism Act* (The Daily Dawn). In the above lines the LAW concept is represented via various language units actualizing a cognitive model referring to this concept. This model comprises such constituents as PARTICIPANTS (*Federal Govt and PTM (Pakhtun Tahaffuz Movement)*), the CHARACTERISTICS of the PARTICIPANTS (*proscribed*) and the PARTICIPANTS' ACTIONS (*proscribed PTM, 52 people, including its leader Manzoor Pashteen, were placed in the Fourth Schedule of the Anti-Terrorism Act*). The verb *proscribed* shows exercise of power by the federal government. The journalist also uses specific words denoting aggressive remarks by the government representative that *52 people including PTM leader Manzoor Pashteen have been placed in fourth schedule of anti-terrorist act*. The semantic features *placed in fourth schedule of antiterrorist act* show that that people are banned from traveling abroad and cannot contest in the general elections of the country. In addition to emphasizing the PARTICIPANT component, the journalist focuses on other components, including ACTIONS, as dictated by the organization. The CHARACTERISTICS

of the PARTICIPANTS, including their emotional and psychological states that prompted the actions deemed banned by the organization, along with the names of the activists, have been included in the fourth schedule of the anti-terrorism legislation. The cause of the actions may also be construed as the reason for the actions.

Another related example from The Daily Dawn: *On the other hand, PTM claimed that three of its activists were killed and almost a dozen injured in alleged clashes with law enforcers in Jamrud, after they arrived at the jirga venue* (The Daily Dawn). This sentence also actualizes the LAW concept. The PARTICIPANT component of the cognitive model is indicated by *PTM* and *law enforcers* word combinations. The journalist foregrounds such components as PARTICIPANTS (*law enforcers, PTM*), ACTIONS of the PARTICIPANTS (*killed, injured, clashes*). The verb *killed* denotes severity of the action, deprivation of life; the noun in the plural form *clashes* indicates involvement of either group in fight or demonstrates the seriousness of the situation.

The journalist employs precise terminology indicating the gravity of the situation, highlighting fatalities, injuries, and the uncertainty around the number of wounded amidst confrontations with law enforcers at the jirga venue in Jamrud, KPK. The PARTICIPANTS and ACTIONS components are predominant as they align with the OBEYING THE LAW cognitive model: the media narrative cautions the audience regarding the individuals (PARTICIPANTS) engaging in certain activities (ACTIONS); these activities result in issues for both individuals and society at large (CONSEQUENCES). The media narrative cautions recipients regarding the participants involved in such actions, emphasizing that these activities result in detrimental consequences for both individuals and society at large. This serves as a contextual narrative, as the media content includes details about other individuals engaging in preventive measures designed to raise public awareness of such activities.

“The Daily Dawn” also represents law situation in the following news: *In a press conference on Wednesday, Interior Minister Mohsin Naqvi said the planned gathering by the PTM would not be tolerated and criticized the movement for “inciting” the public against state institutions. However, he said that talks could be held if done in a ‘proper manner’* (The Daily Dawn). In the above lines the LAW concept is primarily represented via *Interior Minister* word combination and the proper name of the person holding the post. It also refers to the PARTICIPANT component of the actualized cognitive model. This model also comprises such constituents as PARTICIPANTS’ ACTIONS (*would not be tolerated, criticized, inciting*). The journalist uses specific words meaning that government will not permit or allow PTM to do so, that PTM is stirring up people against law enforce agencies; he gave a gesture of talks: if PTM has issues, then they must have talks with government to address their grievances. The PARTICIPANTS and ACTIONS components are predominant as they align with the RULES TO BE ADHERED TO cognitive model; the narrative within the media text tells the recipient about the individuals (PARTICIPANTS) to be careful about indulging such

activities (ACTIONS); such activities lead to problems for the individuals as well for the society in general (CONSEQUENCES).

Another one of the Pakistan's English newspapers "The News" represents law situation in the following news: *PESHAWAR: There persons were killed and 15 injured on Wednesday as police faced off with the members with the activists of outlawed Pakhtun Tahaffuz Movement (PTM) at the venue of the jirga on the boundary between Khyber district and the provincial capital on Wednesday* (The News). In this extract the PARTICIPANTS component is indicated by *police, PTM, persons, members, activist's* lexical units which, along with other language units, actualize the cognitive model of the RUN-IN situation. This model also comprises such constituent as PARTICIPANT'S ACTION (*killed and 15 injured on Wednesday as police faced off*). The journalist uses specific words denoting seriousness of the issue (*killed, injured*). The phrasal verb *faced off* also refers to the ACTION component of the cognitive model; it also shows the use confrontation. The language units used to represent the constituents of the cognitive model have the following semantic features: *killed* – *deprived of life*, *injured* – *wounded*, *outlawed* – *banned*.

Front page of the Pakistan's English newspaper "The News" represents law situation in the following news: *The jirga organizers and participants claimed that police had seized their tents and other good Tuesday night. However, the police and jirga people came face to face in the morning. The activists reclaimed the jirga venue. The clash left fifteen people injured, including Sikandar, Khalil and Ramzan who died at hospital* (The News). In this news piece the LAW concept is represented via the language units denoting such constituents of the corresponding cognitive model of the RUN-IN situation as PARTICIPANTS (*police, PTM, jirga organizers and participants, jirga people, people, Sikandar, Khalil and Ramzan*) and PARTICIPANTS' ACTIONS (*seized, clash*). The semantic structure of verb *seized* shows power exercise or authority and the adverb *face to face* indicated a situation where both the parties were in confrontation. The words used by the journalist have specific semantic features as they indicate aggressive and violent actions causing serious injuries and death.

"The Nation" is another popular English newspaper of the Pakistan reports law related news as, *Days after the federal government banned the 'Pashtun Tahafuz Movement (PTM), Federal Interior Minister Mohsin Naqvi Wednesday warned the proscribed organization against organizing its planned 'Pashtun Qaumi Jirga' in Khyber Pakhtunkhwa* (The Nation, Pakistan). As it can be seen in the front-page news report of daily "The Nation, Pakistan" the journalists reported that the *after the federal government banned the 'Pashtun Tahafuz Movement (PTM), Federal Interior Minister Mohsin Naqvi Wednesday warned the proscribed organization against organizing its planned*. (The Nation, Pakistan). In this headline the LAW concept is represented via BANNED/PROSCRIBED. The journalist's cognitive model comprises such constituents as The CHARACTERISTICS of the PARTICIPANTS (Govt

and PTM), and the journalist uses specific words and the name of the interior minister to give the details to the readers about the warning to the said organization and seriousness of the issue that the banned and proscribed organization can convene a jirga or private court which may be called parallel court to the state constitutional courts in the country. Addressing a press conference here at the Ministry of Interior, the country's security official said organizing the jirga, also known as Pashtun Qaumi Adalat, was not acceptable for the federal government as a parallel judicial system and it couldn't be permitted in the country at any cost.

In the following excerpt, "The Express Tribune" of the Pakistan reports about the law related event: *State institutions following the imposition and police of a ban on the PTM, the government announced that all formalities would be completed, including the cancellation of identity cards and passports, as well as the closure of political offices and activities.*

(The Express Tribune). In this news the *LAW* concept is represented via such words as STATE/POLICE/BAN. The journalist's cognitive model comprises such constituents as the CHARACTERISTICS of the PARTICIPANTS (*STATE INSTITUTIONS/POLICE, PTM*), the ACTION (*BAN*), and the journalist use specific words denoting *imposition-forcing, ban-shut, formalities-necessary action, cancellation-termination*. The journalist reported that the interior minister stated that state agencies follow ban process and carry out necessary procedures for banned PTM, all the requirements will be completed to terminate their identity cards and passports and to close PTM political offices across the country.

The undertaken analysis of other numerous examples taken from the Pakistani media has demonstrated that the journalists, besides the PARTICIPANTS constituent, mostly foreground such components of the cognitive models referring to the *LAW* concept as CHARACTERISTICS of the PARTICIPANTS (*proscribed organization, unlawful, significant danger*), PARTICIPANTS' ACTIONS (*ban, disperse, couldn't be permitted, warning, seal the offices of proscribed organization, dire consequences, sanctions, chaos, we will not spare you, imposition*) and CONSEQUENCES.

The PARTICIPANTS and ACTIONS components are dominant because they correspond to the logic of the LAWS TO BE OBEYED/FOLLOWED cognitive model: the narrative in the media text informs the recipient to be careful about indulging in such activities, because the activities of the mentioned group are against the laws and rules of the state and such violations are a threat, consequently, such activities lead to problems.

As for the semantic features of the language units denoting the ACTIONS of the PARTICIPANTS, they mostly describe aggressive, violent, and prohibitive actions taken by the authorities. The language units referring to the CHARACTERISTICS of the PARTICIPANTS component mostly denote unlawful and banned entities, the activities of which can result in serious problems. The semantic features of the language units ac-

tualizing the LAW concept within the Pakistani media indicate that such activities in Pakistan are portrayed as problematic.

Conclusion

In the late 20th century, social scientists investigated the crucial function of language in shaping social structure and regulation, economic exploitation, and authority. This study elucidates the structure and function of political discourse, the interrelations among political cognition, conduct, and speech, as well as the impact of textual and verbal characteristics on political processes and systems, and vice versa.

The law is represented in distinct and diverse ways throughout Pakistani media discourses. The grounds for this stem from the approach towards law, as well as the political, historical, economic, cultural, and social contexts existing in diverse societies. The particulars of the respective media discourses, including the prevailing traditions or political systems in these countries, also play a role. The findings of this study indicate that journalists in Pakistani media discourse generally resort to submissive actions, a propensity influenced by their objective of shaping the identity of a law-abiding nation. Consequently, media texts regarding law extensively manifest cognitive models such as VIOLATION OF LAW AS CRIME and LAWS ARE MADE TO BE FOLLOWED OR OBEYED wherein journalists emphasize the following components of these models: ACTIONS, PARTICIPANTS, CONSEQUENCES, CHARACTERISTICS of PARTICIPANTS. These components denote the elements of situations that are crucial in the progression of occurrences.

The media seeks to exert social control by disseminating legal texts and portraying adherence to the law as a beneficial practice for developed societies. The examined media texts depict law as instruments for shaping a new identity for the Pakistani country, characterized by adherence to established laws as a means of achieving civilization. Cognitive models are shaped by the journalist's pragmatic objective: to persuade the reader to recognize, adhere to, and contribute to the transformation of the nation's civilized state. The media also want to depict the nation as law-abiding. In Pakistani media discourses, journalists often emphasize identical elements of cognitive models to illustrate that law is intertwined with essential aspects of human existence, such as culture and society. They also aim to convey that adherence to the law sustains life and peaceful environment.

The author makes these components dominant by foregrounding them, because PARTICIPANTS, their CHARACTERISTICS AND ACTIONS play the major role in any event or situation in any sphere. But in other examples some other components may become dominant, because the journalist may have different pragmatic goals. Journalistic context has been perceived differently in each context. Linguists differentiate between language and its socio-cultural background and the context which is an inference made by readers and listen-

ers during their interpretation of the text. Consequently, beyond language users, linguistic meaning is contingent upon the existence of an autonomous universe to which it can reference.

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Representation of “law” concept in Pakistani media discourse

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The author argues that political and other types of discourses cannot be studied without considering extralinguistic factors. The purpose of the article is to study the cognitive and pragmatic aspects of the representation of the concept of “LAW” in Pakistani media discourse. The research used methods of textual analysis, discourse analysis, as well as the method of linguistic and cognitive analysis. As a result of the conducted research, the authors concluded that the concept of “LAW” is represented in the Pakistani media discourse with the use of situational cognitive models in which such components as PARTICIPANTS, ACTIONS, CHARACTERISTICS of PARTICIPANTS, CONSEQUENCES are dominant. These components are foregrounded by journalists, because the semantic structures of the language units denoting these components include the most significant meanings about the situation in the legal sphere of Pakistan. The language units representing the PARTICIPANTS component in cognitive models of situations mainly denote law enforcement agencies, as well as participants of illegal organizations; the component of PARTICIPANTS’ ACTIONS is mainly represented by the language units denoting repressive, prohibitive, violent, and illegal actions of participants. The authors also argue that foregrounding these components of cognitive models of situations related to the concept of “LAW” is determined by the pragmatic goal of journalists, which is to demonstrate the problematic state of the legal sphere in Pakistan.

Keywords: media discourse, pragmatics, law, political discourse analysis, cognitive aspects.