

Mapping Political Sentiment Trajectories in Pakistan's 2023 Election Manifestos: A Corpus-Based Comparative Analysis of Urdu and English Media Discourse

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ABSTRACT

This research investigates the sentiment trajectory embedded in Pakistan's 2023 election manifestos, analyzing both Urdu and English media representations. The focus lies in understanding how political narratives are framed and perceived differently in these two linguistic domains. Given the increasingly polarized political landscape in Pakistan, it is crucial to examine how political discourse is shaped and communicated in both native and international languages. Previous research on political manifestos has highlighted the growing role of media in shaping electoral outcomes (Tufekci, 2014; Thorson & Wells, 2016). Our study employs a corpus-based sentiment analysis approach, utilizing machine learning models (e.g., BERT, Naïve Bayes) to extract sentiment trajectories across election manifestos, which are analyzed in the context of both Urdu and English media. The study finds significant differences in sentiment, with Urdu manifestos predominantly reflecting nationalistic and populist tones, while English manifestos focus more on economic and global concerns. The findings suggest that language plays a pivotal role in shaping political sentiment and that media outlets' linguistic choices influence public reception and electoral success. This study contributes to understanding political communication in a multilingual society and offers insights for both political analysts and media practitioners.

Keywords: Corpus-based analysis, Sentiment trajectory, Election manifestos, Urdu media, English media, Pakistan politics, Political discourse

INTRODUCTION

Understanding how political messages are created, distributed, and interpretation varies across audiences is the key to political science. In regions such as Pakistan,

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where multiple languages are widely used, political documents may have language-related differences. Linguistic differences are actually determining how messages relating to political campaigns are set up, interpreted, and reacted on. Urdu is more commonly spoken in the everyday markets, apartments and shops, but English being the formal language is more commonly used in government Phony traces and in colleges. Authenticity can issue when the political party accepts to adopt an unofficial language merely for a handful of voters or to avoid loss of support, this is not inclusive and it is harmful.

Just as picking out the right outfit can give you a lot of confidence after a bad day, fashion can absolutely impact our moods and outlook on life for sure. In this election extending to several regions, low-income Pakistani citizens are shifting focus in political campaign while English language is being stressed upon foreign relationships vice versa. Since political arguments vary, the communication strategies between candidates are made to answer to diverse social and political communities. Urdu communicates the governmental agenda to the people that cannot view from economics and educated background, on the other hand English communications is directed towards the privileged individual.

This study is valuable because it seeks to demonstrate how the media we experience affects the messages conveyed to the masses by political parties. Research studying how opinion and comments on political events has been generally concentrated on countries in the Western hemisphere because politics is presented and received in one standard type of language. There are not many studies that evaluate, in detail, political campaigns in non-western countries and only a handful specifically on Pakistan. This research gap is practically exceptional, since countries like Pakistan have complex issues with multiple languages and cultures where ideas conflict.

In today's digital society, where political discussions are often online, the power of digital platforms and websites is majorly changing as to which candidates win the election. New ways exist to understand peoples' viewpoints based on what is posted online to when what is spoken about publicly is decided. We use specific computer

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techniques to know how people are really feeling or what they truly believe in. Analyze the way politicians use language to express their political goals to determine if they are honest or trying to manipulate. Through use of new tools, this study uses the major political parties' election manifestos to map and understand shifting perspectives of major political views in Pakistan's 2023 elections.

The purpose of this study is to fill a void in the world of literature in so far that it compares how native Urdu speakers and non-Urdu speakers' reactions towards political manifestos in English and in their native Urdu are. What kind of media differentiates in the way people behave someone during political events in the world. This article will investigate the relationship between operating environments and political narratives in addition to their impact on public awareness. In this research project the researchers seek to start their reason as to why political manifestos have certain outcomes instead of other possible outcomes is with analyzing how certain key words in the manifesto is being manipulated and used to reach a certain kind of voter. Digital media is having a huge impact on politics and it matters deeply because many things on the internet has different meaning depending on language.

The program focuses on refining political communication in Pakistan through taking into account the significance of language and media in selecting campaign strategies that win elections. The researchers hope this study will have a positive outcome. Their goal is to inform political analysts, media outlets, and elected officials. This should be very helpful to everyone.

Research Objectives & Hypotheses:

1. To explore sentiment differences between Urdu and English versions of political manifestos.
2. To assess how media language influences public perception of political discourse.
3. To examine whether the emotional tone of manifestos aligns with political party strategies.

We hypothesize that:

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- Sentiment in Urdu manifestos will lean more nationalistic, while English manifestos will emphasize global or economic concerns.
- Urdu media will emphasize populist rhetoric, contrasting with English media's more policy-driven discourse.

LITERATURE REVIEW

Machine learning models have largely been developed in the field of sentiment analysis. Pang and Lee's (2008) early work on sentiment analysis showed that computational techniques can be used for sentiment classification. The accuracy and scalability of sentiment analysis have improved dramatically over the years thanks to machine learning models such as Naïve Bayes, Support Vector Machines (SVM), and more recently, deep learning models such as BERT (Devlin et al., 2018). As a result, utilizing sentiment analysis to analyze political manifestos and social media posts is easier and more reliable than ever before, as researchers can analyze massive datasets in real time.

Researchers have long been interested in how media shapes political discourse, especially in the context of elections. According to Cappella and Jamieson, media plays a vital role in shaping the political communication process. The media helps in framing the messages that are the core of political communication. Due to the rapid growth of digital media and social media platforms, the impact that mass media has had on the discourse of politics is not just confined to mass media anymore. Media representations of political manifestos have taken on a great deal of importance in recent times with political campaigns using the media more and more to influence and mobilization of the voters (Fawzi et al., 2016).

Recently, there have been research studies that have performed sentiment analysis of political texts in various languages. González et al. (2020) compared the political texts from various countries to determine the insights of political ideologies and voters' sentiments through sentiment analysis. Based on their findings, sentiment trajectories may differ across cultures due to the way they frame a message based on their own

language. Political discourse in multilingual contexts, like that of Pakistan, suggests that different languages convey different meanings and emotions. This is particularly viable in multilingual contexts. A political manifesto in Urdu will trigger a different reaction and will resonate differently with the population from an English-language version of the same proposal. It's important to understand how political parties frame their messages so that they can target their audiences effectively.

In addition, recent research has shown how to detect the underlying political ideologies in a corpus based sentiment analysis. Pérez and colleagues (2019) used a sentiment analysis to study the political manifestos of several countries written in multiple languages. Also, how ideologies in their political text are present. According to their research, political manifesto sentiment analysis can shed light on the emotional tone of political discourse and can indicate party ideologies, priorities, and electoral strategies. For example, more conservative parties may emphasize economic growth, security and nationalistic policies. These parties often use fear-mongering or hope-inducing language to influence the electorate. By contrast, left-wing parties may favor inclusive economic growth, social justice or solidarity. It is a useful insight that shows us how sentiment analysis can be used to look at the core ideas behind political campaigns.

There has been much research on sentiment analysis in political domains. However, a seemingly unbridgeable gap remains in multilingual sentiment analysis in the South Asian political context, especially Pakistan. Most of the studies on sentiment analysis related to politics are on the western media. This includes studies on politics (Bastos et al., 2015). Most studies have examined English-language texts, or the political discourse of countries where one language dominates, for example the USA or the UK. These studies have provided important insights into how the media influences public opinion and election outcomes, but they do not factor in the complexities of multilingual societies.

In Pakistan, Urdu and English are the dominant languages used in all kinds of political communication. In Pakistan, a country with multiple languages or language

groups, it is perhaps not odd to expect that the sentiment trajectory of these two dominant languages might be different in a country like Pakistan. Paraphrase this (33 words):

English has always been associated with the elite, intellectual circles, and globalization. On the other hand, Urdu has long been the language of the country, with deep cultural roots in the country's ideals and nationalism. The political parties try to deepen their link with different sections of the society. As a result, the political manifestos in Urdu and English may not only differ in terms of emotional appeal but also in issues taken up. Nonetheless, there is no comparative study that examines the sentiment of political manifestos in both Urdu and English, particularly concerning the 2023 Pakistani general elections. This gap in the literature provides the emergence for the study to perform corpus-based sentiment analysis on both the linguistic versions of the political manifestoes to provide a comparative perspective which may not be covered in the literature.

The literature is also increasingly focusing on the use of the AI algorithms for political sentiment analysis. Since 2003, various machine learning models have been successfully applied to different domains. Thus, we will check if Naïve Bayes and BERT are successful in classifying political texts. These models are able to handle large amounts of data and provide more insights into the sentiment and emotional tone of political texts. BERT model has a great ability to understand the contextual relationship of words in text. It can help organizations analyse sentiments from political manifestos which happens to be an ambiguous and complex piece of writing (Devlin et al., 2018). Yet, much has been done in Western politics but there is not much done with these in an emerging field such as Pakistan given the socio-political milieu and multilingual context. The political situation of Pakistan makes it complicated or difficult to perform multilingual sentiment analysis highlighting custom-made techniques that can effectively work in such cases.

Through the use of new age sentiment analysis tools, the study aims to fill these gaps by exploring the political manifestos in Urdu and English of major political parties of

Pakistan. This study will show how different languages affect political messages. Thus, giving an understanding of how different narratives are constructed in multiple languages in Pakistan. In addition, this study will add to the recent body of work on multilingual sentiment analysis by providing a contrastive study of political communication in two languages that have differing emotional and ideological connotations in Pakistan. This research aims to narrow the gap between political discourse and sentiment analysis in multilingual contexts and thus contribute to the ability of the language to construct more meaningful and powerful narratives.

METHODOLOGY

This research study makes use of both quantitative sentiment analysis and qualitative content analysis in order to investigate the sentiment trajectories in the 2023 election manifestos of Pakistan. The research's quantitative component involves utilizing machine learning techniques to assess the sentiments found in political manifestos in Urdu and English. This will help us to spot emotional tones, polarities, and sentiment trends in the manifestos. On the other hand, the qualitative aspect complements the analysis of the political rhetoric and language choice employed in both languages. They are trying to see how political messages are framed in the two languages. The study employs both methods to triangulate data. This ensures a more refined analysis of political communication.

For the 2023 general elections in Pakistan, the ten major political parties released their election manifestos. The dataset consists of this. The party manifestos were sourced from respective websites, press releases and major news media who published them. The manifestos in Urdu and English were chosen to better represent Pakistan's political scene and its linguistic diversity.

Each manifesto reviewed has roughly 10000 words. This is enough to carry out a sentiment analysis of the manifesto, but also to go in-depth into the political messages. The selected manifestos include all kinds of parties that represent diverse political ideologies and trends for analysis of sentiments.

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As the study's population represents ten biggest political parties of Pakistan which are considered the major stakeholders of national election. Surveying a total of 2000 media creators, including journalists, political commentators and media professionals to assess how the manifestos are framed and released on media channels. From the larger group, we selected 40 media creators for qualitative interviews. The participants were selected because they were political communication experts and were well acquainted with the language and content of manifestos. Their viewpoint is critical in helping us to understand the creation of these manifestos by the Urdu and English media and how media shapes public perception.

For sentiment analysis, the research utilizes highly efficient (Natural Language Process) tools such as (BERT) bidirectional encoder representations from transformers on (Urdu) and (English) political manifestos. BERT understands a language in context, helping better understanding sentiment across these two languages. For the qualitative analysis, we will use thematic coding to the interview data to find the patterns used by media to frame the political narrative. The study analyzes emotion classification which can either be positive, negative or neutral. The study also analyzes polarity. Polarity is a measure of the strength of the emotions expressed in the manifestos. We thus get a complete picture of the tone of the manifestos along with their ideologies.

The research is designed and conducted in accordance with ethical standards. All interviewees gave informed consent meaning they were aware of the process taking place. To prevent identification of the participants, their data was anonymized and confidentiality was maintained. The findings of the investigative study will be triangulated with sentiment analysis and interview insights for reliability. The combination of two different methods allows us to compare the results we obtained from the two methods. Through accepted sentiment analysis models and coding, rigorous analysis can take place, allowing the system's reliability for the corpus of the manifestos.

RESULTS AND EVALUATION

The analysis of the 2023 election manifestos in both Urdu and English shows a disconnect between the words and tone of emotive utterances for the different parties. Urdu manifestos use more polarizing, more emotive language, often emphasizing national pride, local identity and populism. These manifestos often have a strong emotional appeal to the general populace. Most especially those from the rural and lower-income strata. Word like “togetherness”, “justice” and “nation” occurred more frequently to engender feelings of nationalism and pride in the collective. The emotional tone we observe in Urdu media is very much similar to rhetorical use of populism to mobilize masses through appeals to identity, fairness and social justice (Shah 2017).

The English-language manifestos, by contrast, tend to be policy-oriented and analytical. The tone is less emotive and more focused on outlining economic, governance and international relations reforms. Many of these manifestos say our economic, diplomatic and other steps should be looked at in the global context, including foreign investments. The varying sentiments indicate that the political parties have crafted their manifestos in such a manner so as to suit the expectations of a particular vote bank. While the English manifestos seek to woo the educated urban elite that possibly prioritizes details of the policy over nationalist sentiments.

Disparities in framing and presentation of Urdu and English manifestos continue to show up in interviews with media creators. Media experts observed that Urdu media packages the political manifesto in sensational form focusing on emotional appeals to their local audiences. These outlets portray manifestos in a manner that generates heat, harnessing urgency and activating national and local issues. This strategy is effective if a local context or cultural identity is important in the area. On the other hand, English language channels deal with the nitty-gritty of what’s offered in the manifestos, and their impact on the economy and governance. English media tends to be more careful and presents the manifesto as a rational solution to a complex issue (Binns, 2017).

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The results of both quantitative and qualitative analysis show that political parties in Pakistan strategically use language for targeting different demographic groups. By framing their manifestos in Urdu and English, they hope to reach two voter bases – the people-friendly, nationalistic sentiments of Urdu-speaking voters and policy-driven English-speaking urban centers. The media has a very important role in amplifying these messages. For instance, Urdu media is emphasizing emotional and populist themes. Meanwhile, English media is focusing on technical aspects and policy outcomes. The use of language in politics is significant as it creates a meaning that is politically charged. This meaning can refer to a wide range of political institutions including people, parties, and ideologies (Khan, 2018).

DISCUSSION

According to this study, sentiments in Political Manifestos reflect broader societal and political divides in Pakistan. The emotional undertones of the Urdu and English manifestoes are sharply different which also shows the demographic group targeted by both. The Urdu manifesto speaks a more nationalist and emotional language. It connects more with local people, often rural. The local voters prefer harmony, identity and justice. The nationalistic undertone of these manifestos seems to resonate with Pakistan, covering economic equality, national pride, and empowering local communities. Political and social context of Pakistan dictates a nationalistic tone. This is often relatable among the working- and lower-income classes, who often see the English-language media as elite-dominated, Shah (2017) writes.

Use Paraphrase: The English manifestos are explicitly catered to urban, educated and globalized sections of the electorate as per their more measured and policy-oriented tone. Media in the English language is usually linked to socio-economic status and intellectualism. Politics who are proficient in English also get access to international platforms. Hence, political manifestos in English tend to focus on international issues. For example, we find more mention of foreign relations and economic and developmental plans in manifestos in English. In Pakistan there are divisions in how the elites and voters react to politics. Urban, English-speaking elites seem to engage

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more in international and governance matters. Instead, the less educated and rural voters prefer to react to issues impacting their socio-economic conditions (Mudde & Kaltwasser, 2017). As such, the sentiment analysis shows that the status of a language helps mold political discourse in Pakistan. Thus, political ideologies and communication strategies are drawn from the language and culture of the voter bank. This study has much to contribute in the area of political communication of a multilingual society like Pakistan. It shows that political parties need to vary their messages according to languages and cultures. This is because different languages evoke different emotions and ideological meanings. In Pakistan, where Urdu and English serve different roles and attract different social groups, political parties need to keep in mind what their manifestos effectively convey in either language. The findings indicate that Urdu manifestos must emphasize populist and nationalistic themes to mobilize local voters, while English manifestos must focus on fine-grained policy details, international relations and economic development to woo urban educated voters. To communicate their message in Pakistan, political parties should try to be two-pronged. One front should be in the local language.

Political parties ought to be mindful of media involvement as suggested by the study. Political parties should actively engage with Urdu and English media houses to ensure that their manifestos are not just communicated widely, but also correctly framed, given the huge influence of these two mediums on the framing of political communication. The Urdu media incites emotional rhetoric, unlike the English media which can be a platform for rational policy discourse. When parties present their manifestos in detail to suit all languages, they will be able to better address all voters' issues and aspirations.

Although this study offers some interesting insights, it has limitation. The existing corpus may not fully reflect the political discourse of Pakistan. The manifestos chosen for analysis are of the ten biggest political parties but smaller parties or independent candidates were not selected which can affect the generalizability of the results. Further, the manifestos themselves may be biased, as parties present their strengths

and disguise their weaknesses in these documents. Due to these biases, the results of sentiment analysis may be skewed especially on key issues or tone of political promises.

A recent review of literature has established that existing models for sentiment analysis like BERT have been quite successful in detecting any emotion and polarity. However, they are unlikely to pick up nuances when it comes to political/philosophical arguments. Advanced sentiment analysis models may still get tricked by rhetorical devices like sarcasm or irony that political manifestos may contain. Oftentimes, these nuances matter in political communication: Humor, exaggeration, and other such modifiers can markedly change the meaning. So, you can use sentiment analysis as it can give you an overall picture of how things stand. However, it may miss some nuances in politics. To overcome these constraints, future research may employ advanced modeling techniques like deep contextual modeling and hybrid methods that merge sentiment analysis with other linguistic analysis methods.

CONCLUSION

Language can make or break political sentiments. A case study of Pakistan 2023 elections shows definitions, tone, lexicon and analogies used in the media by political parties. The use of corpus-based sentiment analysis shows that the Urdu manifestos are more emotive and politically focused than their English counterparts. The emotional tone of Urdu manifestos which appeal for national pride, populist rhetoric, and local identity sharply contrasts with the more analytical and policy-focused tone of English manifestos which mainly focus on economic reforms, governance, and international relations. The different varieties of language are not just a reflection of different audiences. Furthermore, they reflect a much greater rift in Pakistani society. In particular, language in Pakistan typically relates to class, education, and geography (Shah, 2017; Binns, 2017).

The research findings can be useful in understanding how political discourse is shaped in multilingual societies especially in the case of Pakistan. Political messages must be

modified to meet the linguistic and cultural contexts of diverse voter groups, say the researchers. As political parties change their message for different demographic groups, media's role in shaping the message becomes more important. Urdu and English media highlight different aspects of manifestos, influencing the perceptions and responses of the voters towards political parties (Mudde & Kaltwasser, 2017).

Future studies may analyze more languages including Punjabi or Pashto which are widely spoken in Pakistan to the multilingual political communication for better understanding. Very great information, the dig pub has given us. Also, the major players in the field should be covered to get in-depth understanding. Further studies on linguistic and media impact on political messaging can better our understanding of electoral processes in multilingual and multicultural situations.

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