A Genre Analysis of Political Text

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ABSTRACT:

This paper is an attempt to analyse the generic organization of the manifesto of 'Pakistan People's Party (PPP) by using Swales' (1990) 'Create a Research Space' (CARS) model. Genre is a sociolinguistic activity that is used for some specific communicative purpose. It tends to be associated more with the 'organization of culture and social purposes around language' (Bhatia, 1993; Swales, 1990). Genres are also 'tied more closely to considerations of ideology and power' (David YW Lee, 2001). The present paper combines these two approaches in its analysis of the manifesto of (PPP). Manifestoes of the political parties reflect the socially constructed political conventions of a country. Such political texts work to construct and shape the ideology of the people of a country. Genre analysis can be aptly applied to political manifestos because of their close association with power relations and ideology construction. An attempt has been made to present a genre analysis of 'Pakistan People's Party Manifesto 2008' with the view to help the language learners know how genre analysis can benefit them to explore the concepts of ideology and power within language. The paper expects to find that most of the moves of Swales' CARS's model are present in the manifesto however these moves do not follow a fix order. The frequency of moves associated with ideology considerations is greater than the other moves which indicate that manifestoes are the genres which can be used to reshape the political ideology of the masses.

Keywords:

manifesto, sociolinguistic, political conventions, ideology, genre analysis.

1. INTRODUCTION

Today the word 'Genre' is not limited to academic studies only, rather it has wider implications. Traditionally it was used to describe certain literary forms such as novel, poem, epic etc, but with the rapid growth of ESP from the mid of 20th century, researchers began to use the term genre for academic and non academic discourses. G. Cook (1989) believes that genre is 'something we all use every day in order to orient ourselves towards the communication in which we are involved' (p. 95). Its usage has been largely broadened with the result that jokes, recipes, advertisements and manifestoes manuals. constitute different genres of social life. R. Miller (1984) also supports the same view when she suggests that to consider letter recommendation, the user manual and the sermon as genres, is not to 'trivialize the study of genre: it is to take seriously the rhetoric in which we are immersed and the situations in which we find ourselves' (p.155). She describes genre as social action that is set in some social rhetorical context. It works as means to reach certain communicative goals and clarifies these goals as well. suggests that learning a genre does not mean learning linguistic conventions and forms, but also to know how to 'participate in the actions of a community' (p. 165). So genre is based on nonlinguistic external criteria. Many scholars and Biber (1988) is notable among them believe that external criteria is related to the 'speaker's purpose and topic; they are assigned on the basis of use rather than on the basis of form' (p. 70). So genres are culturally recognized grouping of texts while according to some they are conventionally recognized criteria which have some culturally defined purposive goal. Miller (1984) defines gene 'as a recurrent significant action, a genre embodies an aspect of cultural rationality'. To sum up genres are subject to cultural and social conventions. Generic conventions change as the

social conventions change. Longacre (1983: 1992) gave another description of genre. He classified texts by their intentions. According to his classification (1983) texts are either hortatory or Hortatory persuasive. discourse aims influencing people to carry out some activity and persuasive discourse tries to influence people's beliefs; a typical aim of political cants. Both hortatory and persuasive discourses can co-exist in one text 'especially when the same text embeds persuasive discourse as a means of supplying motivation in the hortatory schema' (1992, p. 111). One of the important features common to almost all the genre definitions is that genres are social constructions created by social groups to perform certain communicative purposes. Seen through this lens manifestoes perfectly fit into these definitions. They reflect the socially constructed political aims of parties. They have specific themes set according to political agenda of different parties. It is a common observation that political texts are hortatory and persuasive at The parties achieve their the same time. communicative purposes through these texts. They are the social activity and their members are the political leaders and their voters at large and who are tied to each other through ideology and power relationship. They are the genres which give shape to the political ideology of a political party. The focus of genre analysis is to establish a relationship between the linguistic features of genre and the activity they perform.

LITERATURE REVIEW

There are three traditions in genre analysis:

- 1. Systemic Functional Linguistics (SFL)
- 2. English for Specific Purposes (ESP)
- 3. Rhetorical Genre Studies (RGS)

SFL scholars believe in the cultural ideologies that are organized within the linguistic system of that culture. The speakers of a particular culture make linguistic choices based on the ideologies of the system in which they live. SFL focuses largely on the work of Michael Halliday (1994). According to him there is a 'network of meanings' within a culture that builds up the 'social semiotic' of that culture. This 'social semiotic' is maintained and encoded by the discourse system of that culture. He believes that the contexts in which the texts are created recur. He calls these contexts 'situation types'. People of a particular culture become habitual to these situation types because of their occurrences. Halliday's repeated focus recurrent 'situation types' influenced other scholars such as J.R Martin (1984) who developed a definition of genre as a 'staged, goal oriented, social process'.

'genre is a staged, goal-oriented, purposeful activity in which speakers engage as members of our culture' (1984, p. 25).

- 1. staged: because it usually takes us more than one phase of meaning to work through a genre.
- 2. goal-oriented: because unfolding phases are designed to accomplish something and we feel a sense of frustration or incompleteness if we are stopped.
- 3. social: because we undertake genres interactively with others. (p.13)

The advocates of Rhetorical Genre Studies (RGS) examine genre as a typified social action. Carolyn R. Miller (1984) believes that situations are social constructions and genres are typified ways of responding to those recurring social constructions. ESP studies became popular around 1960s and their scholars started to take interest in genre studies as well. However an active use of genre as a pedagogical approach started in late 20th century when John Swales' published a breakthrough work (1990) on genre analysis. ESP focuses on specific genres within spheres of a certain activity, such as the medical or engineering professions etc. It also emphasizes on

the communicative purposes within the area of study.

All the three approaches to genre analysis have similarities and slight differences. What they have in common is their focus on the function and meaning of language in context. According to Paltridge (2001) 'Genre studies aim to draw together language, content and the context of discourse production and interpretation' Swales (Swales: 45-53) has (Paltridge, p.2). defined five features of genre. The most important feature is that 'Genre is a class of communicative events' and the significant point that turns a 'collection of communicative events into a genre is some shared set of communicative purposes'. Seen in this context manifestoes are the significant genres whose communicative purpose is to lay political agendas of their parties before the people. Swales (1990) believe that 'exemplars or instances of genre vary in their prototypicality'. Prototype means properties such as structure, form and audience expectations. All of these decide to what extent a text is 'prototypical' of a particular genre. He further states 'a discourse community's nomenclature for genres is an important source of insight'. It means that those people who specifically use genre are those who have the required knowledge to identify that genre. However, Bhatia (1993) is of the view that Swales has ignored the importance of psychological factors in his theory. Genre is not prescriptive in nature. A writer, after mastering the conventions of a particular genre can create his/her own representations of the genre whose basis are in genre exemplars. Bhatia (1993) points out

'exploring rules and conventions for the sake of creativity and innovation is good but it is much better to do so after one has developed at least a good awareness of, if not a good mastery over such conventions. Moreover, analysis of generic conventions need not always be used prescriptively' (Bhatia,p. 40)

Research Questions

How political genres help the power players to hide their real aims?

How manifestoes work to manipulate the ideological considerations under the fair guise of politics for the welfare of people?

Theoretical Framework

Genre analysis can be applied to categorize texts into different groups on the basis of similarities and differences in rhetorical purpose, form and structure (Dudley Evans, 1989). In the present study the manifesto of Pakistan People's Party (2009) has been analysed by using John Swales' Create a Research Space (CARS) model (1990, 2004) in terms of moves and steps defined in the model. The CARS model has three stages that have been termed as moves by Swales. Swales and Feak (2000: 35) describe a move as 'the defined and bounded communicative act that is designed to achieve one main communicative objective'. These three moves in Swales' model are

Move 1: Establishing a research territory

This move is further divided into three steps. The researcher establishes a research territory by the following steps.

Step 1: Claiming centrality

Step 2: Making topic generalization

Step 3: Reviewing previous research

Move 2: Establishing a niche. The researcher establishes a niche for himself/herself by one or more of the following steps.

Step 1: Counter-claiming

Step 2: limitations of previous research, indicating a gap

Step 3: Raising a question about previous research

Step 4: Continuing a tradition

Move 3: Occupying the niche

Step 1A: Outlining purposes

Step 1B: Announcing present research: a problemsolving situation

Step 2: Announcing main findings

Step 3: Indicating structure of the study

Step 4: Evaluation of findings

Framework of the present study

The present study is a genre analysis of the manifesto of PPP in terms of macro and micro structures. At the macro structure level, the number of moves and their frequency in the rhetorical pattern of the discourse have been explored. At the micro level, an attempt has been made to identify and tally the steps with their respective moves and to give an analysis of the linguistic features of the text in terms of ideology and power relationship. The text has been divided into sentences and paragraphs to note the frequency and absence of certain moves and steps.

Limitation of the Study

The present study is a genre analysis of one section entitled *Preamble* from the manifesto of Pakistan People's Party (PPP). The text has been divided into sentences.

Background of Pakistan People's Party

Pakistan People's party is a centre-left, progressive, social and a democratic political party in Pakistan. It was founded by former prime minister of Pakistan Zulfikar Ali Bhutto. Since its foundation in 1967, it had been a major and influential political force in the country. Its party leadership is dominated by the members of the Bhutto-Zardari family. Its centre of power lies in

the Southern province of Sindh. The party has been voted into power in 1970, 1988, 1993 and 2008. It was, once considered the most influential party in the country but it performed poorly in the general elections of 2013. It could win only 33 seats in the National Assembly. The significant centrality claims in its first manifesto (1967) titled 'Islam is our Religion; Democracy is our Politics; Socialism is our Economy; Power lies with people' are still the active communicative events in its political rhetoric.

Appendix

- 1. This Manifesto is our sacred pledge to the people of Pakistan, and the most importantly to the children of Pakistan who are our future.
- 2. Pakistan faces a choice between Quaid-e-Azam's vision of a vibrant, tolerant and strong federation and obscurantism and fragmentation.
- 3. Pakistan faces a choice between Quaid-eAzam's dream of a just society and growing inequalities.
- 4. Pakistan faces a choice between hope and despair.
- 5. Pakistan faces a choice between strength and uncertainty.
- 6. Pakistan faces a choice between moving forward and looking back.
- 7. Pakistan faces a choice between progress for all and prosperity for a few.
- 8. We choose Quaid-e-Azam's vision of tolerance, vibrance and harmony among provinces.
- 9. We choose Quaid-e-Azam's dream of a just society.
- 10. We choose hope.
- 11. We choose strength.
- 12. We choose looking forward.

- 13. We choose progress for all basic principles of the party.
- 14. The first principle of the party is 'Islam is our faith'. Islam teaches brotherhood, love and peace.
- 15. Our Faith places a responsibility on each citizen to reach out in a spirit of accommodation and tolerance to all religion and sects and to treat people of all faiths with respect enabling them to enjoy religious freedom and equality before the law.
- 16. The message of Islam is the message of peace. It is a message of brotherhood and tolerance. These are symbolized in the words and verses of Data Sahib, Shah Abdul Latif Bhittai, Baba Farid Ganj Shakar and Lal Shahbaz Qalandar. The sufi saints adopted a life of simple living and high thinking. It's time we did the same. By no means did they use or preach the means of force.
- 17. The PPP commits itself to religious tolerance.
- 18. The second Principle of the PPP is 'Democracy is our Politics'. The PPP's commitment to the freedom and fundamental rights including freedom from hunger and want, is written in the blood of its martyrs and in the red marks of lashes on the backs of its workers. It is written in the suffering and sacrifice of Quaid-e-Awan who faced the gallows refusing to bow before tyranny defending the human rights of our citizen to his last breath.
- 19. The third PPP principle is: Social Democracy is our Economy. The PPP aims at creating a just and equitable society with equal opportunity for all its citizens. The growing gap between the rich and the poor must be bridged by supporting the underprivileged, downtrodden the and discriminated. The PPP is proud to be the voice of the poor, the working classes and the middle classes. Our policies dedicated underprivileged, created conditions that enabled the business and trading classes to compete in the

- open market. The Party will foster a social market economy.
- 20. The PPP reiterates its firm commitment to provide food, clothing and shelter to every poor family in Pakistan through our unique emphasis on full employment. The PPP is the only party with a coherent vision of a welfare state for Pakistan where market forces are balanced with safety nets for the underprivileged and the poor.
- 21. The final principle of the PPP is 'All Power to the People'. Only the people have the right on earth to determine their destiny and chart the course of their Nation.
- 22. We promise to rid Pakistan of violence, bigotry and terror.
- 23. We promise the youth of Pakistan gain employment, hope and opportunity.
- 24. We promise to bring progress to the doorstep of the workers, farmers and small businessmen. We promise to protect and support disadvantaged and the vulnerable. We promise to make Pakistan a business friendly country. We promise to give a high priority to empowerment of women and ensure their equal rights. We promise to put Pakistan on a sustainable high growth path. We promise to ensure sound macro-economic policies. We promise to ensure a strong defense. We promise to ensure that energy shortages are promise eliminated. We to protect Environment. We promise to ensure a world class irrigation system and sound use of scarce water. We promise to enhance Provincial Autonomy. We promise to put in place a citizen centric government. Finally promise Good Governance.
- 25. State of the Nation: Under the PPP Government, the country was hailed as an emerging capital market of the world. Since the dismissal of the PPP Government in 1996, Pakistan has been associated with terrorism.

militancy and extremism. The crisis that began with the dismissal of the PPP government can only end with the return of the PPP, and through the masses, to the government.

- 26. During the first decade of 21st century, the country has suffered
 - Dangerous increase in terrorism and suicide bombing
 - Very high levels of poverty, unemployment, and inflation
 - Failed poverty reduction program, and serve exclusion of poor from the benefits of growth and progress
 - Undermine national integration with the increased level of discord among provinces
 - Abuse of institutions and the judiciary
 - Obscurantism and hate among religious and ethnic groups
 - High power shortages and increasing water scarcity
 - Increasing crime and suicides
- 27. The present regime has eroded all national institutions. Its repression and oppression has created a culture of lawlessness and tyranny inflicting misery in the lives of the people of Pakistan.
- 28. There is no justice for the weak and the poor.
- 29. Different areas of the country have been parceled out to the violent militant groups whose influence is spreading like cancer throughout society.
- 30. To stop the slide into lawlessness, extremism, anarchy, chaos, poverty and hunger, the restoration of genuine democracy through fair and free elections is essential.
- 31. The PPP symbolizes the empowerment of the people of Pakistan.

- 32. The PPP served the people
- 33. The world praised its energy program as a model for the developing country.
- 34. The World Health Organization gave the PPP government gold medal in recognition of its contribution to the health of its people.
- 35. As the voice of the people, the PPP is viewed with hostility by the anti-people forces who have rigged elections and destablized governments to seize power and exploit the people and the provinces of the country.
- 36. What is to be done?
- 37. The PPP promises change through

Employment, education, energy, environment, equality.

- 38. Why choose PPP?
- 39. It is not just an election between PPP and other parties. It is a clash of sharply competing values and ideologies.
- 40. The PPP is a party truly born out of the hearts and minds of the workers, peasants, small business and the vast majority of the citizens who support the Islamic spirit of tolerance and social justice.
- 41. We are the party that recognizes that this is the moment to consolidate all the forces that subscribe to the true spirit of Islam and fundamental values of federalism and democracy.
- 42. The PPP's mission is to transform the lives of our people from one of despair and poverty into one of hope and opportunity through employment, energy, environment and equality.
- 43. We will strive for a Pakistan where all rather than some will live in comfort and plenty.
- 44. We will, with vigor and determination, assure basic needs for all citizens.

45. We will strive to have a responsive, responsible and representative government at all levels.

DISCUSSION

Intended Purpose of the Text

It is a hortatory and persuasive document designed to influence people. It is also hortatory because it tries to motivate people to do some activity i.e. to join the party. It is persuasive at the same time because it is also attempting to influence people's existing beliefs: a typical aim of political texts. Hortatory and persuasive discourses can occur together in a text 'especially when the same text embeds persuasive discourse as a means of supplying motivation in the hortatory schema' (Longlace, 1992, p. 111).

TEXTUAL ANALYSIS

Move 1: Establishing a Territory

According to Swale in Move 1 the researcher establishes a research territory for him/herself. Step 1 of this move is about 'claiming centrality'. In this step the writer of a research claims that the topic of his/her research is highly important and worth exploring. Centrality claims are commonly present in topic sentences and are usually followed by evidences to support the claims. For example the title of the manifesto 'Pakistan People's Party Manifesto 2008' clearly establishes the importance of the topic of the text by claiming that it is the party of the people of Pakistan. The very 1st sentence of the text supports this centrality claim by declaring that it is a 'sacred pledge to the people of Pakistan and most importantly to the children of Pakistan'. This centrality claim is further strengthened by the evidence that the children are the future of Pakistan. Sometimes the centrality claims are frequently scattered throughout the texts. In the present case, it recurs in paragraph (19) where the author strengthens the party's centrality by saying 'PPP is proud of being the voice of the poor, the working classes and the middle classes'. The other two steps of Move 1 are, topic generalization and reviewing previous research. In these two steps the researchers establish the value of their research and take a critical stance. These two steps are frequently found in the rhetorical pattern of the political texts. Topic generalizations consist of the statements concerning the present state of either knowledge or description of phenomenon. The author of PPP manifesto has clearly defined the terms/concepts (Move 1, Steps 1 and 2), presenting the importance of PPP. For example 'PPP is the only party with a coherent vision of a welfare state for Pakistan where market forces are balanced with safety nets for the unprivileged and the poor' (passage, 20). The party believes in peace and peace is the 'message of Islam' and 'Islam is our faith' (14, 16). Sentences 17 and paragraph 18, further highlight the topic generalization and the importance of PPP.

In step 3 of move 1, the researcher gives a review of the previous research. He tries to find a relationship between his work and the work of other researchers. The discourse takes the readers back into the past where a review of the past researches is presented and their connection with the present research is established. The political parties also try to relate their ideologies with the national narratives of their countries. PPP also establishes makes its relationship with the glorious national traditions of the history of Pakistan which, it wishes to continue. The party's message of brotherhood and tolerance can be found.

'.....in the words and verses of Data Sahib, Shah Abdul Latif of Bhittai, Baba Farid Ganj Shakar and Lal Shahabaz Qalandar. The sufi saints adopted a life of simple living and high thinking' (16). This is the literature review of the past traditions which the party wanted to continue when it was in power in the past but unfortunately this tradition discontinued by the dismissal of PPP.

Move 2: Establishing a Niche

After highlighting the important aspects of his/her research territory, the researcher tries to establish a niche for his/her study. The researcher asserts that much has been done in the field but still there are important aspects which need further exploration. Similarly the political parties also draw upon the good old deeds done by the good old people but also find space for themselves to carry the work forward. In the present case the sufi saints did a lot in continuing the rich tradition of 'simple living and high thinking' and this tradition needed to be continued but a gap had been created in this continuity by the sudden dismissal of PPP.

In step 1 of this move the researcher counter-claims to assert his view point. PPP counter-claims 'it is not just election between PPP and other parties. It is a clash of sharply competing values and ideologies' (39).

Move 2, Step 2, is about indicating a gap in the previous research. In the present discourse, paragraph (19) defines 'the growing gap between the rich and the poor' that has been left by the previous political parties and it must be bridged by the PPP. (Step 2). However, the real gap which the party seeks to fill is 'the dismissal of PPP in 1996' (24). After indicating a gap the researcher raises certain questions about previous research which his/her research seeks to answer (Step 3). These questions are the yard stick through which the readers get an insight into the text. In the present case, after indicating the gap, the text raises the question 'What is to be done?'(36). In Step 4, the researcher asserts that the problems need to be analysed to continue the tradition. 'Hence the crisis that began with the dismissal of the PPP government can only end with the return of the PPP, and through the masses to the government' (25).

Move 3: Occupying the Niche

In Move 3, the researcher gives his own solution to fill the gap. He offers answers to the questions to continue the research tradition.

Step 1 A of move 3 is about outlining the purposes and aims of the researcher's study. The author relates his/her purpose in connection to the problem solving situation by announcing present research. Political texts are often affluent with problem-solution discourse. Sentence 38 asks 'why choose PPP?' (Step 1 B). The discourse offers the suggestion that 'the PPP is a party truly born out of the hearts and minds of the workers, peasants, small businessmen and the vast majority of citizens who support the Islamic spirit of tolerance and social justice' (40). It, then offers a series of purposes before its members. Some of these purposes are freedom from hunger and want, the basic human rights of citizens, tolerance to all religions, to treat people of all faiths with respect' etc. Some other purposes have been mentioned indirectly in paragraphs and sentences (18, 19, 21). There is again a series of purposes from sentences 41 to 45. PPP announces its main findings in sentences 33, 34 (Move 3, Step 2).

Step 2 also presents an alternative strategy to that used in Step 1. This step is concerned with what, who, how, where and when. In step 3 the author defines the framework of his/her research. To solve the problems the author presents a strategy, a typical move found in almost all the political texts. PPP has also offered its strategy to work on.

The Strategy Comprises

- Public Works Program
- Literacy and Health corps
- Vocational Training
- Microfinance
- Targeted Poverty Programs

In Step 3, the author indicates the structure of his/her work. He/she describes the overall organization or design of his/her work by explaining that the work has been divided into e.g. sections and sub-sections. PPP has also divided its

future work into five sections. Sentence 37 defines how the work has been structured. The readers come to know that it has been divided into five sections. These are: Employment, Education, Energy, Environment, Equality.

Moves and steps observed within the text of manifesto

Move 1	Step 1	Centrality claim	Sentence 1 and 19
Establishing a	Step 2	Topic generalization	Passage 20, 14, 16,
territory	Step 3		17, 18
		Review of previous	16
		research	
Move 2	Step 1	Counter-claiming	39
Establishing a niche		Gap in previous	
	Step 2	research	24
	Step 3	Question raising	36
	Step 4	Problem to be	
		analysed	25
Move 3	Step 1A	Outlining the purpose	41 to 45
	Step 1B	Announcing present	
Occupying the niche		research; a problem-	
		solving situation	42, 43, 44, 45
	Step 2	Announcing main	
		findings	33, 34
	Step 3	Indicating structure of	
		the study	37
	Step 4	Evaluation of findings	

CONCLUSION AND IMPLICATIONS

It has been observed that most of the moves and steps of Create-a-Research-Space (CARS) model (1990) are present in the manifesto of PPP. However, the frequency of certain moves is greater as compared to other moves and steps. They recur within the whole of the text. For example the move specifying the centrality claims (Move 1, Step 1) can be found throughout the rhetorical pattern of the text. Similarly in terms of the move indicating gap in the previous research can be recurrently found within the present text. PPP frequently counts the wrong policies of the previous governments without naming any party and proposing its own right policies to fill the

gaps left by them, a typical move in the rhetorical pattern of political texts. Political texts are found to be largely critical of the previous works of the other parties. To reconstruct and reshape the existing ideologies of the people, these texts often take a critical position. The authors take pains to describe how the previous governments have been misleading the people, violating the essential human rights, weakening the defense of the country, undermining the national integration, giving airs to sectarianism and increasing poverty etc. To secure a niche for themselves they frequently resort to this kind of negative evaluation i.e. claim/counter claim strategy. However, instead of directly targeting some specific parties, political texts target them indirectly. For example, PPP is the only option between hope and despair, and strength

uncertainty, moving forward and looking back, progress for all and prosperity for a few etc (4, 5, 6, 7). It offers solution (Move 3, Step 2) by declaring 'we choose hope, we choose strength, we choose moving forward, and we choose progress for all'.

It is important to note that the recurrences of Territory and Niche should not be considered simply as 'recycling of moves'. Rather the running of the text is like the tide, one wave after another, washing up, washing back, washing up again, pushing the discussion of the topic forward' (Connor, 2008, p.73) In the present case they serve a specific purpose i.e. to construct ideology and power relations. That is why the moves and steps specifying Territory and Niche, discussed above are the most frequently found patterns within the course of the text. They also signify that the linguistic realization of these moves and steps highlight the communicative intentions of the writer. Some other moves and steps can also be found within the present text. For example 'Making promises' is a move that can be felt directly and sometimes indirectly within the discourse of the manifesto. The whole of the paragraph 24 counts only the promises made by the party to the people of Pakistan. This move is also present in sentences 20, 22 and 23. Another frequently found move in most of the political texts is that the opponents are presented as inefficient versus, we as efficient. In this move the political parties rigorously criticize the opposing parties within their discourse. They try to establish that the other parties have derailed the country from the path of the democracy, progress and prosperity which was the due right of their beloved homeland. This move is rampant in the section of the manifesto entitled 'State of the Nation' with great energy. Sentences and paragraphs e.g. 25,26,27,28,29 breathlessly state the inefficiencies of the other political parties while sentences 31, 32, 33 and 34 establish the PPP as the only efficient party in the country. Another move that can be named as 'High Claims' has also been found within the present

discourse. One of the specific moves of political manifestoes is to present their party as matchless and above all. In this move the party does not compare itself with others, rather asserts that it has no parallel in the world. For example 'PPP is the only party with a coherent vision of a welfare state for Pakistan' (20). Some other high claims are 'we choose hope, we choose strength, we choose looking forward'. It continues to make these claims throughout the whole text. They can further be found in sentences and paragraphs 18, 19, 21, 31.

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