

Representation of Gender base Power Dynamics through Verbal Expressions in Pakistani Drama
"Udaari"

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ABSTRACT

Language is not only a means of communication but also a tool for maintaining power imbalances between gender and social classes (Fairclough, 1995). This research aims to analyze the verbal expressions used by male characters to assert power and control over female characters in Pakistani drama, with a focus on whether the drama Udaari challenges or reinforces patriarchal norms. A qualitative research design was employed, using Critical Discourse Analysis (CDA) as proposed by Norman Fairclough as the theoretical framework (Fairclough, 2003). The sample consisted of selected episodes of the drama Udaari, where interactions between male and female characters were carefully examined. Data collection involved transcribing dialogues and identifying instances of verbal expressions that signal power dynamics, such as emotional blackmail, commands, threats, moral or religious justification, and other forms of authority assertion. Through systematic application of the CDA model, the study found that male characters frequently employ these verbal strategies to control female characters, highlighting existing gender hierarchies. The analysis also revealed that, while Udaari addresses social issues, it simultaneously reinforces traditional gender norms through recurring patterns of male dominance in dialogue and interactions.

Keywords: Gender base power dynamics, gender inequality, power imbalance

INTRODUCTION

Language is the source which individuals interact and communicate with one another through orally spoken words and random signs and codes (Hall, 1968, p.158). Language is purely human and non-instinctive way of communicate with one another and sharing ideas to other through voluntarily produced symbols (Sapir, 1921). Language is medium for communication and also a source for turning a power base into influence. Language is source to communicate and human beings are trained culturally to use verbal expressions to perform a lots of social acts.

Language and Power

Power can exercised through language. Language is the way to show power on other people. Language is major source to shape perception and make power relation based on class or gender (Hung, ng, 1999) Language is tool to maintain power relation between gender and social classes, Way to use language can represent or it can challenge power structure in the society. Language is source of control the people thoughts, beliefs, feelings. Language is undeniable source to maintain power imbalance and social hierarchies, Language can be used to gain control over the people (Adyani & Suwastani, 2023) Language is the medium to get domination and social force

Gender in Media

Every person is using media in his life. There are two types of media one is print media includes newspapers or magazines etc and second one is electronic media includes movies, radio, dramas etc. in both types of media images of men and women represented in different ways. In this research article researcher's objective is to represent the gender roles through the discourse analysis of sex and city movies. Researcher used qualitative approach researcher used critical discourse analysis as research framework and it is concluded that representation of gender in movies are dramas affects our perception about genders. It is suggested that patriarchal norms are still following by characters but in some movies characters are challenging them (Ottoson and cheng, 2012). Gender base power relationship is very important part everyday life which is undeniable. A study was conducted to examines the gender base power relationships at workplace in this study researcher aim was to examine "how male and female character which are at different positions uses linguistic devices to create power relation in conflict talk?". The study used both qualitative and mixed method to analyze data. Sample of research consist of dialogues of American TV series The Newsroom. As the result of conversational analysis researcher conclude that gender specific linguistic style especially which is associated with female is challenging all the stereotypical norms that are existists (Liu, 2022). Gender dynamics always present in family relationships also A study was conducted in Nepal and researcher aim was to understanding of gender and power dynamics in family and moreover researcher aim was to highlight the issue of power struggles, oppression and marginalization, Researcher used qualitative method to collect data Researcher conducted interviews of fifteen women were in their postpartum and also from their families. Researcher conclude that awareness is too much needed about power dynamics which is hidden in form of family dynamics and appear in the form of oppression and domestic violence. (Smart & Kottler, 2010). Patriarchal culture have impact on society. A research was done to examine the impact of patriarchal culture in the society. The main purpose behind this study was analyze that in modern context how will patriarchal culture affects the relation between wife and husband. Moreover this article showed the power balance between male and female. Researcher used qualitative approach. Researcher collected data through interview of target population. Data was analyzed thematically. After analysis of interviews it researcher conclude that patriarchal system is also exist in modern context, some families accepts that patriarchal norms that males are dominant and powerful because of financial needs he earns money and fulfills the needs of the family(Cathney, Michelia & Nissa, 2023) Media has crucial role in construction of gender stereotypes. Researcher aim was to examine role of media in construction gender stereotypes against women in Italian scenario and also how they reinforce and created by media. The main focus of researcher was on two areas the role of women within the family and also and how women represented as an object it was concluded that gender stereotypes against women are still present in Italian scenes and media is playing a crucial role in promotion of gender stereotypes against women (Dipiano & Gering et al, 2015).Gender dynamics also present between family relationships. Researcher aim was to analyze that how parents of Mexican American families divide there household chores and how that division effect there children views on gender Researcher use quantitative approach to collect data. To collect data researcher surveyed 236 families in united state. There were three types of families in that survey first one was traditional families in which parents divide there domestic chores in traditional ways and second type of family was egalitarian those permotes equality and there lifestyle were modern and third type of family was mixed family in which parents divide their domestic chores in traditional ways but they permote equality between genders. Study found that if gender dynamics beliefs and viewsabout gender roles depend on their parent behaviour. In traditional family children have more traditional views while on the other hand egalitarian and mixed family children's views are more modern(Lam, Mchale & Aupdegraph, 2012).

Gender Dynamic in Pakistani Dramas

Gender base power dynamics means unequal distribution of power between gender (male and female) this unequal distribution of power is due to the social, cultural or economic status. In gender base power dynamics male always considered as dominant gender because of social, economic independence on the other hand female always consider less powerful, dependent and suppressive these norms are called patriarchal norms. Gender base power dynamics can be the cause of gender in equality, gender base violence etc. Pakistani dramas are the true reflection of socio-cultural norms that present in Pakistan. Major themes of Pakistani dramas based on patriarchal nature of men and power dynamics between male and female is very prominent. Portrayal of male and female in Pakistani dramas based on patriarchal norms where men is act as dominant figures in whole drama while women represents as submissive in these dramas the use of verbal expression, tones, plays very important role to maintain power imbalance (Mahmood, 2020) Some recent Pakistani dramas challenge the stereotypical norms through the strong women who challenge the dominant male like in drama "Mere pas tum ho" (Javed & Rasheed, 2021). Pakistani dramas are the true reflection of south Asian culture and plays crucial role in shaping our perception about gender roles researcher aim was to examine the impact of Pakistani dramas on the mindset of the Pakistani men and women. Researcher used quantitative approach and selected 100 females and male to fulfill their objectives. Researcher conclude that tv dramas portrays the negative image of the women and also found that representation of female encourages the great number of men to divorce women and that type of drama effect negatively on the mindset of the viewers (Tabassum & Amin, 2020). Language plays very important role in exercise of power through discourse Researcher aim was to examine the language patterns that are related to gender and discourse markers used in Pakistan dramas moreover in this research researcher focused on the lexical choices made by female and male authors. Researcher used Layoff's model as research framework. Researcher done qualitative analysis selected episodes of Pakistani drama serials. Researcher aim was to uncover power imbalance and gender dynamics. Researcher conclude that used words like "decide", "go" and "stop" along with "I" and "he" frequently. While women mostly uses words like "doubt", "may be" and use pronouns like "we" and "she" more often. This study conclude that media plays a very important role to challenge the stereotypical norms and built the perception of people about equality (Siddique & Ahmad, 2024). In Pakistani society which females challenge the patriarchal norms and raise their voices for freedom of females are not acceptable and consider as the agenda of west. Researcher used Pakistani drama "*Dil e na umeed tu nhi hai*" as sample. It is concluded that television can raise awareness about female rights without consider Against Islamic as well as west agenda (Jabeen, 2023) Language changes our ideology through discourses. Researcher selected Pakistani dramas to explore role of discourse in gender construction and also aim to analyze what is the role of discourse in revealing the ideology of speaker in Pakistani context. Researcher used van Dijk approach of discourse analysis and also used Robin Lakoff approach of deficit as theoretical framework. It is concluded that there is a major role of media discourse in construction of stereotypical image of women in Pakistani dramas. It is also concluded that according to robin Lakoff five features that women language gave like hedges, politeness, empty adjectives e.tc challenged by females in Pakistani dramas. It is concluded that empty adjectives are equally found in male and female language (Kiani & Sultan, 2023). Dramas have huge impact on rural culture. Researcher aim was to examine the impact of Pakistan television dramas on rural culture, researcher used quantitative approach to collect data. A survey was conducted and sample includes 308 respondents and 154 were females and 154 were male from district Layyah. Study finds that there is a huge impact of prime time dramas and people of rural areas follows the mannerism. The dress style, speech style shown in the drama attract the viewers and they prefer to adopt new culture (Juni & Kareem, et al, 2014) Language change is always influenced the social status of speaker. Researcher aim was to explore the interdependent relationship between social status and language change. Researcher used qualitative approach and sample includes the Pakistani drama "Siyani" Researcher used critical discourse analysis model of Fairclough as theoretical frame work.

Study concludes that when a person have good job opportunity, education and high social position his or her social position always effect the lexicon of the speaker. On the other those are at low socioeconomic condition speaks casually and in simple way. Person those having a high social status consider as authentic speaker in Pakistani dramas (Yosuf et al., 2023).

Delimitation of the study

Main objective of the study is to portray the gender dynamics through the verbal inter In Pakistani drama "Udaari" by applying the critical discourse analysis (CDA) model given by Fairclough.

Critical discourse analysis model was given by Fair Clough anal balk with the discursive power relation. There are three ontologies' of discourse analysis.

First one is description where we see the discourse as Language our main focus the verbal expressions and linguistic features Linguistic features. This study only focuses on the dialogues of Pakistani drama "Udaari" shows the gender base power dynamics rather than the other Pakistani dramas. The data of the study is also available on YouTube. Moreover the findings of the study not generalize over whole Pakistani dramas.

Statement of the Problem

Gender base power dynamics is present in patriarchal society where one gender is always dominant to another gender at home or at workplace in society. Gender base power dynamics can be the cause of gender inequality. Gender dynamics constructed through the social and political and cultural practices Moreover media plays a major role in construction and reinforce gender dynamics through dramas or TV shows. Every person in the whole world using media either in the form of electronic or print media. Pakistani dramas plays very important role to built the perception about gender dynamics through the verbal interaction and linguistic practices

Researcher used qualitative research approach. Moreover researcher used the critical discourse analysis given by fair Clough to get results. Main focus of the study is to analyze the verbal interaction to show the gender dynamics. To get the result researcher address the following to research questions:

1. What type of verbal expression used by male character to assert power and control over female?
2. Either these Pakistani drama "Udaari" challenging or reinforcing gender base power dynamic?

METHODOLOGICAL FRAMEWORK

This research employed a qualitative research approach, which focuses on understanding the meanings individuals or groups ascribe to social or human problems (Creswell, 2007). Qualitative research focuses on gathering information about the participants in their natural environments and deriving meanings which shift between particular observations and general themes.

The present research is based on the social constructivist paradigm which presupposes that meanings are not predetermined but created socially and historically during the process of the human interaction and experience (Creswell, 2007). Social constructivism emphasises on the way people construct their realities out of personal, cultural and contextual factors.

The sample of this paper is the Pakistani drama Udaari, which will be chosen to address the verbal communication and power relations between men and women. The qualitative interpretation allowed the

researcher to analyze the role of language as the way of establishing a sense of control, strengthening the authority, and building gender-specific identities in the sociocultural system of Pakistani media.

Theoretical Framework

The paper will rely on the Critical Discourse Analysis (CDA) as suggested by Norman Fairclough (1992, 2003). CDA is the analysis of the way discourse, which is considered to be language in action, reflects and constitutes power relations in the society. Hinkle et al. (2021) indicate that discourse is a unit of language that exists within a particular context whereas Stubbs (1983) points out that discourse is a naturally occurring language in communication. Discourse takes both linguistic and non-linguistic aspects like images, metaphors, and narratives that are used in the formation of social meanings and identities (Foucault, 1972).

Fairclough (1992) conceptualizes CDA through three interrelated dimensions:

Discourse as Text – This step entails linguistic study like cohesion, coherence, direct and indirect speech and organization (Blommaert and Bulcaen, 2000).

Discourse as Discursive Practice – This level is focused on the way texts make use of preexisting discourses in the process of intertextuality and interdiscursivity and displays the ways in which language reproduces or challenges prevailing ideologies (Breeze, 2011).

Discourse as Social Practice – The last level links the textual elements and the larger social and ideological forms and reveals the concealed power relations and ideological forces within the discourse (Bourdieu, 1992).

Application of CDA to *Udaari*

When utilizing Fairclough three-dimensional model, the researcher used the selected statements and scenes in the drama *Udaari*, which address the problem of gender inequality, class difference, and social injustice. The discussion revolved around the use of language to show dominance, resistance or victimization among characters. As an example, the dialogues between the female protagonists and the male antagonist were subjected to analysis in order to see how the use of language (tone, command structure, and lexical choices) shows the manifestation of patriarchal power and social conventions. At the discursive practice level, intertextual citations of cultural taboos and moral demands were also recognized and it is evident that *Udaari* reflects and criticizes social realities. Lastly, the paper views the drama as a means of social consciousness and change through the prism of discourse as social practice that highlights the way in which media discourse can oppose the ideologies of oppression and reinforce empowerment discourse.

DATA ANALYSIS

The *Udaari* Pakistani drama is one of the main examples of gender relations and patriarchal domination in South Asian society. This paper utilized the approach of qualitative and Critical Discourse Analysis (CDA) that was developed by Fairclough (1992, 2003) to examine chosen conversations to identify the ways in which language makes, strengthens, and gives credence to gender-based power relations. The results of the research gave insights into the way male characters, through linguistic devices (command, threat, control, and emotional manipulation) use these strategies to exercise dominance over female

characters through a three-dimensional model of Fairclough, that is, the textual analysis, discursive practice, and social practice.

Commands and Control

The play depicts the control of men who have control of the play using authoritative language that curtails the place of women. As an example, in the episode when Imtiyaz tells Sajida, “Tera kam bas ghar chalana hai aur meri baat manni hai” (Episode 9) or translated as your job is to obey me and to management the house, the declarative structure and the rough tone indicate the control of males. Its wording highlights the fact that women do little in the domestic arena and the ideology that men are the breadwinners and women are the caregivers. Likewise, in the episode where Imtiyaz says, Mai mard hoon, mai kamaoon ga, tum naukri par nahi jao gi (Episode 5) - I am a man; I will earn and you will not go to work the first-person pronoun I gives a sense of dominance and also in the use of language, the power of patriarchy.

Threats

Intimidation is also employed by means of language as a way of holding an upper hand. On threatening Meera, Ilyas says, Khabardar! Beautiful!Aaj ke baad agar tumne kisi ke ghar gaana gaya toh mujhse bura koi nahi hoga” (Episode 3), or Be careful! Sing to someone in the house again and I will treat you badly, coercion can be expressed using the use of Khabardar and conditional phrase. The power of the male character depends on societal norms and moral grounds which is the ideology of patriarchy which does not permit women to be publicly involved in the arts, as it violates family respect (Fairclough, 2003).

Emotional Blackmailing

Another linguistic technique that can be used to support gender inequality is the emotional manipulation. In episode 4 Ilyas tells Meera, agar ab tumne gaana gaya toh mai tumse shaadi nahi karunga, — you should not sing again, or I will not marry you. This assertion illustrates the emotional manipulation and conditional intimidation by male characters to dictate the personal decisions of women. The normalized state of gendered emotional supremacy is expressed in ways such as this.

Authority and Social Control

Power-related discourse is a current motif in Udaari. In the episode where Farwa is told that he is the father by his father, then when he says, Main tumhara baap hoon, is liye tumhari zindagi ke faislay main karunga, translated as, I am your father, the first-person pronouns and declarative modality are used in the sentence structure, to emphasize the male authority. Equally, the direct and exclusionary tone of telling the daughter, as Murad does in the fifth episode, that she is a larki and larkiyan apne faislay khud nahi kartin (Episode 5) that girls cannot make their own choices is indicative of what is believed in society to be true of women and their lack of autonomy. They can be used as an example of a patriarchal ideology, which can be performed linguistically and reproduced socially.

CDA Interpretation

Using the CDA framework of Fairclough (1992), the textual level of analysis has determined the linguistic decisions, i.e. the use of pronoun, modality, and tone, which demonstrate power and authority. The level of discursive practice demonstrates how discourses utilize culturally known discourses of honor, morality, and obedience to reproduce gender hierarchies through discourses (Breeze, 2011). On the social

practice level, the play reproduces the wider processes of patriarchal practices in the Pakistani society, in which males are depicted as decision-makers and guardians whereas females are limited to roles of housewives and subordinates (Bourdieu, 1992).

CONCLUSION

Udaari has shown that patriarchal control is reinforced in both the linguistic and cultural forms of the language that aestheticize male dominance and female subordination. The use of language of command, threat, and emotional manipulation as a means of asserting authority by male characters is seen to be very common whereas the female characters are portrayed as submissive and suppressed by the social norms. These trends are indicative of the strong gender ideologies in the Pakistani society. By means of CDA, one can realize the fact that Udaari is not only the revelation of the oppression machine of patriarchy but the critical statement about gender inequality and the necessity to be socially conscious and oppose the discriminating norms.

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