



**University of Mianwali, Pakistan
In collaboration with
Englishers LLL International, Turkey**



**1st International Transdisciplinary Conference on
Language, Culture and Revival
05-03 June, 2022**

PARTNER INSTITUTES

				
				

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Contributors	All teachers of English department, University of Mianwali
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1ST INTERNATIONAL TRANSDISCIPLINARY CONFERENCE ON
LANGUAGE, CULTURE AND REVIVAL
 UNIVERSITY OF MIANWALI



Panel Discussion (Literature)

TOPIC
STANDARDIZING THE PATTERNS OF TEACHING AND RESEARCH PRACTICES IN THE LITERATURE CLASSROOM



04/06/2022
 Saturday



FROM **11:30**
 TO **13:00**

PANELISTS



PROF. DR. MAZHAR HAYAT
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 Pakistan, Chairperson,
 Department of English,
 GCU Faisalabad



PROF. DR. SHAHEENA AYUB BHATTI
 Director, Women Research and
 Resource Center, Fatima Jinnah
 Women University, Rawalpindi.



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 Head, Department of
 English GS, NUML



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 South Punjab, Emerson
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 Secretary Englishers Punjab,
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DR. YASIR ARAFAT
 Member Conferences Englishers,
 Assistant Professor,
 NUML Islamabad

MODERATORS



DR. MUMTAZ AHMED
 Assistant Professor,
 Govt. Guru Nanak
 Postgraduate College
 Nankana Sahib



DR. QASIM SHAFIQ
 Head, Department
 of English, The university
 of Faisalabad

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1ST INTERNATIONAL TRANSDISCIPLINARY CONFERENCE ON
LANGUAGE, CULTURE AND REVIVAL
 UNIVERSITY OF MIANWALI



Panel Discussion (Linguistics)

TOPIC
THE PROCUREMENT AND RESEARCH ON LOCAL LANGUAGES IN THE PAKISTANI UNIVERSITIES



04/06/2022
 Saturday



FROM **14:00**
 TO **15:30**

PANELISTS



PROF. DR. AYAZ AFSAR
 Vice-President (Academics)
 International Islamic
 University, Islamabad



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 Dean Faculty of Arts & Social
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 Englishers Punjab,
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ERAM JAMIL
 Assistant Professor,
 Thal University,
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KEYNOTE SPEAKERS



Dr. Milana Abbasova Yunis
Country Head Englishers,
Khazar University Baku,
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Dr. Manvender Kaur Sarjit Singh
Associate Professor,
Member Trainings,
Englishers LLL International,
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Prof. Dr. Mazhar Hayat
Advisor Trainings Englishers Pakistan,
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Prof. Dr. Umer Farooq
Director Research Englishers,
CUST Islamabad



Prof. Dr. Islam Pasha
Advisor Conferences,
Englishers Pakistan,
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Dr. Rashid Mehmood
Associate Professor,
Department of English,
University of Bisha,
Kingdom of Saudi Arabia



Dr. Aamir Zaheer Bhatti
Advisor Local Languages
Englishers Punjab

Message from the Vice-Chancellor



It is a matter of great honour for University of Mianwali, Mianwali to host 1st international transdisciplinary conference on language, culture and revival in collaboration with EnglishersLLL. Being the head of one of the leading universities of Pakistan, is a matter of great pride for UMW to organize an international conference in a very short period of time. Over the years, UMW has developed as an institution of higher education par excellence, catering to the educational needs of science and technology as well as social sciences and humanities. This conference is our first initiative towards the promotion of research culture. It is very obvious that conferences being the emblem of intellectual activities. The University of Mianwali will always welcome and warmly embraced such academic activities. In this conference, researchers from different parts of the world bring innovative ideas and carry with them the new dimensions of learning. University of Mianwali will always appreciate diversity of methodologies in various disciplines of research.

We are keen interested in the promotion of indigenous languages and heritage. For this purpose, conference is being organized to revive those languages and culture which are now became the matter of past. Moreover, through this conference we are in great effort to promote local culture and language (Saraiki). Along with that, we tried to revolutionize the academia with help of innovative strategies and methods. We reckon it our obligation to train our student for all challenges by enhancing their personal and intellectual capabilities.

We recognize the great importance of theoretical and applied aspects of language. It is our foremost duty to assemble intellectual activities for our scholars to hear some prominent voices among the most authentic researchers in language. We are very honored for being the host of contributors who from throughout the Pakistan and abroad as well. We hope that this conference will be a source of great learning for all participants and it will also encourage the scholars and academia people to contribute more devotedly to do research in linguistics and literature. On the behalf of my staff and faculty, I invite you to join this elite hub of academic excellence, which is a fertile ground for those who are in thirst of gaining knowledge and innovative ideas.

Prof. Dr. Islam Ullah Khan Lodhi

Vice-Chancellor

University of Mianwali, Mianwali

Patron: 1st international Transdisciplinary conference on language, culture and revival

Message from the Conference Convener



The First International Transdisciplinary Conference on Language, Culture and Revival has been hosted by the Department of English Language and Literature, University of Mianwali in collaboration with Englishers LLL, the Republic of Türkiye. Our primary objective has been to facilitate the researchers across the globe to share their research that could open new vistas of transdisciplinary areas in an integrated manner to the younger generation of learners and researchers. The aim of the conference has been to open the forum for the integration of the Transdisciplinary fields to English Studies and indigenous culture and to bring students, scholars, professors, and researchers together from the areas of language and culture. The three-day conference has yielded ripe fruit for all the participants by dint of national and international speakers' invaluable presentations. I thank all researchers and participants for their magnificent contribution to the success of the conference. Wherever you may be around the world, I extend my best wishes to you.

Tariq Usman, Ph. D.

Chairperson,

Department of English Language and Literature

University of Mianwali *An Overview*



The University of Mianwali, established recently in 2019, was previously a sub campus of the University of Sargodha since 2012. The University has faced many challenges and sailed out from them despite many constraints. The magnificent admin block, academic blocks and laboratories add to the grace of the University. In no time at all, it has started to flourish and has achieved many laurels in academics and co-curricular activities.

Currently, undergraduate programs (BS) in Natural Sciences, Social Sciences, and Art and Humanities are being offered in the University. MS and M. Phil programs in Social Sciences and Natural Sciences are going to be launched in the coming academic years. Various batches of students have passed out and a large number of them have been placed in different public and private sector organizations, in addition to being admitted in various well-known universities for higher studies. The students participate in various inter-departmental and inter-university sports and co-curricular competitions and secure distinguished positions. Several conferences, workshops, and symposia have been organized in which renowned scholars and academicians enlightened the audience. The faculty members have also participated in national and international conferences.

About Englishers LLL

The ENGLISHERS LLL International is an international forum based in Turkey working for the promotion and development of English Language, Linguistics and Literature across the globe by providing consultancy in academic programs and training the teachers for their professional competence and research activities. ENGLISHERS LLL International in collaboration with Khazar University, Azerbaijan is organizing a conference in September 2021 entitled "The Philosophy of Language, Literature and Linguistics."

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Keynote speaker

POETICS AND POLITICS OF LANGUAGE AND CULTURE

Prof. Dr. Mazhar Hayat

Abstract

Language and Culture are the major tools of national identity. They continue to evolve along with growing socio-political and economic patterns of behavior and thought. This process of evolution and growth of our linguistic and cultural heritage was arrested with the arrival of the colonisers. Imperialists suppressed indigenous linguistic and literary heritage to deprive us of our tools of identity. Policy of survivance by a section of intelligentsia among the ruled furthered colonial policy of marginalization of precolonial heritage. Even in post-independence era, the local political elites maintained this colonial mindset. In recent times, under globalization and western economic hegemony, cultural flux remains unidirectional leading to homogenization of the marginalised languages and cultures under western economic and cultural parameters. European market realism is manipulating linguistic and cultural representation of the developing postcolonial societies through diaspora according to western world vision. To counter this politics of language and culture, the academicians must work extensively to decolonize our preimperial heritage. Universities ought to use all possible means to establish and promote Languages and Cultural studies centers not only to revive our heritage but also to internationalise it.

KEYWORDS: Poetics, Politics, cultural studies, precolonial heritage

Brief Bio of Prof Dr Mazhar Hayat

Prof Dr Mazhar Hayat received his Doctorate in World (Comparative) Literature from International Islamic University Islamabad. He has been associated with Govt College University Faisalabad since 1990 and has served the institution in academic and various administrative capacities. Dr Mazhar Hayat has been serving Department of English Literature as Chairman since a decade and has launched MPhil and PhD programmes. He has to his credit more than fifty research publications in national and international journals. Dr Hayat has produced two PhDs and one hundred & ten MPhils. He is member of selection Boards, Editorial Boards, Boards of Studies, Faculty Boards, Academic Councils and ASRBs of several prestigious institutions including Member Board of Governors Area Study Center Quaid-i-Azam University Islamabad. Dr Hayat has attended international conferences in France, Belgium and Spain as well as thirty two conferences in Pakistan. He has also hosted one international conference, fifteen symposia and seminars with speakers of international reputation. Dr Hayat is chairing a vibrant faculty of English Literature including seven PhDs, ten PhD scholars and thirteen MPhils who are conspicuous for their research contribution into the country directory.

Keynote speaker

Topic: Diversity, Equity, Inclusion in Higher Education

Dr Muhammad Umar Farooq

Professor / Head, Department of English

Capital University of Science & Technology

Islamabad, Pakistan

Director Research / Editor IJEE

Englishers International

Abstract:

Technological advancement is transforming our societies and the use of artificial intelligence is impacting the way we live and work. To cope with the changing scenario there is a need for new skills. In this context, the hotly debated themes include social diversity and inequality, access to education and lifelong learning. In higher education, it has become a high priority to ensure that no one is left behind. The purpose of this paper is to argue for a new paradigm for the preparation of teachers to equip them with the attitudes, knowledge and competencies necessary to effectively cater to the diverse learning needs of the students.

Keyword:Diversity, Equity, social diversity and inequality

Profile:

Dr Farooq is a teacher and teacher trainer having more than 30 years of teaching experience in Pakistan and abroad. He has published 50 articles in reputed ELT journals and presented at various international ELT conferences. His interest areas are teacher development, learner autonomy, and e-learning. He is an active member of different organizations, like SPELT, TESOL, Englishers, etc.

KEYNOTE

Teaching Language Structures Using the CACA Model: An Attempt to Close the Higher Education-Industry GAP.

By Associate Professor Dr. Manvender Kaur Sarjit Singh

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Abstract

The need to teach graduates who are ready for employment requires the teaching of many skills, one of which is the language skill. The higher education and industry gap has been observed occurring in many nations including in Malaysia. The core of this paper is to present an approach which is easily replicable and used by academicians over the globe to ensure that the language knowledge being channelled to the future workforce tallies with the industry needs and requirements of the employment. The discussion is set within the use of various structural linguistics analyses using the computer-assisted corpus analysis (CACA) approach.

Keywords: CACA model, structural linguistics, language teaching, corpus approach, education.

Postcolonial Critique of Muneeza Shamsie's That Heathen Air

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Abstract

A postcolonial lens helps us to understand the complex relationship between the colonizer and the colonized. The approach looks at the relationship between the two, from upside down. That Heathen Air gives glimpses that how the colonized people try to imitate their masters. On the other hand their own roots are damaged to such an extent that they are not in a position to be their own. Consequently, they are indulged in a kind of self-orientalist approach towards their life which makes them colonized. The story gives clear picture of the ideas like imitation, comprador of intellegenia, assimilation and self-orientalism, while at the same time the brutalities of Raj are also projected. In order to conduct this research textual analysis has been used as methodology and self-Orientalism as theoretical framework. The research sheds light on the main factors that strengthen the British Raj and weakened the local.

Keywords: Post colonialism, Assimilation, Comprador of Intellegenia, Imitation, self-Orientalism

A Forensic Linguistic Analysis of Language of News Crime Reports In Pakistan

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Abstract

This study aimed to decode the crime news reporters' intention or motive behind the language they use in their reports. Forty Crime news report headlines were collected from "Dawn" and "The Nation" newspaper as a whole. Twenty-five from Dawn and fifteen from the nation newspaper were analyzed qualitatively through "Relevance theory" which blends the pragmatic and semantic approach for the sake of text exploration. To support the analysis, the content analysis method was also used. The paper aimed to do a forensic linguistic analysis of the language of crime news report headlines to answer the ideology behind the language used in the reports and how the used language manipulates the audience and what impact language leaves on its readers. It is found out after analysis that mass media has the authority to control the minds of the masses as the language of crime news report headlines may leave positive or negative effects simultaneously on its readers based on the choice of words they make in their reports. The current study analyzed that language leaves a more negative impact on the audience than the positive one.

Key words: Crime, news, language of crime news, news reporting

**Manifestation of Saraiki Culture in Perspective of Wilderness And Pastorals
in Khawaja Ghulam Fareed's Kafi's Meda Ishq Vi Tu (You Are My Love's
Devotion, My Beloved)**

Jovairiah Batool

Abstract

This paper aims to shed light over Saraiki culture through environment by using Terry Gifford's pastoral theory of environment which regards nature as gradually reflecting the culture in a way of reconciliation. Hence, This paper examines the way culture relates to nature (our biology, habitats and genetics) and nurture (our environment and surroundings that also form our identities) through the poetic perspective of twentieth century Sufi poet Khawaja Ghulam Fareed's (1845-1901) Kafi Meda Ishq vi Tu (You are my love's devotion, my Beloved). I discuss how Khawaja Fareed envisages the wilderness of Rohi and other desolate Saraiki areas as a challenge of nature, which makes Saraiki culture vibrant in the face of adversities. Pastoral theory in the act of understanding man and nature endorses the Kafi of Khawaja Fareed, which are melioristic ("The belief that the human condition can be improved through concerted effort"). Inevitably this Kafi gives a creative hope to the inhabitants of the Saraiki area in their constant struggle against the physical environment and its concomitants. Khawaja Fareed does not consider the physical environment as an autonomous but as a symbolic manifestation of the transcendent beloved. This paper also examines the natural phenomena as instrumental in forming Saraiki culture and the Saraiki culture dynamic in interpreting the natural phenomena. This Kafi of Khawaja Fareed examines man's adversative outward environment, which provides him an opportunity to struggle and reconcile it with his inner environment.

Keywords:

Improving Listening and Speaking Skills through English Movies at a Higher Secondary Level

Saba Hanif

University of Sahiwal

Abstract

This research aims to improve speaking skills at a higher secondary level. It is highly recommended that it is difficult to learn English as a second language. Students at the secondary level cannot utter a single word of English in their daily routine. It is quantitative research to adopt new methods for English learning. Of course, the hardworking of our teachers cannot be ignored, but the students are tired of old methods. It is required to adopt a new way of showing English movies with subtitles. Twenty students divided into two groups, ten of them taught through a new method and the other by the old method. The students taught with the movies noticed a clear difference in their vocabulary and English accent. Students learn 20% by teacher's acquisition, and the remaining 80% learn through movies, as it is considered 80% of what children learn through their vision. This research gives more ideas regarding learning the English language as a second language through English movies. It also emphasises how learner can improve reading skills through subtitles in English movies. It helps readers learn the English language, entertaining and easy for new learners. Readers acknowledge teaching, listening and speaking skills at a higher secondary level.

Keywords:EFL learning, Movies, Pronunciation, Speaking, Subtitles.

An Analysis of Social Deixis of Imran Khan's Interview With CNN: A Pragmatic Study

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Abstract

Since social deixis shows certain terms for addressing interlocutors, it is repeatedly used in certain communications and interactions by the participants. The interview with Imran Khan as Prime Minister of the Islamic Republic of Pakistan attracted national and international media houses to broadcast. This study aims to find out the kind of social deixis, describe the function of social deixis and the dominant type of social deixis in Imran Khan's interview with CNN. The research is descriptive and qualitative. Deixis's theory proposed by Levinson (1983) is used to address the research problem. The researcher found a total of 66 data of social deixis including Relational deixis 59 data with a percentage of 89.3 % and absolute social deixis found 07 data with a percentage of 10.6%. Researchers concluded that Relational deixis is the dominant type of social deixis. Moreover, three functions of social deixis are also found in Imran Khan's interview with CNN which are the social status differentiation function, politeness, and social identity function.

Keywords: Social deixis, Imran Khan, Levinson, Interview, CNN.

Investigating Web-Translations of Pakistani Public Offices **Sufia Maroof Pakistan Institute of Fashion and Design**

Abstract

This empirical study investigated the web-translations of five Pakistani public offices (FPSC, FIA, HEC, USB, and Ministry of Finance) offering Urdu tab as an option to access information on their official websites. Triangulation of quantitative and qualitative research design informed the researcher of the semantic, lexical and syntactic caveats in these translations. The study hypothesized that majority of the Pakistani population is oblivious of the Supreme Court's amendments in language policy concerning national and official language; hence, Urdu web-translations of the public departments have not been accessed effectively. Firstly, the researcher conducted an online survey, comprising of two sections, close ended and short answer based questions. Secondly, the researcher compiled corpus of the five selected websites in a tabular form to compare the data. Thirdly, the administrators of the departments had been contacted regarding the methods of translation and the expertise of the personnel involved. The corpus was assessed for TQA after examining the lexical, semantic, syntactical and technical alignment inaccuracies and imperfections. The study suggests the public offices to invest in their Urdu websites by either hiring expert translators or engaging expertise of a translation agency for this project to offer quality translation to public.

Keyterms: websites, Urdu translations, public offices, machine translations

Structural Analysis of Cultural Hegemony in Taufiq Rafat's Selected Poems
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Abstract

This research explores Taufiq Rafat's reflectual understanding of contemporary cultural hegemony underlying different social practices of individuals from his selected poems. Rafat observes and exposes the mythology based peoples' actions that look quite arbitrary. In this regard Rafat's reflexive approach will be the central focus. Tradition is followed by people on different occasions. They look while following a constructed social structure very artificial. It creates unhappiness. There is a great deal of difference between reality and cultural constructed standard of living. The researcher's aim is to highlight those arbitrary ways of living and diminish the artificiality from the society by making people aware of their pre-determined action. The researcher will apply Saussure's theory of structuralism on selected poems of Rafat and examine different patterns and technique of the persona influenced by cultural structure prescribed by community. Culture is constructed like language which is definite despite of its ignored arbitrariness. Individuals are like signs who are dominated by cultural hegemony and social structure. It makes a culture inflexible which results in conservativeness and rigidity in people's actions. This research will lead to create awareness among the people about cultural structures and its arbitrariness in the society. It will also make people think beyond these conservative values and make them open minded, flexible and free. This will result in modernity, variety and creativity in the society.

Keywords: Taufiq Rafat, cultural hegemony, structural, arbitrary, tradition

GREEN REVOLUTION (PLANTATION): A CULTURAL ACTIVITY FOR CLEAN & GREEN PAKISTAN; A REVIEW

Muhammad Kabir ^{1*}, Um e Habiba², Muhammad Zafar Iqbal ³, Muhammad Shafiq³, Zia-Ur-Rehman Farooqi ³ and Wali Khan⁴

University of Sargodha, Ex-Sub-Campus Bhakkar, (Thal University Bhakkar

Abstract

This review is focused on the plantation activities of Pakistan keeping in view its agricultural value. As we know that Pakistan is an agricultural country but total area of forest is decreasing in each coming year, creating an alarming condition of environment for existence and proper growth of living organisms. Plants are producers (autotroph) on the surface of the earth and they can provide necessities of life to all living organisms on the surface of earth. Pakistani nation can not progress until its native culture (agriculture) will not be preserved. So plantation activity is the need of the day for increasing human population to support the life on this planet. It is our first priority to keep our country clean and green, as cleanness is a part of our faith. Our slogans “ Plant a tree and get oxygen for free” & “ It is our duty to save environment’s beauty” are not enough for Pakistan whose forest area is decreasing. We must realize importance of trees in our environment and emphasize to increase their number to provide clean and green environment to our next coming generations. The person thus known as a human being doesn’t show any humanity for the plants, as humans use and exploit all sorts of resources for his own profit no matter they may derive from nature or by using different species of the planet. A human is the highest ungenerous species on the planet who create issues for himself and even for other living organisms. We observed that university students are very energetic in plantation activity if they are given proper environment. It is concluded that ministry of climate change should focus to university students in order to find solutions of environmental issues with full satisfaction and will keep this culture as perpetual charity.

Keywords: Agriculture; Environment; Forest; Plantation; Producers.

**Applying the Gricean Theory of Cooperative Principle to the Language of
English Play *The Guilt* by Usman Ali**

Ms. Anam Khalid, Ms. Sadia Naz, Ms. Iqra Shabbir

University of Lahore, Sargodha Campus

Abstract

This study aims at analyzing the language of English play *The Guilt* by Usman Ali. The present study analyzed that the discourse patterns have meanings beyond their formal and literal sense and that the model of successful communication as suggested by Grice (1975) is applicable to the conversation taking place in Pakistani theatre. The flouting of maxims shows how language plays vital role in conveying the message intended or hidden in words. More is being conveyed than what is being said by saying something and implying another meaning. The implicatures in the play *The Guilt* showed the suggested meanings conveying the additional meaning of the speakers. Flouting of conversational maxims and formation of implicature is fore-grounded feature of the conversation. They give us knowledge about the conversational behavior and mental disposition of the characters. To conduct this study the researcher used the qualitative approach. Different dialogues from all scenes of play were analyzed that showed the flouting of maxims. In the light of findings, the researcher analyzed that the prime function served by the implicatures in the stage drama *The Guilt* was to amuse the audience and through laughter, throw light on human follies and social issues of society. These implicatures provided humor and entertainment in the stage drama *The Guilt*. They also revealed the social stereotypes at times, criticized those aspects of society that needed urgent attention and required improvement.

Keywords: Cooperative Principle, Maxims, Flouting, Implicatures Pakistani Theatre

Maggie a Different Voice: Exploring the Women's Moral Reasoning in the novel The Mill on The Floss by George Eliot
Farwa Abid, Aqsa Muqeem, Alia Atta

Thal University Bhakkar

Abstract

The aim of this article is to find the moral reasoning of women provides the base for their actions. The research is conducted on protagonist Maggie in the novel "The Mill on the Floss" written by George Eliot. Gilligan's Theory of Moral Development is employed to investigate moral reasoning of Maggie. This qualitative research is conducted by using text as sample. The technique utilized is close reading of text. The problem of moral reasoning is addressed through three hypothetical questions explaining extent of manifestation of Gilligan's theory, confirming moral reasoning is drive for Maggie's decisions, justifying Maggie's action on moral ground. This research concludes that Maggie's actions and decisions are based on moral reasoning of women prevails in three stages proposed by Gilligan but a slight deviation found when Maggie doesn't adopt conventional stage completely rather struggling between pre-conventional and conventional stages i.e. duty and desire.

Keywords: Gilligan's Theory, Duty and Desire, Hypothetical, Women's Moral Reasoning.

Shame Affects: A Deleuzean Analytical Approach to Muhammad Hanif's Red Birds

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Abstract

There is an increase in academic studies of writings about emotions and their affects. Such writings harbor the potential to enhance our knowledge of the response of our senses to the experiencing sensual body. This paper critically examines Muhammad Hanif's writing of shame in his novel *Red Birds* (2018). Shame is a powerful, mobilizing affect that can affect different concepts. For instance, within the context of this study the idea of body and its relation to writing or the ethics of writing. The acts of thinking, writing, and reading are integral to our ability to affect and be affected. Anchored by the Deleuzean theoretical concepts of affect and percepts, this study investigates Hanif's documentation of affects and percept/experience in his latest novel *Red Birds*. The study hopes to be a visceral reminder for the aspiring writers that writing which is not shameful but 'honest' to use Stephen King's term for writing which pays attention to words and things, has the potential for opening new vistas of meaning which lie beyond the limited notions of sign and representation.

Keywords: affects, experience, body, shame, writing

Impact of Mother Tongue on Students Communication in English Language

Shabina Rashid, Mahjabeen Iftikhar Butt, Dr. Arshad Mehmood

University of Kotli AJ&K

Abstract

This study aims to investigate the phenomenon of impact of mother tongue on students' communication in English language. In this respect, 30 students of BS English, Semester 2nd were selected as the sample of the study. It is pertinent to mention that the selected students belong to the catchment areas of District Kotli Azad Kashmir and their mother tongue is Pahari. Pahari language is spoken by at least 5 million people living in Azad Jammu and Kashmir. With respect to collect the required data, the students were given an essay, titled, 'Difference between College and University Life' and they were instructed to write the essay in their own words based on their own observations, experiences and understanding. Pahari language has its own syntax and honorary traditions for the addressee embedded in language, so through hermeneutics method of analysis, the study found that there are remarkable differences in the syntactic and honorary expressions in both, Pahari and English languages. Moreover, significant impact of mother tongue (Pahari) has been found in written communication of the students in English language.

Key words: Mother tongue, University of Kotli, Pahari language, English language

Concept of Alter Ego in Edgar Allen Poe’s story “The Man of the Crowd”

Aqsa Khan, Umama Bint e Ubaidullah, Rida Zahra, Fatima Batool, Sobia Sadaf, Laiba Faheem

Thal University Bhakkar

Abstract

An alter ego is an elective self, which is accepted to be particular from an individual’s ordinary or genuine unique character. Observing one’s alter ego requires finding another’s self, one with an alternate character. This term paper aims to study about alter ego in Edgar Allen Poe’s story “Man of the crowd “.There is no enough research on the reasons that why the alter ego turns into an adversary of the self on the grounds that its resemblance to oneself is uncanny. Suicide results from the delusion that the alter ego is something visceral that can be eradicated in order to leave the self in harmony. In this study the qualitative approach is adopted to study alter ego in Poe’s work by the method of close reading .The findings of this study reveals the relationship between person’s inner self and his physical appearance .The study of this story illustrates that people in big cities are Mentally ill-omened to be surrounded by other people day after day .They are followed by other people, even if they don’t notice that .The story becomes a graphic illustration of this idea (Alter Ego).

Key Point: *Elective self, Adversary, Mentally ill, Suicide, Self harmony*

Structural Analysis of Anton Chekhov's Short Story A Man Who Lived in a Shell

**Amna Rana, Aqsa Arif, Laiba Sarwar, AyeshaBibi, Asma Noreen Thal
University Bhakkar**

Abstract

The aim of this study is to analyze the structure of Anton's short story "A man who lived in a shell". As we know that structure is an essential and integral part in a literary work which interlaces the plot and other elements of the story and makes the text more comprehensible for the readers. The Method of this study is Descriptive Qualitative. Data is collected by reading the text of short story. Findings of this study explores that the man who lives in a shell, is an over introvert and not able to make relationships. Due to psychological issue of being too much introvert protagonist faces the tragedy. Through this study of analyzing the structure of short story, researcher intention of assembling the story through plot, character, premises, context, conflict and setting is revealed. This study of structural analysis explores that this short story meets the requirement of five stages of Freytag's pyramid. This study explores that this story has proper construction of plot, characters, themes, conflict and setting.

Keywords: Introvert, Tragedy, Premises, Context, Freytag's Pyramid.

**REPRESENTATION OF POLITICAL IDEOLOGIES: A
MULTIMODAL ANALYSIS OF POLITICAL CARTOONS IN PAKISTANI
ENGLISH NEWSPAER DAWN**

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Abstract

The present study focuses on the representation of political ideologies through political cartoons in the Pakistani English newspaper "Dawn". According to this research, ideology-laden media discourses significantly influence structuring or restructuring our perceptions of social and political reality. This research aims to uncover the hidden purpose of print media through multimodal analysis of selected political cartoons. The linguistics and non-linguistic (graphics) devices utilized by the cartoonist can alter and influence the readers' thoughts. The data was collected from the Dawn newspaper from September 1 to October 31, 2020. Furthermore, the researcher used Machin's (2007) theoretical framework of multimodal analysis to analyze the selected cartoons qualitatively. The following factors were used to evaluate each cartoon: Participants, setting, written caption, pose, and objects. The study discovered the cartoonist used visual language to communicate his sociopolitical views in order to influence readers' perspectives. Furthermore, the print media criticize political parties whose policies are not in the best interests of the people. The present study revealed that English national newspaper uses cartoonist representation to reflect social and political issues such as FATF-related issues, long March of opposition, Corruption, inflation, Federal Board of Revenue etc.

Keywords: discourse and ideology, discourse and social system, political cartoons, semiotic analysis, multimodal analysis.

Improving pronunciation through English news at secondary level in District Khaniwal

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Abstract:

Improving pronunciation of English language is a major problem in district Khaniwal as it becomes necessary for the students to learn the pronunciation. It is basic step to grow in society as English is an international language. English pronunciation can be better by listening the English news channel daily as listening effect the spoken skill greatly. This report can help people to do the listening and improve their skills without struggling so hard. Experiment on twenty students separate in two groups is also done. The group with task to listen the news improves with good speaking skills as compare to non-listening group.(Gilakjani & Mohammad Reza, 2011) the person who is not aware how to pronounce properly during school years are less able to learn it better .

BUILDING EFL VOCABULARY THROUGH GROUP DISCUSSION AT SECONDARY LEVEL

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Abstract

Vocabulary is an important aspect of language and communication skill. The vocabulary problem affects the other skill of language like reading comprehension, writing notes, and also listening activity. So, if the vocabulary is better than the all skills are improved without any difficulty. Learning new vocabulary in English is only possible through group discussion. But in our society vocabulary problem is increased a lot due to lack of group discussion. If English speaks in group form daily then it might be possible that every person can learn new words. In this article group discussion strategy is used for the sake of vocabulary improvement. At the first level, fifty children has been selected for pretest before using of group discussion strategy. And after pre-test group discussion strategy is used for till one month and then again final test is conduct for the view of vocabulary improvement.

Keywords: communication skill, building EFL vocabulary, discussion strategy

**Reimagining Al Andalus in Pakistani Muslim Poetry: A Comparative Analysis
of Iqbal's Mosque of Cordoba and Shadab Zeest Hashmi's Selected Poetry**

from Baker of Tarifa

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Abstract:

This research examines the status of Al Andalus or Muslim Spain within Pakistani Muslim poetry in order to decipher how its representation has evolved in accordance with the poet's personal identity and surrounding political upheaval. Therefore, it analyzes and compares how Mohammed Iqbal, a colonial era poet, and Shadab Zeest Hashmi, a contemporary era poet, write about the bygone civilization. Drawing upon Paul Ricoeur's theory of narrative identity, personal identity can only be extracted in the form of a narrative or story. Subsequently, this research explores how the poets' personal identity, tied to the political atmosphere of their times, contributed to such varying representations or narratives of the same historical but foregone civilization. Such is achieved through Ricoeur's narrative emplotment, the process through which different temporal elements or subplots come together in order to create a peaceable whole's (Hashmi's Combs and Mirror's) or an actual plot. This plot acts as an imaginary representation by extension. While Al Andalus has been extensively researched within the context of postcolonial poetry, this research endeavours to compare colonial and contemporary era poetry in order to conclude how a historical civilization becomes a land of fantasy through constant reinterpretations and reimaginings. The significance and scope of this research relies upon how an Urdu poet has rarely ever been compared with an Anglophone Pakistani poet in comparative literature studies, despite both of them sharing a socio-religious motif like that of Al Andalus. Therefore, it opens new avenues into discovering how a historical civilization like Al Andalus transcends temporal and geographic borders by traveling to a modern location like Pakistan through one shared narrative identity.

Keywords: Muslim poetry, narrative identity, Al Andalus, political upheaval, reimagining. postcolonial, trauma and memory studies, along with Pakistani literature.

**TRACING THE FEMINISM ELEMENTS IN TEHMINA DURRANI'S
AUTOBIOGRAPHY MY FEUDAL LORD
Muzaffar Qadir Bhatti, Khurram Shahzad
English Lecturer /Employee Bahauddin Zakariya University Multan (BZU)**

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Abstract:

The Feminist Movement, of the twentieth century that transformed the mentality and impression of the world. It gave a superior comprehension of women issues and rights and tried to present them since they had been underestimated for such a long time. While the special women of the landmass got into spotlight by methods for their works, women having a place with third world still had their voice unheard. There is likewise a rich custom of Women writing in English being completed proficiently with some astounding scholars, who have not just picked up acknowledgment at globally acclaimed. The books firmly remarks about the impact of social clashes and its effect on the social request. Bapsi Sidhwa novel *The Pakistani Bride* manages the restraint of women in the male centric Pakistani society. The novel depends on a genuine story described to Sidhwa when with her family; she remained at a military outdoors the remotest areas of the Karakoram Mountains. *My Feudal Lord* is one of the uncommon collections of memoirs that can ever be composed. Durrani utilizes it as a method for uncovering the fraud of decision elites in Pakistan for the most part and the savage idea of her husband explicitly. In this book she discusses social ethos of Pakistani conjugal life by referring to her very own marriage boldly.

Keywords: Materialistic feminism, psychological feminism, gender discrimination .

THE STUDY OF SEXUAL OBJECTIFICATION IN WOMEN AT POINT ZERO BY NAWAAL SADAWI: A FEMINIST ANALYSIS

Sanam Abbas
University of Sargodha
Abstract

This research was basically designed for crucial issue such as gender discriminations, patriarchy, and genital mutilations. The objectives of this study are to analyze based on feminist approach. This novel was based on a true event where Nawaal met with Firdaus in jail who was a criminal and was soon to be hanged for the murder which she committed and interesting thing that she has not appealing for life time imprisonment instead of death penalty. This research paper was main purpose to highlight that how women are victim of harassment , male dominance, Alice Walker a well-known African writer in her book “ The Color Purple” depicts the life of celie who is an African woman whose life was also full of survived all the hard situations. The result to this study shows the following conclusion that women illustrate a Firdaus how a women is able prostitutions culture, and get sexually abused, harassment in the society. Nawaal was actually depicted the daily life long story. The significance of this research that protagonist of this novel was also represented the arousing pity condition of women on Egypt culture.

Keywords: Sexual Harassment, Egypt culture, African culture, gender discriminations.

THE HOLY WOMAN BY QAISRA SHAHRAZ IN LIGHT OF LACANIAN PSYCHOANALYTIC STUDIES

LAILA E MAH

ABSTRACT

This study aims to examine from the lens of Jacques Lacan psychoanalytic theory The Holy Woman by Qaisra Shahraz. Basically this novel revolves around characters that are engulfed by so called traditions and how these have sabotaged their lives the main victim is Zarri Bano a woman of modern age with feministic perceptions, her life takes a drastic turn to become Shahzadi Ibadat (to devote herself to religion and discard the worldly desire of marriage and having children) after her brother's sudden demise. This tragic transformation has been thrust upon her by her own father so that his fortune and lands are preserved in the name of primitive tradition within family. The aim is to bring in to knowledge the psychological motives and how they adhere in character's individuality under the influence of social norms and values in the symbolic order where according to Lacan challenges of life are experienced. By applying methodology of close text analysis through psychoanalytic approach to show Lacanian key concepts prevalent in symbolic order in resonance with description in the novel.

Keywords: Shahzadi Ibadat, Psychological Motives, Symbolic Order, Lacanian Key Concepts.

Semiotic Analysis of Washing Powder Ad.

Khan Sikandar

UCP Lahore

Abstract

This ad choose for this article is right now being shown on Pakistani different channels. This ads makes a social kind of involvement by targeting a specific social class. This ad focuses on which signs are used to advance these promotions pictures, words, colours and various signs are utilized to pass a piece of a message, how different slogans used in this ad to convey specific message, also different techniques are used to promote the product. Research basically finds out hidden languages and ideas used by company for advertisement. The review have shown that extra advertisements is raised to a specific social class through various semiotics. It draws in customers through various degree of visual interchanges which attract the audience on a large scale, also this ad attract the different classes of our country in which some people attracted towards it for its qualities and some are using it because the powder is lower in price and have a very good fragrance.

Keywords: Semiotics, adertisement, hidden language, hidden message

TABOO, POLYNESIAN LANGUAGE, SOCIAL RESTRICTIONS, FORBIDDEN AREAS

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Abstract

This research paper studies the symbol of Lakshman Rekha in fiction by Pakistan women writers. Lakshman Rekha is the threshold of home; the divider between man's world and woman's place in it. A good woman is expected to not cross this threshold. Lakshman Rekha, as depicted in Hindu mythology, is a line marked outside the cottage of Ram's wife Sita, by Ram's brother Lakshman. It was deliberately crossed by Sita. She exercised her will and thus she was kidnapped by Rawan. This shows that the crossing of threshold by a woman can bring bad consequences for a woman, for instance people like Rawan can kidnap her. So, it is not appropriate for a woman to cross threshold. This research gives analysis of intentionally or unintentionally crossing the threshold as represented in Pakistani fiction by women writers. It is revealed that women writers have taken inspiration from mythological context of Lakshman Rekha and have elaborated the context that crossing threshold, either intentionally or unintentionally, is not good for a woman, her home and her place in man's world.

Keywords: Taboo, Polynesian language, social restrictions, lakshman Rekha

INTERTEXTUALITY IN MUHAMMAD HANIF'S RED BIRD AND A CASE OF EXPLODING MANGOES

Tahira Jabeen

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Abstract

Intertextuality is a literary device used by authors to draw on text from other works to retell or tell a new story. Intertextuality enhances the author's primary text. Every text has intertextuality because it cannot stand out of the conventions of writing in a specific genre. Writers use different references to convey their perspective. Sometimes these references are used explicitly when writer mentions the source text and sometimes these references are used implicitly and it is up to the reader to recognize the source text. Muhammad Hanif's two novels Red Birds and A Case of Exploding Mangoes are regarded as reminiscent of Catch-22 written by Joseph Heller. This paper explores the strategies of intertextuality used by Hanif. By drawing on theories of intertextuality by Julia Kristeva(1966), Mihail Bakhtin (1999) and Graham Allen (2000) the paper identifies Parodic Allusion, Creative Appropriation, and Self-Reflexive Reference as three distinct intertextual strategies used by Hanif in his novels. The article concludes that Red Bird and A Case of Exploding Mangoes allude Catch-22, another anti-war novel by Joseph Heller written in 1953, was set in World War II. Hanif doesn't mention the place and time but still Hanif shows his mastery and establishes his own artistic identity by creating a refreshed perspective about politics, war and destruction in a different context.

Keywords: Intertextuality; Hanif; Heller; War; Destruction; Politics.

**ANALYZING DEFENSE MECHANISM AS ADJUSTMENT TOOL TO
DEFLECT ANXIOUS LIFE IN HOSSENI'S THOUSAND SPLENDID SUNS**

**Komal Rasheed
University of Sargodha**

Abstract

This research aims to explore the psychological problems and complex mental disorder caused by anxiety in novel *Thousand Splendid Suns* (2007) where the central character Miriam uses defense mechanism to deflect the pain of her life and try to adjust herself in pathetic situations. Defense mechanisms are strategies first defined by great psychologist Sigmund Freud in his paper *The Neuro-Psychoses Of Defense*(1894) and later explained by himself in his book *A General Introduction To Psychoanalysis*(1960) He stated defense mechanisms are strategies used by characters to make themselves able to survive in severe conditions so they can be happy to find some time to forget their problems even by self-deception (1960) These Freudian mechanism have been referred to explore personality structure, the uncommon transfer of emotions and thought process of the character of the novel. The study shows how anxiety becomes so dreadful and excessive in the selected character so she forms defense mechanism to protect herself from anxiety, more pains, new hopes, dreams and desires to reduce excessive indignity and stress. Freud describes many mechanisms in his work to deflect reality which caused anxiety for individual and the researcher uses three mechanism in this study to analyze that how Mariam is tormented by her domestic and social circumstances so she has to use defense mechanism as self-adjustment tool to be relaxed and contented in her life. The mechanisms that are used for this analytical study are repression, , rationalization and denial that are found in the selected character who is life like to make this study more practical and relatable. The method of this research is descriptive as this study aims to explain Mariam's defense mechanism based on the description and quotations in the story of novel. So this study will enable readers to know how they can beautifully escape from difficult situations without feelings of guilt or failure. This study will help individuals to get knowledge of experiences that can shape their personality towards satisfaction and maturity. The analysis would be limited to only one selected character Miriam by using Freud 's defense mechanism.

keywords: Anxious life, defense mechanism, self-deception

SEMIOTICS ANALYSIS OF BRANDED GENT'S CLOTHES

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University of Central Punjab

Abstract

This article is about an analysis of the semiotic expression of gent's branded clothes. The complex phenomenon is known as brand. It's a complex Phenomenon which make society diverse. Brand society is a combination of two different perspective to show power and lifestyle. This holistic approach show how brand is transforming our society as well as our economy. Branded clothes have taken the place of local clothes. Now, society is moving towards the brands. This article will cover various questions at gent's branded clothing. What are the advantages of branded men clothing? What is the effect of branded clothes on the young generation, mainly teenager at college and universities level? The example of this article is that of ten males, boys of max age group 15 to 40. The main purpose of this article is to study the advantage and effect of branded clothes on the gents.

Keywords: Society diversity, Power and lifestyle, Holistic approach, Advantages of gent's Branded clothes

An Empirical Study on Shoe Brand: Semiotic Analysis of Service Shoes Commercial

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Abstract:

My objective is to find out why service shoes is preferred by people? I will do a semiotic analysis of commercial of service shoes. How the commercial of service shoes makes it more attractive? What methodologies do they use to attract people? Because of it's quality, comfort zone, color scheme or something else, is what makes it more preferable. There are many other shoe brands as well so why people prefer service shoes? This shoe is used by all type of people despite of their age, size and gender. I will do a survey/ take sample from limited people in Pakistan. A total of 100 usable questionnaires will be collected from Pakistani consumers. This paper tries to focus on key factors regarding satisfaction level of footwear brand service shoes consumers in the most crowded city of Lahore.

Keywords: service shoes, shoe brand, shoe brands in pakistan

Attitudes of Undergraduates towards Learning and Speaking English

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Abstract

The focal point of this study is the attitudes of undergraduate learners of English as a foreign language at two campuses of University of Sargodha namely University of Sargodha Mianwali Campus and Bhakkar Campus in the province of Punjab. Focusing on debate regarding linguistic imperialism, financial needs, and linguistic and educational multiplicity, the researcher enquires about their perceptions regarding learning and speaking English. The researcher also ask them how they make choices about learning and speaking English in various fields of language use and enquire the motivation level to learn and speak English. Additionally, the researcher explores the problems of anxiety faced by the learners during the use of English language. The present study follows mixed methods research approach by using two research tools: an adapted Likert Scale questionnaire completed by 160 undergraduate students and semi-structured interviews with 20 undergraduates who already completed the questionnaire from the both campuses. The quantitative data were analysed through descriptive statistics and qualitative data were analysed through qualitative content analysis. The results suggest that, majority of undergraduates hold positive attitudes towards learning and speaking English.

Keywords: undergraduate learners of English, linguistics imperialism, scale questionnaire

SEMIOTIC ANALYSIS OF MEMES IN MEMES OF PAKISTAN
SYED MUHAMMAD HASEEB
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Abstract:

Memes Of Pakistan is an Instagram page that posts funny memes, videos, and trolls. The objectives of this analysis are to find out the signifiers and signified of each meme used in Memes of Pakistan. Also, to find out the function of each meme when they are used in the posts in Memes Of Pakistan. The research tool of this study is Data Source. The data source of this study was taken from an Instagram page “Memes Of Pakistan”. The first meme has a NIKE sign and the second one has a smile sign. It targets populations from all over the world. For a sample, teenagers tend to enjoy such posts a lot. In the methodology of this study, both classroom discussion and online research were applied. First, classroom discussion was used to obtain information about semiotic theories, the concepts of signs, meaning, and the context of situation theory. Next, online research was applied to collect the data from Memes of Pakistan. The significance of this study is to find out and analyze multiple shades of meaning contained in the memes.

Keywords: Memes, Jokes, and Trolls

SEMANTIC ANALYSIS OF SHOES ADVERTISEMENT'S SLOGAN IN ONLINE SHOP IN PAKISTAN

Aamina Saif

University of Central Punjab

Abstract

This research paper critically analyze how the advertisement for shoes slogan work in online shop in Pakistan. The researcher shows that the product(shoes) advertisement express attributes that depending upon how they are perceived by users determine their acceptance and express customer emotional responses. Some techniques are proven useful to identify the structure of words that user employ to describe and express their perception of product (shoes). Comfort also influences customers. The researchers use descriptive qualitative and quantitative method to analyze this research. This method contains identification, classification, signification, and description of data. The slogan of the shoes has an impact on customers to buy the product that's why slogan that uses in advertisement becomes dominated on customer's mind. These all the things analyze by the customer in online shopping of shoes in Pakistan. Advertisement for shoes slogan shows the unique and direct perception on customers in online shopping of Pakistan.

Keywords: Slogan, shoes, customer

Semiotics analysis of Servis Tyres Advertisements

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Abstract:

This article focuses on semiotics as a model for the investigations of Pakistani Servis tyres commercials. We have made an attempt in this examination to explore the philosophies or secret dialects as well as monetary techniques of organizations in creating commercials. The advertisement for this examination is broadcasted on Pakistani TV stations. The review focus on how Servis tyres ads targets various gatherings and how signs inside these promotions assume their part for the conveyance of a message to the crowd. Pictures, words, colors, and different signs are a significant piece of the general message of notices. We will discuss how pictures are used to represent something and how signs are used to interpret messages. The examinations of the signs depend on 'Class qualification'. The study focuses on how this add is targeting specific audience and how the ad creators are portraying Pakistani social classes. Candidates will be able to see how safety and health techniques are used to promote this ad by portraying that this tyre guarantees wellbeing and safety on the road by increasing road grip while in contrast local tyres set aside your cash.

Keywords: Semiotic, Tyres, Social class, health, philosophies, sign language

GRAMMATICAL GENDER AND ITS EFFECTS ON COGNITION: THE CASE OF PASHTO BILINGUAL SPEAKERS

Nasir Mahmood

NUML ISLAMBAD

Abstract

This paper is an attempt to explore the relationship between words and their gender in the two gendered languages: Pashto and Urdu. Gender is an issue that has long preoccupied linguists and puzzled language learners. The opposite grammatical gender differences between Pashto and Urdu languages affect the way Pashto bilingual speakers speak Urdu language. These differences are reflected in the syntax of utterances when Pashto speakers speak Urdu. The researchers created a list of 20 words with opposite grammatical gender, including both natural and artificial objects. The purpose was to test whether the grammatical gender of the first language affects the way of speaking in another language. So, Pashto bilingual speakers were asked to make sentences first in Pashto and then in Urdu. The results obtained from the analysis of the data show that gender is dictated by the general morphological and phonological patterns of a language, and that it goes ahead of suffixes or word endings. This in turn gives support to Sapir Whorf's hypothesis that grammatical gender of first language affects the cognition of bilingual speakers when they speak in another language, specifically when these languages have opposite grammatical gender, in this case, Pashto and Urdu.

Keywords: grammatical gender, bilingualism, cognition, syntax.

A Psychoanalytical Analysis of Anita Desai's "The Museum Of Final Journeys"
Farzana Khan
University of Sargodha

Abstract:

This research paper aims to probe out Anita Desai's *The Museum of Final Journeys* 2011 novella with the lens of Sigmund Freud's Psychoanalytical Theory. The protagonist in the text is faced with a conflict in his personality. This paper deals the text by following the qualitative paradigm of the research. It focuses on the behaviour and psyche of the protagonist. It also depicts the tragic flaw of the protagonist and its consequences upon his life. He idealizes everything high about his job without thinking about the ground realities which truly exist in the society. He cannot take decision at a certain moment of his life which becomes regret for whole of his life. He consoles himself but somewhere he is not satisfied with that decision of him. This paper will explore the novella on the psychological dimensions of text with the help of Psychoanalytical framework.

Keywords: Psychoanalysis, Ideal, behaviour, Psyche, Tragic Flaw, Conflict, Personality.

ROLE OF MULTIMODAL STRATEGIES IN IMPROVING STUDENT'S ENGLISH-SPEAKING SKILLS AT PRIMARY LEVEL IN SINDH

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IBA University Sukkur, ²Air University Islamabad

Abstract

This paper focuses on improving the English-speaking skills of grade three students of IBA-Public School Sukkur. The present study investigates students' English-speaking skills of grade 3 (Tulip-section) students by using multimodal strategies. The study aimed to improve students' confidence in speaking as well as improve accuracy and fluency by using different modes i.e., verbal and non-verbal. Since more importance was given to reading and writing in English classrooms and did not give chance in speaking due to this many students were silent and became afraid to speak English. The method used in the research was qualitative. The instruments used to collect the data were testing and observation and interviews. The experimental design was used to conduct the results of different students of speaking skills (fluency and accuracy) and Sample consisted of 23 students. The sample of this study was 23 students of grade 3 of IBA-Public School Sukkur. There were 12 girls and 11 boys in the class. The researchers conducted pre-test and post-tests to get the results and findings. The researchers analyzed the result of pre-intervention and post-intervention. The result of the study shows that there were many improvements in students' accuracy and fluency in spoken English after utilizing different modes of communication in class.

Keywords: English Speaking Skills, Accuracy, Fluency, Confident, Primary Level Student

The World as Global Village and Elif Shafak's Forty Rules of Love: A Perspective

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Abstract

Elif Shafak is a well-known Turkish-British novelist having won many literary awards for her widely acclaimed works. Born and brought up in the west and distributing her time between Turkey and the Western countries (Europe and the United States) the writer has absorbed values and rituals from both cultures. Though being the West's darling- Rumi as a poet has been greatly misunderstood and misquoted by his western lovers. Generally, the western scholars and readers have analyzed his works with a distinct sense of globalization and universalism. Infused with the forces of capitalism and individualism an average reader gives a new color and version to his poetry, that in a way acts as a barrier to understanding his philosophy deeply and clearly. Elif Shafak's *The Forty Rules of Love* (2009) thrilled and stimulated the western readers and of course the people from the eastern countries too. It disavows the clichéd constructs of Huntington's *The Clash of Civilization* (1997) and at the same time has invited criticism for trying to fit Islam and spirituality in the Western frame to gain acceptance in the western publishing world and academia. Her efforts to blend in the philosophical beliefs of Rumi with American consumerist culture problematizes and distorts the aesthetic appeal of Rumi's poetic landscape. This article sets out to analyze the way religious differences and cultural misunderstandings have been whitewashed in the text to cater to the demands of the consumerist culture and to represent the exotic east created for the west. At the same time, she activates the orientalist discourse to sell Rumi to the western world

Keywords: Globalization, *The Forty Rules of Love*, Representation, Sufism, Islam, Orientalism.

SEMANTICS ANALYSIS OF CHOCOLATE PRODUCT

Mehak Rauf

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Abstract

Semiotic analysis of chocolate product ads helps to understand the subculture of society, urbanization, and psyche of the younger generation, as well as semiotic logic and children's desires. The purpose of the semiotic analysis of chocolates is to find out what effect it has had on subcultures, urbanization's attraction towards products, human psyches, and children's desires for chocolate products. These are the research questions on which I want to conduct research. How do chocolate ads affect the subculture of society? How does urbanization create attractiveness towards these things? What is the semiotic logic behind the ads? How do these ads appeal to the desires of children? The research tool which I am using in my research is a questionnaire. The population that I am targeting in my research is young people and children. I am administering a questionnaire to the 30 people. The methodology that I am using in my research is it is analytical research. This research paper significance helps to understand the subculture of community in order to know people's priorities, interests, and pleasurable moments of joy. The process of urbanization has resulted in a world that is so advanced. Globalization and mass production of chocolate products have led to society's attraction towards chocolate products. Ads created directly impact children's minds, which helps companies sell their products. This paper also helps to understand the logic of ads to create a direct impact on the younger generation's psyche.

Keywords: Semiotic logic, Urbanization, generation psyche.

Textual Analysis of Axe Monday Perfume Advertisement

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Abstract:

In this paper we will be doing the textual analysis of Axe Monday Perfume Advertisement. For that we are going to look on the three basic features. You get over 4000 Mondays in your life, don't waste them you want to be the man right? No make the man want to beat you. Nobody bothers on a Monday, nobody cares, you should care care. Monday's your weapon fire it feel it pulsing through your veins hang out like you are pumping iron free caffeine like a gangster look the paws suit high shoes smell the paws. Give money a dash of confidence an essence of charm a hint of swagger taste the pot. Don't save your best for the weekend, own Monday, don't let it own you. This advertisement has a major psychological effect on its audience. As from the advertisement we get to know that it is made for the working class people who mostly do nine to 5 job. Basically they want to make them feel that even Mondays are very good and you can enjoy them as well by using the axe Monday. As we know people who do jobs do not like Monday a lot because after spending their weekend they do not want to go to work the next day. So the advertisement tried to build a good psychological view of Monday by promoting their product. In the advertisement a young male person is used which depicts the age group that is targeted in the ad. There is a lot of use of vfx as well in the advertisement in order to make it more energetic and tried to give it a fresh look. There are number of activities that are done in the advertisement e.g. person suiting up for the office going in the boxing ring, dating the girl etc. basically giving the audience the vibe whatever activity there is, with axe Monday you can do them with confidence. At the start the advertisement hook the reader with stating some fact that a person have 4000Mondays in his life and you should be the man not to waste them. That is some direct level information which was given at the start. After that in the ad states that Monday is your weapon and you should feel it pulsing through the vein. This is something that is not possible but it indirectly states that by using the axe Monday even you can be productive on Mondays and you will be thrilled and look like swagger all day. The advertisement is primarily made for the people of working class and on Monday they go for a job and they are owned by their job because they got no choice. In the advertisement it states that that you should be the one owning Monday not Monday owning you. Again try to give them confidence and fantasising with their mind in order to promote their product.

Keywords: semiotics, lexical, psychpological

Female Representations In Canterbury Tales By Geoffrey Chaucer (A Critical Gender Discourse Analysis)

Azha Fareed

University of Sahiwal

Abstract

The aim of this research is to examine the different studies on gendered values and gender's nature as discourse. Further this research explains the different society values which people makes for male and females in different ways. So, these values construct the nature of any male and female. In society, the rules and regulations are made by people in this way, if anybody not follow these rules he may or may not part of this society. This study focuses on the presentation of female characters in Canterbury Tales by Geoffrey Chaucer by feminism approach. This present study deals with the language which is used by female characters in Canterbury Tales and different methods used by the writer to attracts their readers. The study analyzes that how two-fold languages is used to show the hypocrisy of female characters and body language of females which is represented through language. Critical gender discourse analysis has been used in present research. The findings of this research indicate that, how the female approach is being used in society values and in The Canterbury Tales. The Canterbury Tales promote delicate female characters. Further, this study analyzed that the ideology of etiquettes is built with the use of language and different type characters near to female habits and emotions are depicted through of Middle Ages.

Keywords: female representations, gender's nature, feminism approach

Changing Social Ideologies about Gender and Disabled Persons: A Critical

Discourse Analysis of Muniba Mazari's Motivational Speech

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Abstract

This study aims to analyze Muniba Mazari's Tedx(2014) speech from the perspective of Critical Discourse Analysis to reveal her motivational stance on turning adversities of life into opportunities. Mazari's inspirational speech is primarily gender specified and she presents the physical and psychological trauma that she went through in her life struggle in the backdrop of Pakistani socio-political context. Muniba Mazari, the Iron Lady of Pakistan, is the representative of Pakistani women at various national and international platforms. This research highlights the way speaker, despite initially being the object of suppression and later abandoned by her husband, has positioned herself in her own words to portray a positive image of a woman who is a leading figure in the public sphere, who is not inferior to men, and who is also performing her duties responsibly in the domestic sector. This speech also reveals a beautiful face of the society where she has been treated with excessive care and attention by the male members of her family when she was fighting the physical and psychological injuries. The critical analysis of the speech is done from Fairclough's(1989) three-dimensional model of Critical Discourse Analysis to study that how the selected speech contributes to reveal the gender ideologies of Pakistani society and the persuasive techniques underlying the speech to inspire people at a broader level. This approach to critical discourse is integrated with Halliday's model of text analysis to deal with textual dimensions of the speech.

Keywords: critical discourse, psychological trauma, physical trauma

Things Fall Apart : The cataclysmic Clash of Cultures

Sadia Sadaf Kazmi

Kiran Anwar

University of Mianwali

Abstract

Chinua Achebe (1930- 2013) published Things Fall Apart (TFA) in 1958. Achebe composed TFA in response to European novels that presented Africans and their culture as those of savages who needed to be enlightened by the Europeans. Achebe presents to the reader his people's history with both strengths and imperfections by describing for example, Igbo's rich cultures , festivals the worship of their gods and the practices in their ritual ceremonies and other social practices, the colonial era that was both stopping Igbo culture and also brought in some benefits to their culture. TFA therefore clarifies the misleading conceptions of European novels that depict Africans as barbarians and examines the effects of European colonialism on Igbo society / culture from an unbiased African perspective. This study has followed exploratory and analysis research design. Primary source of data has been done from the text book (TFA) and the secondary data was consisted on data collection by reviewing multiple researches, articles, books, journals and newspapers.Hence this study has found that (TFA) is an attempt to show an insight of pre and post colonialism on Igbo society Igbo culture and Igbo community overall.

Keywords: cataclysmic clash, achebe, TFA

Language Problems and Dyslexia: A Case Study of a Female Teenager

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Abstract

The objective of this study was to highlight the linguistic difficulties associated with Dyslexia, a language-based learning disorder that affects a female teenager. First, data was gathered through unstructured interviews in which the participant was asked about her issues with Dyslexia. The participant responded to numerous open-ended questions about her experience. She was then requested to read a sample text by the researcher, which was then observed and analyzed based on her responses. This research was qualitative in nature because it uses words and sentences as a source of data collection. The purpose of this study is to look into psychometric tests, the efficiency of the methodologies used, and the problems that the participant experiences. The research will also describe the framework used by the researchers to study and understand the research problems or to find out the strategies used by the participant to help cope with a learning disability such as dyslexia. There was difficulty telling the letters 'b', 'd', and 'p' apart, as well as problems understanding similar-looking words like 'was' and 'saw,' and 'how' and 'who.' The participant had difficulty with the digits 9, 5, and 7. Conclusively, the participant was able to effectively write and read the paragraph presented to her with only a few minor issues, as a result of the extensive counseling and therapy she received throughout her life.

Keywords: Dyslexia, Difficulties, Coping Strategies, Strengths and Weaknesses, International Dyslexia Association, Support, thematic analysis.

SEMIOTIC ANALYSIS ON COCA-COLA ADVERTISEMENT

Hunzeela, Mahwish Farooq
University of Central Punjab
Abstract

The study of signals, images, and their meanings in society is known as semiotic analysis. Coca-Cola is a well-known international beverage corporation. It appears that the signs employed in their advertisements are made this product so well-known. This study is based on a semiotic analysis of the most recent edition of the Coca-Cola advertisement. There are many Coca-Cola commercials, but this one has the subject of “turn up your rhythm”. The goals of this study are to examine Coca-Cola advertising methods, including the employment of slogans, language, color, and melodies, as well as how these strategies serve to grow clients? This article investigates how Coca-advertising Cola’s methods are superior to those of competing beverages. Data analysis is used to create the study paper. Because nobody else is participating, this is also a discourse evaluation. We start by examining the background, color, class, as well as other aspects of the advertisement. Second, the model is utilized to assess the commercials; various product attributes are reviewed, and the final result is determined. Because the advertising methods lead to all of these characteristics, it will have a significant impact on society, culture, and the economy. It will assist with being familiar with business connection of coca cola with society and how its append to them genuinely and turned into a piece of their way of life.

Keywords: semiotic analysis, coca cola, cultural impact of ads

FACTORS AFFECTING ENGLISH SPEAKING SKILLS OF UNIVERSITY STUDENTS

Kulsoom Akhtar

Hajra Arshad

Abstract

This study aims to identify the factors affecting the speaking skills of university students. The study was conducted in the selected institutions of Rawalpindi and Islamabad. The objectives of the study were to find the factors affecting speaking skills of university students and to analyze the students' and teachers' perceptions about the factors affecting oral English communication skills. The variables under investigation were teaching strategies used by English Language teachers and development of English speaking skills of undergraduate students. . 100 students and 10 English teachers of three institutions were taken as sample of the study. Questionnaires were used to get the information from the graduate students studying English and the English teachers. The data was analyzed using the Statistical Package of Social Sciences (SPSS) program. Analyzed data was presented descriptively using tables, graphs and percentages. The results of the study show that students make errors when they speak English. Teachers should utilize distinctive instructing techniques that empower students to procure speaking aptitudes in English effectively. The English classrooms provide less interactive opportunities to students and the classroom environment is not very effective in promoting need for development of oral communication skills.

Keywords: affective filters, speaking skills, university students, and instructional, Techniques

ENHANCING THE MOTIVATION LEVEL OF STUDENTS IN AN ESL CLASSROOM BY IDENTIFYING THEIR INTELLIGENCE TYPES

Dr.Afsheen Salahuddin

LCWU

Abstract

This research study has tried to investigate the effect of teaching via interactive activities based on the intelligence type of the students, on the motivation level of students in English language classroom. The research takes its basis from Vygotsky's theory of interaction and Howard Gardner's theory of Intelligence. The issue identified was a lower motivation level and lesser interactions of students in the English language classroom which caused less interest in learning English language. The present study was conducted in a public sector university of Lahore City. The sample size was 20 students. Single group pre-post-test design was utilised for the study. The pre-test and post-test consisted of a short questionnaire including both closed and open ended questions to assess the students' motivation level. The intervention was conducted for four months. Intervention included dividing students into groups based on their intelligence type and then giving them interactive tasks to complete. The data was calculated through percentages. The comparison of pre-test and the post-test shows an increase in the motivation level of students which clearly indicates that when students are taught keeping in mind their intelligence type, their motivation level increases as they learn with interest and interact more as well. This presentation is mainly focussed on showing how can the English language teachers create interactive lessons based on the intelligence types of their students.

Keywords: Motivation, Interaction, Interactive learning, intelligence type

TEXTUAL ANALYSIS OF CLEAR SHAMPOO ADVERTISEMENT “CLEAR X CR7 LEGEND SHAMPOO CO-CREATION” BY ALI HAMMAD

Ali Hammad, Mahwish Farooq

University of Central Punjab

Abstract

“The making of CR7, if I could create a shampoo. It would carry the spirit of greatness. Ronaldo says that the smell? The smell of victory. It would work fast and strong. It would outlast the longest day and be worthy of the mark of the legend.”The denotative meaning of the “CLEAR x CR7 Legend Shampoo Co-Creation” is that a person can become a legend by using the worthy and unique. Uniqueness comes from the unique things. Ronaldo says that by using the Clear Shampoo, the spirit of greatness comes inside me. It is not a sell. It is smell of victory.it plays important role in the hard working and spending the longest day in a legendary manner. The connotative meanings of the advertisement are that the text plays with psyche of the people. Psychological perspectives are very important in this text. People want to become legend like a Cristiano Ronaldo and follow his living style. Celebrity athletes seem to be an ideal category of influencers and these are not only for sports-related endorsements, but also for other types. Clear Wants to create effective endorsement by relying on the best possible celebrity influencers like Ronaldo to attract the audiences and customers.Christiano Ronaldo is well known Football player in the world and he is a most rich player in the world. He is confidently smiling, with his unique skills, Hardworking qualities which are desired by the most of the people of the earth. The picture of Clear product shows that the model wants to offer the best product. In additions there are white color of words and phrases that support this advertisement to be more easily seen and understood well by the public. Then there are image of firing football and blue light rich in properties of hair. The background of color of this advertisement is black and yellow, while the central area is full of blue.Psychological meanings of the text are that mostly young generation are target audience of this advertisement because they want to become successful like the Ronaldo. His success journey is a role model for everyone. Young generation has craze to follow the path of an ideal personality to fulfil their satisfaction. Ronaldo’s clear advertainment is most beneficial for the brand because they customer would trust the brand due to CR7, s remarkable remarks about the clear shampoo.Lexically, the simplest language and words are used into the advertisement. There is not any complex word into the advertisement and the advertisement is mostly simple and easy to understand due to use of the simple vocabulary into the text.

Keywords: Connotative meaning, psychological perspective, advertisement

Role of Phonics in Promoting Reading Development in ECE

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UCP, Lahore

Abstract

Phonics is the study of sounds and modern method to teach students to enhance their reading skills. It's the procedure which really improves the reading at junior level; this method was not popular in our country. But due to the advancements in the education department it is adopted by the Private institutions as well as public institutions. Youngster's area unit instructed, for instance, that the letter n represents the sound /n/ which it's the primary letter in words such as in nose, neck, and noble. Early reading skills area unit wide thought of to derive partially from applied mathematics learning of regularities between letters and sounds (Kieffer, 2012). In spite of the truth that there's considerable prove from research facility work to back this, how it happens within the classroom setting has not been broadly investigated; there are few examinations of how measurements among letters and sounds impact how children learn to examined or what principles of measurable learning may progress learning.

Keywords: Reading, learning, phonics, pedagogy

REBALANCE GENDER INEQUALITY IN ARCHITECTURE AND DESIGN

Saima Shahzad Research Scholar

Abstract

This article aims to present its part to elevate gender voices as an opportunity to achieve social balance in architecture and design. As an architect and an interior designer, I believe that by bringing together all the different backgrounds we can create provocative conversations around the housing and quality of life that all genders can equally prevail. The problem of gender inequality identified in the domain of gender studies voices it volumes to reflect emotional and psychological conflicts existing in different genders when they are exposed to specific places or spaces. There is a potential gender imbalance existing in society that has been manipulated and artificially created so I believe it is important we do what we can to rectify and eliminate it from the society. It is high time to promote spaces without being gender biased and why it is so important is reflected in the problem itself. A society should be such real that it should promote spaces for every kind of gender and there should no gender feeling deprived of basic life privileges and leisure. “A room of One’s Own” by Virginia Woolf described the idea of separate gender spaces for woman back in 1928. The problems and issues a female gender has to face in a co-working space especially in a male dominant society is not a sign of balanced society. Therefore, this effort has been put forward with historic facts and references to other theorists to highlight the problem and present a feasible universal solution.

Keywords: Rebalance, gender, inequality, architecture, design

TEXTUAL ANALYSIS OF TV COMMERCIAL OF FAIZA BEAUTY CREAM

**Muhammad Ali Husnain Gondal, Mahwish Farooq
University of Central Punjab**

Abstract:

Racism, is the term used for the belief that humans can be divided into separate and exclusive biological entities called "races" on the basis of caste, color etc. This research paper will be on the racism in Pakistan regarding the issue of fair and dark complexion. I choose the television commercial ad of faiza beauty cream for the research purpose. These are some important questions: What kind of Audience does this TVC triggers? What makes people to think in that perspective of fair/dark complexion? How it makes people racist? I'll be do textual analysis of the commercial ad. My purpose of doing this is to remove racism from Pakistan. It should be ended now. It makes our people going in superiority complex. We all are equal regardless of our color. This research paper will help us to remove this concept and make our nation united.

Keywords: racism, fair/dark complexion, superiority complex.

SEMIOTICS ANALYSIS ON BRANDED PERFUME

Iqra Arshad

Abstract

Semiotics analysis on branded perfume. We will do research on the branded perfume advertisement like Dior and Burberry. These are very famous brand. We can do research question that what type of viewers does this TVCs target or what impact of this type of TVCs have on the society. Semiotics investigate how meaning is created and communicated. We use sign and symbols to show somethings. Through this, we are able to understand eachother and convey our message to others. While advertisings the branded perfumes, semiotics analysis is very important we advertise the perfume through communication. Signs play the role of words during the communications. First of all we need to aware the importance of perfume in the people mind. For a women, perfume is as important as her makeup and jewelry. We interprets our messages and use symbols behind signs. Visual images also there to communicate the message. We can give the example of human begin. Awareness and communication in the society are the important things in advertisement. Semiotics analysis contains facial expressions. When we are going to advertise the branded perfume, It is necessary for us to know the culture pattern of society, To convey the specific message we need to know the desires and wishes of the target audience. The model in ad should be beautiful female. Her look signifies the advertisement. The photograph should be properly cropped and edited. All these things will get the attention of the audience. They surely will tend towards it. In this case, I use their theories to examine luxurious fragrance commercials that's Dior J'adore and Burberry London, and might recognize the meanings and systems of the commercials through the idea of semiotics. It will impact on the educational industry that teenagers like to wear perfume and they will watch more advertisements on branded perfume. Most of the people like to use the brand of Dior and Burberry perfumes. Media plays a role of showing what they want and people watch what media shows. They believe them and it has a impact on the society. This type of advertisements are selecting women or men who are rich people. They are selecting the people of high standards and high class families. They are showing the expensive perfume with best fragrances. This is for the people who uses high quality branded perfume. I have made questionnaire and then let the students to fill the form. Some students of the different department For the sample of this luxurious perfume we will take the woman or men who are interested in using branded perfume. And some people who are famous in our society, so that viewers watch the advertisements more. This is how the semiotics analysis of advertisement of a branded perfume is important.

Semiotic analysis of cosmetic ads

**Ayma Azhar, Mahwish Farooq
UCP, Lahore**

Abstract

There are a variety of terms used in advertising. Marketing cosmetic brands can be confusing at times. The research questions that I used in my survey were how important it is to communicate verbally in ads and how complex words can make an ad vague? These questions would be asked through a survey along with descriptive analysis from women. Since visually appealing ads play a significant role, we see many cosmetic ads adding an aesthetic and color tone to them. Like Maybelline, the kajal ad revolves around black (the color of the product), yellow (the color of the brand), and white which can be eye-catching. However, many brands don't do so, which might lead to vague content. This barrier can decrease the number of potential buyers too. Marketing tactics should be considered a crucial step in the increasing demand for cosmetics. These brands' target audience is young ladies or married women. With the help of a questionnaire, we can analyze how semantic and semiotic barriers in cosmetic ads affect the demand for a product. This research holds great importance as it will help understand engaging strategies and the human psyche to promote cosmetic products through ads.

UNVEILING SANITIES OF INSANE MINDS OF POST-PARTITION ERA: A PSYCHOANALYTICAL CRITICISM OF MANTO'S TOBA TEK SINGH

Ms. Sana Ghaffar

University of Sargodha, Sargodha

Abstract

Behind the employed torrent of speech, there are some unsaid notions which are buried within the text, while containing fears and traumas in the unconsciousness. This silent working of unconsciousness of controlling power over human body, is an implicit oppression, lying within literary writings. Hence, the aim of the present study is to trace the psychoanalytical causes of oppression in Manto's Toba Tek Singh. For this reason, the data has been analyzed through the framework of Renewals of Psychoanalysis (Abraham & Torok, 1994). The data possessed rewarding implication of impregnated silence of the suppress Sikh who gradually implores empathetic grounds of the narrator (Manto) himself. The research may conclude that the autobiographical elements buried by the author himself in the text are critically significant for comprehension of an unreadable or tacit aspects of Toba Tek Singh. Therefore, this research is significant as this exploration of trauma and concealed situation aid to trace out the fear of nothingness, inhibited due to identity crisis of Bishen Singh which makes his uncanny behavior, speech and acts purposefully silent.

Keywords: Renewals of Psychoanalysis, Oppression, Manto, Secrets, Fears and Traumas

**IMPROVING THE SPEAKING SKILLS OF THE ENGLISH LANGUAGE
LEARNERS AT INTER-LEVEL.**

**KHUSHBOO AMIR, MPhil APPLIED LINGUISTICS, FROM
UNIVERSITY OF LAHORE.**

ABSTRACT

This study highlights improving the speaking skills of the English language learners at inter level. As speaking skills plays an important role there are certain activities that may improve the speaking skills of the English language learners at inter level. Certain classroom activities promote better learning and active participation of the students, various spoken activities must be carried out inside the classrooms. Use of modern social media to communicate in English, use of games in classrooms may lead to fruitful results. Innovative methods of teaching must be used in improving of the speaking skills so that the students may able to speak well even outside of the classroom. More and more discussion among the students and teachers. More stress on the quality of books at the basic level, enough time given to speaking and phonetic drills of students, provision of the friendly environment, no overcrowded classes. The method used for this research is “QUALITATIVE RESEARCH METHOD”. Speaking is one of the four macro skills that is to be developed as a means of effective communication.

Concerning Stereotypes of Women in Pakistani Culture
Samreen Fatima, Mahwish Farooq
UCP, Lahore

Abstract:

There are many difference between men and women. To some extent, these are captured in the stereotypical images of these group. Many of our gender stereotypes are the strong because we emphasize gender so much in culture which lead the researches to conclude that gender stereotypes may be universal. This paper aims to explore the cause of stereotypes about Pakistani women. And how women stereotypes effected the new generation? To find out these problem the researching tool used such as observation. The population is working women of Pakistan and mainly as a sample; I considered teachers as a working women. The methodologies that are used for this purpose is observational. In conclusion, the significance and importance of my research is trying to raise issue and overcome the stereotypes about women in Pakistani culture.

Keywords: extent, methodologies, emphasize.

ANALYSIS OF SHAN #KHAANAWITHPAROSI

Shaheera Shahid

University of Central Punjab

Abstract

Pakistanis already love biryani and bond on its basis. So a Chinese lady making biryani made them emotional. Cultural integration can be practised successfully because of food. Specially food holds a high rank in the hearts of Pakistanis. They love seeing others appreciating their dishes. Lahore is renowned for food. If we look at the pictures, we observe that the Chinese lady covers her head before going to her neighbours house with biryani. This was not only the urge to bond, but also showing respect towards Muslim rituals. In start we get the background information that the Chinese lady feels lonely at home, while her husband goes to work. He husband observes this and asks her to make friends. An idea sparks in her mind. Some ladies can be seen wearing yellow and orange colours the colours of biryani. The targeted population was those Chinese living in Pakistan for work purposes and want to bond with Pakistanis. Moreover, to show Pakistanis of age fifteen to onwards that neighbours make your life colourful so establish good relations with them. To make strangers friends food can serve the purpose according to the lyrics of the song in the commercial. Moreover, the voice over says in the end, that aroma of food opens the door of heart and you should brighten up your yards with your neighbours. We can choose our friends but not our neighbours so it's better to develop cordial relations with those given to you.

Keywords: Semiotic analysis, neighbours, bonding over food

USE OF FORMAL AND INFORMAL LANGUAGE IN CHARLES DICKENS ‘ A TALE OF TWO CITIES CHAPTER 2 : A SOCIOLINGUISTICS OVERVIEW

Aqsa Younis

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Abstract

The aim of this study is to analyze the use of formal and informal speech used by actors in the novel “ A tale of two cities by Charles Dickens” in chapter 2. Language is a communication system which is very necessary to help people carry out their activities in the community, such as in markets, schools, offices, church sermons, diplomatic meetings, family dinners, sports broadcasts, or lovers .The purpose of this study is to analyze a sociolinguistics overview used in as formal and informal speech in the dialogue among two actors. Therefore the main aim of the researcher is to add perception and enrich knowledge about the use of language as formal and informal in the dialogue among two actors. Many have researched about registers, but in this novel there are still very few, therefore this topic is very important to discuss as well to add insight and enrich knowledge about registers. The data resource for the research is the text of the novel . The type of research which is used in the study is descriptive qualitative. The researcher has read the text carefully and analyzes the data . In the analysis of data the researcher classifies the data into two types one is formal and the other one is informal and analyzes the data by understanding the linguistics form of register which is used as formal and informal speech. The theory which is applied for the analysis of the data is from Pierluigi Cuzzolin the attempts at defining the notion of register aimed at establishing a clear-cut distinction between the linguistic changes according to the user and the linguistic variation according to its use; the register would thus automatically result from the interplay of the user, the use, and the situation, or the context. The other theory which is applied is by Martin Joos’ theory of language styles, which are divided into five categories language styles. They are frozen or oratorical, formal or deliberative, consultative, informal and intimate styles. The result of the research is that characters in the novel use formal and informal speech according to their status and use differently in different context and situations.

Key words: Formal and Informal language, Register

ENGAGING PAKISTANI ESL READERS IN MOTIVATION

Tahir Jahan Khan

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Abstract

Reading is a cognitive development which keeps on processing in accordance with motivational process. It keeps on processing with engagement of the readers. In its processing phases, reading motivation is influenced by social and cognitional factors. In Pakistani context, L2 motivation has been adequately researched. However, reading and L2 reading motivation, has been found ineffectually addressed. Also, L2 reading motivation is not appropriately addressed in Pakistani context using any suitable model or theoretical framework. There is a lack of usage of theoretical models in empirical studies of Pakistani context. Therefore, this paper is an attempt to address this issue. Firstly, it is an effort to examine reading motivation, secondly, it triesto analyze L2 reading motivation and thirdly, it attemptsto see how L2 reading motivation is influenced by social factors. Finally, an attempt has been made to provide and suggest a suitable theoretical model through which the influence of social factors on L2 reading motivation can be considered. It is time-demanding issue in a Pakistani society which is multi lingual, multi ethnic and multi-socio economic. To achieve these objectives, this paper analyzes literature review related to reading motivation. And finally, it focuses on L2 motivational process model and studies its feasibility to accommodate L2 reading motivation as a process in a Pakistani context. It is an attempt to recommend guidelines for Pakistani researchers to pave them with the modern tendencies of research.

Keywords: Engagement, Motivation, ESL, L2 Reading, Social Factors

A CRITICAL DISCOURSE ANALYSIS OF IMRAN KHAN'S SPEECH AT BELT AND ROAD FORUM BY USING FAIRCLOUGH'S FRAMEWORK

Tooba Bashir

University Of Sargodha

Abstract

In political discourse analyzes like public speech (J.Wang, 2010) language is also applied to critical discourse research, which considers language to be a social activity. The purpose of this research is to highlight and explore Imran Khan's political maturity and his discourse which was elaborated behind his first speech after premiership oath in April 26, 2019. Imran Khan was once a renowned cricket star and now he is the president of Pakistan's leading political party Pakistan Tehreek-e-Insaf (PTI), who captured most seats in the country's recent 2018 General Elections. The attitude that he has maintained throughout his political career is "fair play and justice." The same was echoed in his median speech as the Prime Minister of Pakistan. The discourse will be examined based on Fairclough's tri-phase model. The concept of synthetic personalization is develop to account for linguistic influence, allowing for the emergence of direct involvement and contact with individual listeners in mass-produced discourse phenomena (Language & Power, 1989). Data from the textual version of PM Khan Speech have been observed. A benchmark approaches. The current research discusses how it takes multiple phases to influence the mind of the masses, as language is the basic tool for building person and group relationships and discourse analysis studies are attempting to establish this relationship.

KEYWORD: Critical Discourse Analysis, Imran Khan, Speech

A SEMIOTIC ANALYSIS ON ONLINE APPLE ADVERTISEMENT:

Tahra Nadeem

University of Central Punjab

Abstract

"Semiotic Analysis of Online Apple Advertisement", is a look at of the price of online commercials on the commercial apple page. The analyser insists the form of price and reason of the alliance price with a sight to begin its reference to the marketing and marketing and income company. As a manner of research, the look at makes use of adverse qualitative methods.

IMPROVING THE SPEAKING SKILLS OF THE ENGLISH LANGUAGE LEARNERS AT INTER-LEVEL

**Khushboo Amir
University Of Lahore**

Abstract

This study highlights improving the speaking skills of the English language learners at inter level. As speaking skills plays an important role there are certain activities that may improve the speaking skills of the English language learners at inter level. Certain classroom activities promote better learning and active participation of the students, various spoken activities must be carried out inside the classrooms. Use of modern social media to communicate in English, use of games in classrooms may lead to fruitful results. Innovative methods of teaching must be used in improving of the speaking skills so that the students may able to speak well even outside of the classroom. More and more discussion among the students and teachers. More stress on the quality of books at the basic level, enough time given to speaking and phonetic drills of students, provision of the friendly environment, no overcrowded classes. The method used for this research is **“QUALITATIVE RESEARCH METHOD”**. Speaking is one of the four macro skills that is to be developed as a means of effective communication.

“Semiotic Analysis of Detergent”
Fatimah Qayyum
UCP, Lahore

Abstract

This research takes semiotic as a model to analysis bonus advertisement. The study of semantics is significant in linguistics when we observe or analyze the words and sentence meaning and we will see this ad for semiotic analysis. The ad selected for this research article is currently being displayed on a Pakistani channel. Research basically finds out hidden languages and ideas used by company for advertisement. This ads makes a social kind of involvement by targeting a specific social class. This research article will focus on how bonus ads targets a specific crowd, which signs are use to promote these ads pictures, words, colours and different signs are used to convey a significant piece of a message. Is the signs or symbols or slogans used in the ad really effect audience? The study have shown that bonus ads is promoted to a certain social class through different semiotics. The review have shown that extra advertisements is raised to a specific social class through various semiotics. It attracts consumers through different level of visual communications as compared to others. Bonus in its ads attracts the lower middle class which creates the difference of social classes.

**Letter Writing Skills of English Learners of O Levels and Matric: An
Exploratory Study
Momina Rafique**

Abstract

Letter writing, particularly in the context of a secondary school language classroom, includes learning and applying a language's grammar in writing tasks. The aim of this study is to analyze the letter writing skills of the students preparing for matriculation and O level examinations. This study is conducted by using a mixed method approach. The researchers have used Halliday's Systemic Functional Grammar as a theoretical framework for this study. The results showed that the students of both streams performed well on the basis of their learning strategies; however, the performance of learners of the matriculation group was better than the O level learners. There should be more focus on practice and training, so that the problems in the basic part of writing that is spellings, vocabulary, and tenses can be eliminated. The future researchers can work on their other skills or other genres of the writing skills such as essay writing, story writing etc.

Keywords: letter writing, PTB students, O levels students, Halliday's Field-Tenor-Mode.

THE EFFECTS OF WHATSAPP SOCIAL MEDIA ON SPELLING AND SYNTAX OF MULTILINGUAL PAKISTANI ENGLISH LANGUAGE LEARNERS

**Rabia Ejaz ,Summra Arshad, Dr.Huma Batool
Air University Islamabad**

Abstract

This research intends to determine the effects of social media WhatsApp on the spelling and syntax of Multilingual Pakistani English language learners of Air University Islamabad. The research will use a qualitative research design. There will be a comparison between the quizzes and WhatsApp screenshots of BS English 2 students of Air University Islamabad. This research is qualitative because we used words and sentences as a source of data collection. The findings of the research are intended to conclude that the textual English language used by Pakistani English language learners on WhatsApp social media influences the spelling and syntax. These errors could be eradicated by suggesting certain methodologies so English language learners are aware of their mistakes and learn to avoid them. This research shows that the excessive use of WhatsApp social media affects the spelling and syntax of students of BS English 2, Air University Islamabad. It will provide a pathway for regulation of excessive use of social media by recommending solutions. Furthermore, this research also investigates the threats posed to students in terms of their spelling abilities and extreme use of abbreviations while writing.

Key words: Whatsapp social media, spelling, syntax , English language learners.

ATTITUDE OF BOTH THE GENDERS REGARDING COVID 19 VACCINES AND BOOSTERS

Aisha Nadeem Dr. Huma Batoool Naeema Salih

Air university, Islamabad

Abstract

This study aims to understand the perspective and attitude of both the genders regarding covid 19 vaccines and boosters. The data was collected through interviews from 5 males and 13 females. We focused on understanding their personal opinion about vaccines and boosters and also knowing whether they heard rumors or believed either of them that had spread across the country. This was done by conducting written interviews. Answers of participants helped us understand that many people were aware of rumors and misconceptions spreading across the country about covid 19 vaccines and boosters. However, the majority of them didn't believe the myths and chose to be vaccinated. Moreover, personal opinions about vaccines and boosters were very positive. These interviews helped us understand the latest perspective of people. This collected information shows how participants have perceived a positive attitude regarding covid vaccines and boosters.

Keywords: Vaccines, boosters, misconceptions, myths, assumptions, interviews

Semiotic analysis of a Lux Advertisement of Pakistan
Ayesha Ahmed
University of Central Punjab

Abstract

The use of semiotics in television advertisements widely affects the promotional campaigns of the brands by impacting an image on the minds of the people. The objective of this study is to examine how different signs have been used to connect to the people by conveying hidden meanings and to figure out that how these symbols contribute to give meaning to this lux advertisement. This research paper will answer the questions that what role has the model and her body language including her facial expressions has played to convey the required meaning of the advertisement. Moreover, it will see that how does the slogans used in the advertisement and the clothes of the female model signify any concept. This is how we will explore the part of these signifiers in the lux gulabi glow advertisement. Questionnaires have been used as a research tool to collect related data. The main focus of this research is on young people particularly females. The methodology that is used for the semiotic analysis of this lux ad is analytical research. The significance of this research is to unfold several social and cultural patterns incorporated in this advertisement. It also aims to find out the reason of its large consumer attraction that how this advertisement manages to align with the human psyche using semiotics. The semiotic logic behind this advertisement successfully attracts people from all ages which automatically increases the purchase of the new lux product that is launched in the market.

Keywords: Semiotic Analysis, Lux Advertisement, Symbols, Hidden concept, Body language, Semiotic logic.

Research on Pre-Pandemic(COVID-19) & Post Pandemic Earth
Naheed Iqbal Khan

Abstract

For the last couple of years the world has witnessed some unprecedented happenings in the course of time. Covid-19 being the bull's eye has grabbed the world in it's palm in the shortest period of it's proliferation. I would opt to shine a torch upon the changes pre and post viral domination. I would take into account the objectives of my selection of such a prevalent topic , the qualitative analysis encompassing the entailment of the pandemic , the possible remedies for readiness in case of upcoming pandemic along with the conclusive remarks

**ONTOLOGY OF GENDER: A STUDY OF UNIDENTIFIED SELF OF JACK
IN CONFESSIONS OF THE FOX BY JORDY ROSENBERG
Arifa Aman, The University of Lahore, Sargodha**

Abstract

The present study is an endeavor to explore the forcefully imposed binary opposition of this world, and the division of human beings on the basis of their sex. This study aims to offer a comprehensive description of gender as a construction of society based on sex as portrayed in Confessions of the Fox. Gender construction starts with birth, sex of a baby becomes its sex category and is supposed to have a constructed gender status through dressing naming and other gender markers. Organizations and institutions reinforced gender expectations from individual's gender, an institution which sets patterns of expectations in one's daily life built into main social organizations of society like family ideology and politics. Gender is defined as completely constructed by society while sex is a biological characteristic . The very idea about the social construction of gender is given and presented by Judith Lorber and the current study is analyzed through the very approach of Lorber. Jordy Rosenberg explicates in a well-defined way about the gender as a social construction through Jack, the protagonist of the novel and his difficulties in the whole life because he was not having a constructed gender based on sex. The novel addresses the major issue of human beings created by the society. The story of the selected novel shows that how much difficult it is to live in a society where a person is not having a defined and clear role and gender. The present study focuses on the role and difficulties of a person who is not defined socially on the basis of his sex and gender.

Key Words: gender, society, construction, binary opposition, sex, discrimination, institution.

Exploration of Cultural Hybridity in Migration Literature. A Postcolonial Analysis of Hamid’s novel, “Exit West”

Abstract

This paper presents a narrative of two protagonists Saeed and Nadia who are in love with each other and like many other people, they become the victims of Migration. The article seeks to explore the concepts of cultural hybridity and cultural identities through the novel characters after the migration. It is purely a qualitative study and the descriptive qualitative method is used to study the post-colonial approach toward Migration literature and cultural hybridity which is the result of cultural exchange. The investigation utilizes two types of data, the first is Hamid’s novel, “Exit West”. The second source of information is looking at books, journals, author biographies, and research-related websites. In the results of this study, Hamid depicts migrants’ experiences and their chance of meeting new cultures and societies in the novel. This study provided a comprehensive understanding of the cultural hybridity and two different cultural identities explored the study. In this article, the post-colonial theory is used with the perspective of transnationalism or Migration literature to identify Bhabha’s concept of cultural hybridity. It is a descriptive qualitative method that is used in this research paper. Hamid’s novel “Exit West” is selected for this paper because it has some immense and interesting themes such as displacement, refugees, hardships and stages of migration, personal relationships and family bonds and magical realism and the appearance of magical doors make the story more mysterious. The paper intentions to reconfigure the theme of cultural hybridity and cultural identity after migration, the theme of dislocation and homelessness as well as the realistic construction of voices of migrants through a depiction of the characters of Saeed and Nadia that who want to change and adapt the new culture and who do not want to change and adopt new culture and identity.

Keywords: Migration crises, Hybridity, cultural identities, post-Colonialism, Exit West

PSYCHOLOGICAL ANALYSIS OF CLOTHING BRANDS

Jawad Ahmad

University of Central Punjab

Abstract:

The research work is intended to do a psychological analysis of clothing brands. This research work is meant to identify the psychological influence of brands on different urban and rural customers. The research deals with questions like how are rural and urban areas emotions attractive towards the brands. The research objectives are to observe and analyze the influence of the emotional attraction of rural and urban consumers towards brands. To determine the psychology of brand advertisements on urban and rural customers. To find out the strategy of brands. The population of research is urbanization and rural areas. For the questionnaire, use customers of different brands to get opinions regarding it. I chose selective customers, which are 30 customers. Customers filled a questionnaire and were asked for their opinion. The analytical research methodology is used to identify the psychological analysis. This article will prove to be helpful in identifying the strategies of brands and customer behavior in urban and rural areas. This will also be helpful to get to know the emotional appeal of urban and rural customers.

Keywords: Urbanization, Rural areas, psychological analysis.

SILENT LETTERS IN THE ENGLISH LANGUAGE: A PHONOLOGICAL PERSPECTIVE OF PLOSIVES

**Muhammad Ali Shahid, Anser Mahmood, Iqra Shabbir
University of Lahore Sargodha Campus**

Abstract

This exploratory study aims to determine the phonological characteristics of the silent plosives /p/, /t/, /k/, /b/, /d/, and /g/ in the English language, as well as how these plosives alter the mechanism of speech and what effect they have on listeners. To achieve the study's objectives, the researchers used a grounded theory design. As a theoretical framework, the study used the criteria of the consonants' place of articulation, manner of articulation, and voicing. The Iowa Test of Consonant Perception, developed by Jason Geller, was used to evaluate the quality of plosives that were quiet in speech. Data was gathered through close observation by informants. A non-probabilistic sample of 45 students of 10th standard was given 60 words, each of which contained a specific plosive, and each participant was given a 10-word set to pronounce aloud using the articulators as instructed. They made the plosive sound silent by simplifying the complex consonant sound patterns. The study will aid speech pathologists, linguists, and keen phonological students alike.

Keywords: Silent Letters, Plosives, Phonological Perspective, Iowa Test of Consonant Perception, Analytical Research

**A STUDY OF GENDER RELATED DIFFERENCES IN THE USE OF
ENGLISH SLANG LANGUAGE BY UNDERGRADUATE STUDENTS:A
CASE STUDY OF MIANWALI**

**Mehria Zahra, Saqib Sheeraz, Tooba Ahmed
University of Mianwali Pakistan**

Abstract

Slang is “informal language that is more common in speech than in writing”. It is exclusively used to shape specific group identity. It does not print any fair impression on native language users. It causes misunderstanding while communicating out of that particular group. It has been adopted by young boys and girls as a trend. This research focuses on observation of increased use of English Slang words by youngsters. It aims to make the speakers realize to minimize the slangs in formal discussion. In past, though relative work has been done in Western countries but no such research has been done in Asia and specifically in Pakistan. This research is quantitative in nature and it shows gender related differences in the use of slang language by undergraduate students. The data were collected from undergraduate students of 3 colleges in Mianwali. 12 students were selected through proposal sampling. 3 groups were made and each group included 2 male and 2 female students. Students were engaged in formal discussion and their discussion was recorded. The data were analyzed through descriptive statistics. It was found that slangs were being used by both genders but ratio of usage of slang vocabulary was higher in male students than that in female students. So this research reveals obvious influence of gender on usage of slangs.

keywords

Structural Analysis of Anton Chekhov's Short Story "A Man who lived in a Shell."

**Amna Rana, Aqsa Arif, Laiba Sarwar, Ayesha Bibi, Asma Noreen Thal
University, Bhakkar**

Abstract

The aim of this study is to analyze the structure of Anton's short story "A man who lived in a shell". As we know that structure is an essential and integral part in a literary work which interlaces the plot and other elements of the story and makes the text more comprehensible for the readers. The Method of this study is Descriptive Qualitative. Data is collected by reading the text of short story. Findings of this study explores that the man who lives in a shell, is an over introvert and not able to make relationships. Due to psychological issue of being too much introvert protagonist faces the tragedy. Through this study of analyzing the structure of short story, researcher intention of assembling the story through plot, character, premises, context, conflict and setting is revealed. This study of structural analysis explores that this short story meets the requirement of five stages of Freytag's pyramid. This study explores that this story has proper construction of plot, characters, themes, conflict and setting.

Keywords: Introvert, Tragedy, Premises, Context, Freytag's Pyramid.

Structural Analysis of short story “The Dead”: by James Joyce
**Amna Rana, Aqsa Arif, Laiba Sarwar, Ayesha
Bibi, Asma Noreen
Thal University, Bhakkar**

Abstract

The aim of this study is to analyze the literary piece “The Dead” structurally written by Irish writer of 20th century. The problem under discussion is the structural analysis of short story “The Dead”. This short story analyzed with its structural elements for example, themes, plot, characters, setting, symbolism and style. The short story “The Dead” is structurally analyzed through qualitative method and close reading method. This analysis uncovers the writer’s aim of manufacturing the story through its reason, theme, conflict, context and setting qualitatively. Analysis has provided a base for understanding and interpreting of a fictional work. This Psychoanalytical view of writer about male dominant society, mortality, epiphany, nostalgia and self realization are underlying themes of this story. Snow and death has symbolic meaning in the story which is discussed in the analyses of the story. All the elements of short story are thoroughly elaborated in this research. By the complete study of this short story, it is concluded that the story structurally lacks plot. The story reveals intrinsic human nature and women disloyalty.

Keywords: Structural analysis, manufacturing, fictional work, psychoanalytical view, male dominance, human nature

Interplay of Coercion and consent in A Doll's House Neo-Marxist perspective
Humaira Afzal, Saima Bibi, Farwa
Thal University Bhakkar

Abstract

The aim of this study is to examine the interplay of consent and coercion in the play "A Doll's House" through the perspective of Althusser's theory the ideological state apparatus and oppressive state apparatus. The problem of this research is to find the systematic exploitation of women through ideological tool and oppressive tool by men. The research is qualitative based and content analysis tool is used in this research. The objectives of the research are explored the use of consent and coercion by male on the female and to examine an interplay of consent and coercion tools as systematic exploitation of women. There occurs the interplay of consent and coercion. According to theory both ideological and oppressive tools are used in the novel. Personal freedom should be valued. In order to avoid silent exploitation balance should be exercised in every society.

Keyword: Ideological state apparatus, oppressive state apparatus, consent, coercion, Althusser.

THE LOCAL DYING LANGUAGES ARE INCREASING THE GENERATION GAP AMONG CHILDREN, PARENTS, AND GRANDPARENTS

**Allah Dad, Malik Muhammad Kamran
University Of The Punjab, Lahore**

Abstarct

In this research, the researcher is trying to research the relationship between dying languages and the foreign languages that are replacing local, regional, and national languages, and creating a generation gap not only among grandparents but also between children and parents. The objective of the study is to find out the generation gap in the communication gap due to learning the new languages that are unknown to the parents and grandparents. The second objective of the study is to find out the status of the dying languages. The first research question is to know “what are the causes of the generation gap?” and the second question of the research is “can this generation gap be stopped by restoring the dying languages?” Self-designed questionnaire by applying the Likert scale was developed comprising twelve Questions. The researcher used stratified strategies of random sampling type of probability and SPSS was used for statistical analysis. Data was collected from 60 respondents as a sample from the population of Lahore, for this study. Collected data was tested and analyzed with the help of SPSS. The results proved that the generation gap is increasing because of learning new languages. All the stakeholders’ students, teachers, parents, researchers, scholars, language policymakers, curriculum, syllabus, and course designers are the beneficiaries of this research. Further research can be conducted on the various aspects of this topic.

Keywords: Children, Dying, Foreign language, Gap, Parents, Grandparents

**IDENTITY AND VOICES TO PASHTUNS: AN ANALYTICAL VIEW OF
KAMILA SHAMSIE'S A GOD IN EVERY STONE**

**Ms Sadia Naz, Anam Khalid
University of Lahore, Sargodha Campus**

Abstract

This study aims to analyze the texts of Kamila Shamsie's *A God in Every Stone* thematically with underlying ideas which reflect the conditions of Pashtuns and revolve around the idea of identity and voices. The researcher has used Gayatri Chakravorty Spivak theory of subalternity, presented in *Can the Subaltern Speak?* Subalterns are those who are unable to speak and they are oppressed through different tactics. However, Subalterns are given voices by Spivak. The researcher has used close textual analysis in which text is thoroughly read, resulted that Pashtuns have been represented in the novel, showed them oppressed and exploited. They are loyal and sincere to British government but suddenly they changed their mind when British government changed their attitude towards Pashtuns. Therefore, Pashtuns raised their voice against British. The movement *Khudai Khidmatagar* has been started, led by Ghaffar Khan. It was based on non-violence but British army not only opened fires on Pashtuns but also create hurdles in every walks of life. In the novel, Shamsie gives voices to Pashtuns by highlighting their struggle in various fields which leads to independence not only of the British rule but also a source of independent state which is highlighted by no more attention than a footnote in a book of history. The present research is conducted in line with the qualitative research method. It is hoped that this study would help to motivate the future researchers to delve into the motivational and consequential effects of the same.

Keywords: Subaltern, Marginalization, Identity, voices, Pashtuns, *Khudai Khidmatagar*

A STORY OF FEMALE SUB-ORDINATION: AN ANALYSIS OF SANA MUNIR'S REEMA IN THE LIGHT OF BEAUVOIRIAN PHENOMENA OF DEFLORATION AND ALTRUISM

Rida Fatima

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Abstract

Reema's character in *Unfettered Wings* depicts a journey of female subordination. Simon de Beauvoir's phenomena of altruism and defloration becomes prominent and recurring themes of the story that further shed light on the sorry state of Reema's subjugation as Other in the patriarchal society. Female subordination can be clearly seen through the character of Reema and her mother. Simon explains in her theory that there is a relationship between ovum and sperm in various creatures like fish, insects and mammals etc and she describes women's subordination to species in term of reproduction. The story is about the past of a woman named Reema who is in a state of nostalgia. She is memorizing the past time of her life as now she is 80 years old and lying on a hospital bed suffering from Alzheimer's disease. It was the impact of this subordination that Reema at the age of eighty after having daughters and granddaughters cannot forget that critical phase of her life and it left permanent impressions on her life. It was due to all this that she was still feeling guilty from her husband that he was so loving with her but he was unknown of the fact that what happened to her past. From her character analysis we came to know clearly that women face oppression and power of patriarchy as they are not able to speak anything against men. From this story it is analyzed that Reema was not able to speak for two reasons , firstly she was not telling the truth because it was about her uncle and she was horrified that if he will kill her or he will do something more bad than this to her. Secondly she was keeping it as a secret for saving her next life which was married life as she never disclosed it to her husband. From this story, it is analyzed that Reema under enormous patriarchal pressure becomes speechless. She did not disclose, it was a matter of reputation for her family which was purely altruistic on her part. She also did not want to hurt the pride of her husband and spend so many years in silence by tormenting her own soul and going through mental agony. Defloration becomes a constant disturbing factor for Reema that pinches her throughout her life but she behaves altruistically in order to uphold the patriarchal system. These things distinguish between the concept of masculinity and femininity. Women need to be more careful of their self because society demands a proof of their chastity. Men are more independent because they don't have to give any proof in this way. Because of these restrictions a woman is not able to speak in front of anyone for her humiliation. She sacrificed her whole life that becomes a metaphor of subordination .Reema's sexual abuse was kept as a secret by her mother also who never disclose it to anyone because she was well aware of the fact that in that society of male domination if someone came to know about her rape no one will marry her daughter and she will remain as a curse in the society as females are always subordinated in the society. In this act of Reem's mother we can see the element of subordination as well as altruism.

IMPROVING EFL SPELLING THROUGH SOUNDS AT PRIMERY LEVEL

Syed Sheraz Ali Sherazi

University Of Sahiwal

Abstract

The major objective of current study is to explore out “IMPROVING EFL SPELLING THROUGH SOUNDS AT PRIMERY LEVEL” the main aim is to check the improvement of spelling ability through the proper learning of sounds of EFL in students at primary level. Sounds are to learn foreign language. It is determined that students at secondary level not able to learn spellings. The primary schools of district Sahiwal are the population of current study. The research selects 20 students from primary schools as sample by using random sampling technique. To analyze the collected data of mean is calculated from obtained score. Finding and conclusions is drawn in the light of responses given by the participants. The analysis discovers that sound awareness effect positively on spelling learning of EFL. The study recommends that teacher should provide a proper training of sounds of EFL to improve the spelling ability of the students. Basic of sounds and phonemes help students to predict spelling more easily.

A Comparative Study of Punjabi and English Passive Syntactic Constructions through Revised Extended Standard Model of Transformational Grammar

Mr. Bilal Hussain

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Department of English (NUML), Islamabad**

Abstract

The role of a grammarian is to devise a model of grammar which could describe and explain the grammar of all the natural languages. The present study aims to compare passive syntactic constructions of Punjabi and English languages by employing the revised extended standard model of transformational grammar. The passive constructions of the standard Punjabi, Majhi, has been selected purposively from Tej Bhatia's 'Descriptive grammars' and analyzed through the revised extended standard model of transformational grammar and subsequently compared to English passive constructions. To conduct this study comparative and exploratory research design has been employed. The findings of this qualitative study reveal that both Punjabi and English languages are syntactically distinct, and there are considerable disparities between the passive constructions are these languages. However, they are also similar with respect to demotion and promotion of subjects and objects to generate passive constructions from the active ones. This comparative study has implications for Punjabi and SOV languages speakers who aspire to learn English language.

Keywords: transformational grammar, syntactic constructions, promotion & demotion and generate

**CRITICAL ANALYSIS OF “DUA E REEM” BY TRADITIONAL SINGERS:
A FEMINISTIC APPROACH**

**Maria Kalsoom, Isra Arif, Ramsha Fawad Kundi,
Fazaia Bilquis College of Education for Women, PAF Base Nur Khan,
Air University Islamabad**

Abstarct

Aim of conducting this research was to explore role of women in traditional eastern culture as portrayed through selected song “Dua E Reem”, by traditional singers (Mirasi). Due E Reem is an orthodox of prayers at wedding events. This song highlight the issues such as gender inequality and violence women have to face and how she is always guided to accept misbehavior by her husband. Methodologically, the research was qualitative. Data was collected from Primary and Secondary Sources. Researchers have critically analyzed the song through Feministic theory. Findings of this research have shown that women are taught from very start to be inferior to their husbands. Women are treated as a maid of the house and are forced to love their husband. They are taught for total submission. They should not be rebellious even if man slaps. Researchers have observed the social issue women face in patriarchy society by this mentioned traditional song.

Keywords: Traditional Singers, Wedding songs, Patriarchy society, Feminism

Maggie a Different Voice: Exploring the Women's Moral Reasoning in the novel

**“The Mill On The Floss” by George Eliot
Farwa Abid, Aqsa Muqeem, Alia Atta
Thal University, Bhakkar**

Abstract

The aim of this article is to find the moral reasoning of women provides the base for their actions. The research is conducted on protagonist Maggie in the novel “The Mill on the Floss” written by George Eliot. Gilligan's Theory of Moral Development is employed to investigate moral reasoning of Maggie. This qualitative research is conducted by using text as sample. The technique utilized is close reading of text. The problem of moral reasoning is addressed through three hypothetical questions explaining extent of manifestation of Gilligan's theory, confirming moral reasoning is drive for Maggie's decisions, justifying Maggie's action on moral ground. This research concludes that Maggie's actions and decisions are based on moral reasoning of women prevails in three stages proposed by Gilligan but a slight deviation found when Maggie doesn't adopt conventional stage completely rather struggling between pre-conventional and conventional stages i.e. duty and desire.

Keywords: Gilligan's Theory, Duty and Desire, Hypothetical, Women's Moral, Reasoning.

Removing Barriers in English Pronunciation Learning
Dr Muhammad Saqib Zaigham

ABSTRACT

This presentation highlights what is similar, slightly similar, and dissimilar between/among our regional languages' sound systems and English. Differences in languages are actually the barriers. English Language teachers at regional level can create awareness among themselves and their learners by researching differences between the pronunciation systems of their regional languages and English language. By giving contrastive analysis, of English and regional languages to the Pakistani EFL learners, teachers can teach effectively and create importance of correct pronunciation. Though the awareness and removal of pronunciation barriers (which are of many like, proper usage of articulators, discrepancies among sounds and spellings of English, non-existence of many English sounds in Pakistani regional languages, sound system differences, suprasegmental features, etc.) in learning English pronunciations, for Pakistani EFL Learners, is a long journey but how could we reach the destination unless we start it. This presentation would also suggest number of ways to overcome the barriers in English pronunciation learning & teaching. One of the areas of interest of the speaker is Phonetics & Phonology.

**Victorian Pathos a Critical Study of Guy de Maupassant's Short Story "The
Necklace."**

**Javeria Hassan, Wajeeha Momin, Khan Zahra
Thal University, Bhakkar**

Abstract

This article studied the use of pathos in the short story by Guy de Maupassant 'The Necklace'. Pathos can be called the emotional manipulation by characters and authors of readers and other characters. The short story 'The Necklace' is taken as a sample for this study. Close reading technique has applied for its analysis through qualitative methods. Language used by characters and writers used to create pathos has analyzed. Lines are quoted from the text and analyzed on the basis of images and feelings they create among the readers and other characters.

Keywords: Necklace, Pathos, Victorian age, Guy de Maupassant

Culture: The Fifth Language Skill
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ABSTRACT

There is a fathomable relationship between culture and language. It is an indispensable relationship which means the course of learning a language cannot be separated from its culture. As language nurtures and polishes the culture so language and thought exchange influence which impacts both the individuals and groups who communicate in that language. English anthropologist Sir Edward Tylor defines culture as something “acquired by man as a member of society.” We can thus understand that there is a wide realm of culture that covers all aspects of human life, behaviour and tendencies. Language manifests itself as, probably, the most significant part of culture. In learning a foreign language, culture stands out as a fifth language skill. Understanding or learning a language without its cultural bearing becomes useless and unproductive. Yet to pursue the successful language teaching, the cultural element in foreign language classes remains vague. In the arena of foreign language education, the process of learning the four essential skills (e.g., reading, writing, listening and speaking), professional teachers often refer to culture as the ‘fifth skill.’ It still needs clarity of understanding the culture’s position and status a ‘real fifth skill.’ It is generally acknowledged among English teaching communities that culture is a vital part of language training. But the consensus on what and how and how much the culture should be taught is lacking. It may be because grammar and vocabulary are the concrete and undebatable contents of language while culture is quite unsolidified and nebulous phenomenon and therefore difficult to define.

Keywords: Culture, language skill, learning a foreign language

**CHALLENGING PHALLOGOCENTRISM, A FEMINIST CRITICAL
DISCOURSE ANALYSIS OF RAFIA ZAKARIA'S AND BINA SHAH'S
NEWSPAPER ARTICLES**

**Muhammad Waqas,
Thal University, Bhakkar**

Abstract

This study is done to explore the two dimensional feminist discourse (Lazar 2005, 2007) in newspaper articles by Rafia Zakaria and Bina Shah. The purpose of research paper is to destroy the stereotypes in a patriarchal society. How language can create gender strata in a society is one of the major themes of this thesis. Considering the following two dimensions “gender power relationships and gender as ideological structure and practice”, the research methodology applies linguistic and thematic analysis and utilizes Lazar’s (2005, 2007) FCDA model as data analyzing tool. This is a qualitative based research approach and it has descriptive research design. The selected articles are analyzed under Textual, Discursive and societal level of discourse given by Fairclough CDA model with feministic point of view suggested by Lazar. In other words these levels are descriptive, interpretative and explanatory stages of the Fairclough’s model. For purpose of ‘discourse’ different units of language from utterances to paragraphs are selected to highlight hidden ideologies and power structure embedded in the language. All of these units comprehensively tell us of women portrayal in our society. Women have no safe space in this society. They have to be more bound to the norms and values of the culture than those of men. The findings deduct that gender power relations are ideological and societal based. Gender and social practices are linguistic discursive. It tells that how misogyny is negative connotative term and how it justifies men are superior to women. Misogyny is an ideology and enhances right wing ideas which are unhealthy for any society. The research would enable readers to understand how misogyny works and how the women are marginalized through the discourse of the society. In this paper readers will find different phrases and terms which are building the ideological and gender power strata in the society.

Keywords: Phallogocentrism, Discourse, Linguistic Discursive, Feminist CDA

COMPARATIVE ANALYSIS OF TWO ELT CLASSROOMS IN TWO DIFFERENT CULTURES

**Maria Kalsoom, Isra Arif,
Ramsha Fawad Kundi,**

**Fazaia Bilquis College of Education for Women, PAF Base Nur Khan,
Air University Islamabad**

Abstract

Aim of conducting this research was to explore pedagogical skills used in classrooms showing two variant cultures. One classroom was of Pakistani youngsters while other one was of Chinese kids. Methodologically, the study was qualitative. Data was collected from different Primary and Secondary Sources. This research is related to field of Applied Linguistics. Findings of this research have shown that teacher has not used any single method. Communicative competence was focused more as compared to linguistic competence. Needs of students were kept in mind in both classrooms. Teachers have taught speaking English through use of different activities and involving participants in discussion. No use of translation was present in both classrooms. Researchers have observed use of Eclectic approach according to needs of the students considering various factors such as age and culture.

Keywords: Eclectic Approach, ELT, Linguistics, Language Teaching

Physical versus Spiritual Suicide: A Critique on Kafka's Short Story "The Judgment"

Muhammad Nadeem, Asad Rasheed, Abdul Mueed

**Thal University Bhakkar
Abstract**

The aim of this research is to examine the dilemma of protagonist physical versus spiritual suicide in the short story "The Judgment". Problem of research is to analyze the spiritual versus physical suicide of protagonist in the selected short story and how the protagonist is the victim of spiritual suicide. This research is qualitative and the methodology is used content analysis. The objectives of research are to find out individual versus social conflict, symbolic meaning of the character in the given text. The questions of the research are also based on these objectives. The analysis of research maintains that protagonist is spiritually repressed character; the character of friend is his alter ego and represents protagonist's life. Father of protagonist is the symbol of society who dominates the protagonist and represses his son's desires. The protagonist revolts against the social doctorial demands and quits life.

Keywords: spiritual suicide, physical suicide, Judgment, Georg, symbol, society.

The history of the Shina language and the challenges to its survival

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ABSTRACT:

Gilgit-Baltistan is a 70-mile-long mountainous region. Shina, Balti, Burushiki, Wakhi, Khowar, and Kalasha are among the languages spoken in Gilgit-Baltistan. This region has a long and rich literary history. Historians disagree over the age of the Shina literature in GB. Shina is one of the oldest languages in Gilgit-Baltistan, according to historians, and it is thought to have existed between 2,000 and 25,000 years before Christ. Instead of Shina literature, Urdu literature has flourished in this region since the establishment of Pakistan. In this region, Shina literature is dwindling, but the Shina language survives as a dialect rather than a language. When we investigated the parallels between Sindhi and Shina languages, it became evident that, while Shina is a blend of ancient Aryan languages, Sindhi has a significant influence on this language. Shina is a sub-language of Sindhi that has evolved over time to become distinct from Sindhi in terms of accent. It appears that numerous populations migrated from Central Asia (current Sindh) to Gilgit-Baltistan in the year 2000 BC. According to a study, there are significant differences between Sindhi and Shina languages in the passage of time but there is lots of words and sentences along with phonetic qualities of these two languages are quite similar. The Shina language is disappearing despite its orthodoxy. The Shina language prevalent in north Pakistan and India has been classified into five primary sub-dialects, according to a survey. The Shina dialects of Gilgit, Paniali, Hunza / Nagar, Bagruti, Haramushi, Rondo, and Bonni are all part of the Northern Group (Gilgit Group).

2. Asturi, Baltistan / Kharmang, Gultari, Dras, and Shina dialects of Gurez make form the Eastern Group (Astori Group).

Chilas, Daril, Tanger, Harbin, and Phalawai, Tao Butt (Neelum Valley) Shina dialects are part of the Diامر group (Chalasi group).

4. Shina Kohistani: This contains Jalkot, Pals, and Koli Shina languages.

5. Brookst: The Shina dialect is spoken in the Indian-controlled Batalak region of Ladakh, as well as in

Pakistan's Baluchistan Valleys of Gnokh, Danjhar, and Moral. The speakers on Roxakt are half Buddhist, half Muslim. This dialect is quite different from the other four dialects but there is a literal similarity.

Keywords: History, Shina language, Gilgit, Baltistan

**IDENTITY CRISIS AND SOCIAL DEPRIVATION IN ASHFAQ AHMAD'S
THE SHEPHERD: A SOCIO-COGNITIVE APPROACH**

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Abstract

The present study tends to highlight the condition of people before undivided India in *The Shepherd* (Ahmad, 1995). It throws light upon the socio-economic loss that the poor suffer at the time of the partition of Indo-Pak. Moreover, the researcher also identifies ill-education as a social deprivation in the selected text as portrayed by Ashfaq Ahmad. *The Shepherd* is the story of a Munshi who was a shepherd in his childhood, his relationship with one of his students, and the struggles of the depressed class before and after the partition of India into Pakistan and India. As the study is a discourse-based plan, the researcher has applied the Socio-cognitive model (Dijk, 1991) to explore the issues of ill-education, social deprivation, and socio-economic loss. It further explains how a religiously strong group is manipulating and controlling the attitudes of the minority group and in this way (re)produce stereotypes, racism, and inequality in the society. The study is significant as it is the gateway for the readers to view Ashfaq Ahmad's writings through multiple perspectives for knowing the real worth of his works. Research shows that the people of that time are deprived of their basic rights and the religiously symbolic elites of that time manipulate and control the identity, attitudes, and behaviors of the minorities. After the partition of India into Pakistan and India, the dominant social groups produce their discourses and their fashion becomes the fashion of the world. The notion of religion is displaced by dominant ideologies including racism which questions the identity of minorities including bloodiness, origin, language, anatomy, and location. At the same time, education is taken as a play game and is regarded as social deprivation.

Keywords Socio-economic loss, ill-education, social deprivation

AFFIRMING AN AFRICAN IDENTITY: A CRITICAL STUDY OF THE COLOUR IMAGERY IN TONI MORRISON'S BELOVED

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Abstract

This paper aims to read the kind of sensual experience that Morrison evokes. This imagery is partly African for it alludes to various traditions of the African society. One important motif of this series of imagery is the plain depiction of beads. Colorful beads are an integral part of the African communities. The novel depicts this in the way in which it narrates the events. Bead imagery is woven into the fabric of the novel. The trans Atlantic slave trade dehumanized the blacks. The colonizer established a narrative where in they claimed that the blacks were devoid of any imagination. This paper depicts the author reclaiming the lost heritage of her people. For the purpose of this discussion I aim to read Aime Cesaire's essay "Discourse on Colonization ". It suggests that the colonizer depicted the colonized as savages. This essay depicts how the colonizer disrupted the system of the colonies. The colonizer aimed to eradicate the native culture. A nation that has no culture is easily influenced by other nations. Morrison tries to register her protest in the aforementioned novel. She depicts the rebirth of the lost Africanculture. This paper reads the purpose of the bead imagery in evoking the idea of Africaness.

Keywords: Africaness, colors, colonization, slave trade, violence

**Literature Attunes the Symphony of Peace: A Multicultural
Stance Ideology, Politics and Media: A CDA of News Headline about PDM**

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Abstract

The current research is a significant contribution to the newly emerging genre of “Peace Literature”. It highlights the role of literature in condemning the atrocities of war and applauding the blessings of peace. The researcher has selected the poem, “The Man He Killed” by an English writer Thomas Hardy and the short story “Prithwi Ghauri” by a Pakistani Baloch writer ‘Agha Gul”. This selection provides a testimony to the fact that literature has universal urge for peace irrespective of time, continent, race, language and genre. This multi-cultural appeal for peace and human feelings still matter in the current globalized scenario. The researcher has employed the technique of “Stream of Consciousness” to explore that how the individuals think of war and the conflicts they feel between their intuitive and their obligation to the dictates of war-mongers. This fact is also brought to light that the seed of war is sown by those who reap the harvest of political power, economic monopoly and religious fanaticism. The individuals are forced to be the fuel to the raging fire of war. The research very explicitly figures out the response of such persons who disapprove of the heinous act of war that makes them alien to their human and moral values. Thus it is a proclamation of peace for all the people on earth to denounce purposeless wars.

Keywords: Peace literature, intuitive, national obligations, Individual’s conflict

**RESTORING PERSONA THROUGH TRAUMA: A POSTCOLONIAL
LENS ON KHAN'S "CITY OF SPIES"**

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Tazanfal Tehseem (Assistant Professor)

University of Sargodha

Abstract

This study tends to probe the picture and portrayal of traumatic experiences in Khan's novel 'City of Spies'. The framework applied for the present research is trauma theory that how an unidentified traumatic incident affects the characters present in the novel. The analysis is done by applying Cathy Caruth's (1996) concept of "trauma of survival and the trauma of death" and by applying Herman's (2001) concept of "reconnection to everyday life". The findings highlight that every character is facing trauma at a personal level and the trauma of survival faced by them appear in the form of traumas of war, identity, and religion, and the second trauma faced by them is of death. Individuals place themselves in everyday chores to reconnect with life despite their grief as the individual traumas result in the collective traumas of society as a whole. This study highlights those adversities appear as a more personalized and first-hand experience that results in a traumatic encounter that has long been forgotten.

Keywords: Trauma, Survival, Death, Reconnection.

Otherness of Mother Tongue: A Critical Pedagogic Analysis of Primary Schools of Punjab, Pakistan

Tehreek Insaf Songs Discourse Analysis

Noor_ul_Ain

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University of Sargodha

Abstract

Every student has the right to receive education in his mother tongue, but unfortunately, this right is not given to the students of native Punjabi Language who either get education in Urdu or in English. The importance of mother tongue in one's life is pivotal as it shapes the identity and develops the confidence, success level, and cognitive competence of children. However, in the context of Punjab, there is not even a single language policy that has been developed about the usage of mother tongue as medium of instruction (MOI). Therefore, this study aims to probe out the possible reasons behind the otherness of Punjabi language in language policies and in the pedagogic system as a medium of instruction, as well as, the attitudes of teachers and students toward the usage of Punjabi language in the classroom setting are also analyzed. For this purpose, this study adopts the mixed-method approach and collects data from both primary and secondary resources. Qualitative data is collected through the selected educational policies and quantitative data is collected through close-ended questionnaires with the help of stratified random sampling from twenty (20) teachers and fifty (50) students of 4th and 5th grade of primary section. The data is analyzed on the basis of critical pedagogy of place by David Gruenewald as it serves as the theoretical framework of the study. Although, teachers and students show reluctance to use Punjabi as the medium of instruction on the basis of certain socio-cultural and economic factors, however, the findings of the study confirm the hypothesis that mother tongue as a medium of instruction helps to shape the learners' identity and makes learning enjoyable and relatable.

Keywords: mother tongue, medium of instruction, pedagogic system, critical pedagogy of place.

AN OVERVIEW OF LEXICAL COLLOCATIONS IN URDU: A CASE OF MAJEED AMJAD'S POETRY

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Abstract

The Present study investigates the use of collocations, a branch of lexicology, in Urdu language. Urdu language is full of such expressions like idioms and collocations, especially in Urdu poetry. Majeed Amjad is one of the most important poets of the present times who uses the Urdu collocations in the best possible manner to enhance the poetical effect in his poems. In this study, thirty-two poems were randomly selected from his Kulliat-e-Majeed, and seventy-five collocations were selected from these poems. Although, there are two types of collocations, however, the present study has only critically evaluated the lexical collocation used in the poem. The model of Benson et al (1997) has been employed to reveal the lexical category of each collocation. Whereas in an order to explain the social and cultural inclinations reflected in the collocations are evaluated by keeping in view the assumptions given by Telia et al (1994). Moreover, the poems with collocational titles were also selected and written with meanings, thus developing an inventory of Urdu collocations used in poetry. This study has also explained the association of collocations with the thematic configuration of the poems. While the limited corpus is a definite limitation of the study. Nonetheless, this study will help a lot to the Urdu researchers to open the new avenues in Urdu research, especially in the Urdu lexicology.

Keywords: Lexical collocation, Urdu, Majeed Amjad Poetry

**Investigating the Role of Demotivating Factors in Learning English Language
for Pakistani Learners
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ABSTRACT

This research paper attempts to explore the internal and external factors that demotivate students in learning English in Pakistan. Demotivation plays a discouraging role that affects the learning activity and the students feel anxious and frustrated due to a lack of interest. Due to this disinterestedness students fail to achieve their targeted goals. This study is conducted in a particular environment of a language classroom. The nature of the study is qualitative as well as quantitative. The data was collected through questionnaires having both open and close-ended questions. The population of the research is undergraduate students of a private college at Sargodha. The research sample includes a total of 50 students from the 1st and 3rd semesters. In terms of gender, they are divided into 25 females and 25 males. The findings reveal possible solutions for internal and external demotivation. It shows that internal demotivating factors are related to self-interest and inner confidence whereas external factors include all the factors present in the student's learning environment including teachers, peers, and texts. On the basis of these findings, generalizations were made that explain the role of reduced motivation in affecting the performance of students during classroom activities.

Keywords: Demotivating factors, Language learning, Performance, Learning activity, Students

Semiotic analysis of women and men's perfume
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Abstract

Semiotic analysis is the study of sign systems and their meaning. Marketing means to communicate the message to the consumers in the right way, and semiotics help in doing this work. Semiotic analysis helps to understand what we see, what we hear, and what we interpret through images. Its main objective is to spotlight the hidden meaning of the picture through analysis. The research question that is the answer to each query like semiotic analysis helps to interpret hidden meanings; is the text enough or visuals are also important; visuals or quality attract the consumer. Most of the research questions may be asked through interviews and surveys from both men and women. Semiotic analysis is important for any product because it helps to make people select between the right or faulty products. Because people believe in what they see, the color scheme or visual may make the product more reliable. There is vast competition between perfume brands like GUCCI; Versace and their main targeted audience are youth. Everyone's perception is different and analysis helps to interpret their perception of certain brands. There are certain sample papers through which we can take on board semiotic analysis of perfume brands better. By getting 30 answers on sample paper, we will be able to grasp more about semiotic analysis of different brands.

Keywords: semiotic analysis, objective, perfume, brands, visuals.

Rethinking Language Use in Digital Pakistan

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Abstract

Pakistan is a multilingual and multicultural country. According to recent reports Pakistan has more than 61.34 million users of internet (Digital Pakistan, 2021). There is a drastic change in the increase of number of internet users between, 2020 and, 2021 up to, 21%. This paper aims at exploring multilingual practices done by Pakistani users in digital communication. The framework of translanguaging is used to analyze and unravel these multilingual practices. The theory has been advocated by many researchers (Garcia, 2009; Wei, 2014; Canagarajah, 2011; Creese, 2018) but the present study is based on Myer-Scotten (1979) four stances of translanguaging which claims that people use translanguaging to convey meanings by blurring the boundaries of languages, introduce new ideas, to exclude others from conversation or to impress others. The data for the study is gathered through open-ended questions seeking detailed view of respondents who were active users of Facebook, WhatsApp, Twitter, Instagram and other social platforms. The study includes participants from diverse socio-culture background with ability to speak more than one language proficiently. The results correlate with first two points of Myer-Scotten (1979) i.e. blurring of boundaries to convey meanings and introduction of new concepts however the results deviated from the last two stances. It also throws light on impact of digital communication on local languages and present suggestions for preservation and promotion of local languages in digital landscape such as provision of accurate translations of native languages, digital dictionaries, keyboards and software.

Keywords: Multilingualism, Translanguaging, Pakistan, Local Languages

An Analysis of Students Perspective on CALL Based Tasks in Language Learning

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Abstract

This paper aims to investigate learner's perspectives on the CALL-based tasks for learning a targeted language. Learning a second language is not a new trend but the adaption of new methodologies, tools, and technology are entirely changing the facet of learning. CALL- based task is the approach in which learners perform the task using the computer in computer- mediated learning. This paper focuses on investigating the proficiency of CALL- based task, by determining the attitude of language learners towards CALL-based learning which assist learners in learning a new language. This study integrates a quantitative research design to measure students' attitudes towards CALL-based learning and the effectiveness of this approach in language learning using a close-ended online questionnaire. Data is collected from 60 language learners living in Sargodha, who has adopted the method of CALL based tasks in TBLT language learning approach. The data is analyzed using SPSS software and the findings are presented through tables and graphs. The study highlights the significance of CALL-based tasks in language learning, the findings show that learners have a positive attitude toward this approach as it increases the efficiency of learners, they emphasize the effectiveness of this approach as it enables effective and interactive learning.

Keywords: CALL, TBLT, CALL-based tasks, tasks.

HEGEMONY OF ENGLISH LANGUAGE CULTURE ON L2 SPEAKERS OF SANGHAR CITY, PAKISTAN

**Saeed Ali Lakho, Syed Hyder Raza Shah
Shaheed Benazir Bhutto University Sanghar Campus**

Abstract

This research study aims to investigate the hegemony of English language culture on the L2 speakers of Sanghar, Pakistan. It is the language that shapes the way we think, solve social issues, and view the world. Moreover, no two languages are similar to each other, there are different cultures and representations of things within the language dissimilarly. The objectives of this study are to identify the hegemony of English language culture on L2 speakers, find out the cultural aspect of the English language on L2 speakers, and know the spread of western ideology in Sanghar city. Therefore, this research was qualitative and semi-structured interviews were conducted with the aid of systematic sampling from 12 participants (3 teachers, 3 male students and 3 female students, and 3 administrative staff) of SBBU Sanghar Campus. Thematic analysis was adopted to interpret the transcribed data. The find revealed that the ideology of English language culture is affecting the L2 speakers as they utter the western norms, values, and traditions, whenever, they use only a few words of the English language along with their native language. To conclude, this study suggests that L2 speakers learn and use English, but do not change your norms and values, even when you say same thing using English language.

Keywords: *Hegemony, language, culture*

**Critical Discourse Analysis of Amanda Gorman's poem "The Hill We Climb"
by applying Norman Fairclough's 3D Model Analysis of Medical Discourse
Through Van Dijk's Model**

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Abstract

This study presents the Critical Discourse Analysis of Amanda Gorman's poem "The Hill We Climb" by applying Norman Fairclough's 3D Model. Amanda Gorman is the youngest National American poet laureate. She presented this poem on January 21st 2021 at the swearing in ceremony of An American President Joe Biden. The purpose of this study is that how a discourse is used to convey the meanings with the help of certain situations and settings. America has ruled over the whole world by hegemony and imperialism but now, somewhere, she is losing her control. The production of this discourse was to give the world a message that we are not finished yet. The objective of this research is to explore the linguistic choices which reflect the socio-political aspects of America and to analyze the poem in order to know the agenda and ideology of the poem. This research intends to answer the following questions:

- 1- How do the linguistic choices in the poem refer the broader socio-political aspects in America?
- 2- What is the agenda or ideology behind presenting it at certain occasion?

Keywords: Critical Discourse Analysis, American president, Joe Biden

**COGNITIVE MAPPING AND CLASS CONSCIOUSNESS: A
COMPARATIVE ANALYSIS OF KARACHI, YOU'RE KILLING ME! AND
KARTOGRAPHY**

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Abstract

Delving in the notion of cognitive mapping, this article highlights the dilemma of class consciousness and its ramifications on the mental maps formed. Nuanced with subjective mappings, literature has been lacking holistic representations of space lived and traversed. Exploring two Pakistani novels in the theoretical framework of cognitive mapping, as propounded by Frederick Jameson, this study showcases the implications of the social standings of the protagonists of both novels. It brings into limelight the way in which different class structures map the same space and place differently, according to their own social milieu. It also discusses the subjectivity of the representations and the faulty nature of city maps painted in works of literature.

Keywords:Literary Cartography, Cognitive Mapping, Class Consciousness, Social Standing

The Role of Intercultural Awareness in English Language Teaching: A Case Study of COMSATS University Islamabad

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Abstract

Teaching of English as a foreign language has gained importance throughout the world. In most of the countries, the curriculum is written in English language. In recent years, there has been a growing interest in the cultural dimension of foreign language education and teachers are expected to promote the acquisition of intercultural competence in their learners. Thus, the present study aims to investigate the opinions and attitudes of English language faculty of COMSATS University Islamabad on intercultural competence teaching and to see how and to what extent these opinions and attitudes are reflected in their classroom applications. Data were collected from 25 English language teachers by means of a questionnaire. The findings have revealed that language teachers seem to be aware of the role of the culture in foreign language education though they do not often integrate culture into their teaching in order to develop intercultural competence in their learners.

Keywords: English language, foreign language, intercultural competence

**Exploring Paranormal Context of James Wan's The Conjuring (2013): A
Multi model Analysis**

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Abstract

The research paper aims to demonstrate the use of Fairclough's three-dimensional model (1992) with its implementation in the paranormal context of James Wan's supernatural American horror movie trailer *The Conjuring* (2013). It also analyzes the facial expressions under the incredible makeup and physicality of the scariest 'Conjuring' demon Joseph Bishara's performance as Bathseba. Bathsheba Sherman (a relative to Mary Towne Eastey) was a witch. She killed her one-week-old child and sacrificed him to the devil. The study focuses on how multi-model features help to intensify the impact of horror and how the paranormal context and other factors have been highlighted to fill the audience with thrill and fear. The study highlights that the movie fantastically adheres to the conventional expectations of horror in terms of plot, light, sound, physicality, action, and structure. The study is significant as it opens new avenues for the readers and researchers in terms of bridging a research gap between multi-model dimensions and horror movies.

Keywords: Paranormal Context, Multi-model Analysis, *The Conjuring*, Horror

**GENDER AS PERFORMANCE: AN ANALYSIS OF FEMALE
CHARACTERS IN THE SELECTED WORKS OF ANITA DESAI**

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Dr.Zarina Qasim

Iqra Jabeen

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Abstract

This research paper is an endeavor to analyze the selected works of a contemporary Indian fiction writer, Anita Desai. For this research, her novels *The Fire on the Mountain* (1977) and *The Clear Light of the Day* (1980) shall be scrutinized from a feminist perspective with the objective to highlight how a female can ever strike a balance between self and social responsibility. The paper will also contest and argue what challenges are faced by a financially independent woman of today. The female characters in her novels have moved out of the enclosed domestic spheres. In both the novels, the characters of Nanda Kaul and Bim, are placed in hostile positions in relation to traditional ideologies, which are endorsed by older generations of women, who see the subservience of those in lowly positions as normative behavior. The novels under consideration are written against the backdrop of two different social milieus, hence allowing the researcher to compare and contrast women of different social backgrounds. Judith Butler's theory about gender performativity would form the theoretical groundwork for this research. In this regard, the aim is to delineate that for female characters performance in specified gender roles eventually becomes the means of survival.

Keywords:Feminism, Gender Performativity, Post Colonialism, South Asian Fiction

**THE CONSTRUCTION OF IDENTITY IN CISNEROS'S SHORT STORY
"WOMEN HOLLERING CREEK"; A FEMINIST-POSTCOLONIAL
ANALYSIS**

Ayesha Iram

**Dr. Shahid Abbas
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Abstract

This paper is an attempt to incite the issues of struggling women (Chicana Protagonists) eagerly searching for their identity and discovering their shattered dreams, with the representation of females by a female writer as well as the 'double colonization' with the help of selective narrative "women hollering creek". This study is the analysis of the amalgamated personality in Woman Hollering Creek not as an "archetypal" Chicana/o, but as a multifaceted identity reflecting the many paths a person can take. There are mainly three kinds of identities are depicted in this tale, one with the feministic perspective, second with the post-colonial perspective where hybridity and marginalization are discussed, and the final is Bilingual identity(code-switching). This article investigates the perspective of a woman writer that how she portrays other women in her narratives and the identity crises which a woman has to face in this post-colonial era. This paper is focused on the postcolonial- feministic perspective of women identity crises and double-colonization. The investigation utilizes two sources of data, the first is Cisneros only short story, "Woman Hollering Creek " from the whole collection which is remembered for award-winning short stories. The second source of information is looking from books, journals, magazines, author biographies, and research-related websites. In this study, a descriptive qualitative approach is used and the critical analysis of selected text has been done by applying the perspective of postcolonial- feminism particularly using Saeed's theory of Orientalism. This investigation analyzes and evaluates the women's status, their identity crises and double colonization they are facing in patriarchal as well as colonial society. It also aims to investigate how the female characters of the story are presented as others or Orientals and male characters are portrayed as Occident's according to Saeed's theory of orientalism. Hence, this article offers a close understanding of the story's narrative strategies on a linguistic and contextual level as different identities and gender roles are explored in the study as its thematic concerns.

Keywords: Sandra Cisneros, identity, double-colonization, Hispanic immigrant, patriarchy, domestic violence, stereotypes, fierce language, margins

**Deconstructing Meta-narratives: Re-reading of Aslam's The Golden Legend as
a Postmodernist text**

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Abstract

The present study of Aslam's *The Golden Legend* (2017) aims to highlight the suppressive treatment inflicted upon the subaltern sections in Pakistani landscape. In this qualitative research, Postmodern techniques have been applied. Postmodern, with its incredulity towards metanarratives, deconstruct any oppressive grand narrative which has always been denying local and personal space. Jacques Derrida has shaken the whole foundation of the western philosophy with its everlasting "what if" question i.e. differance. The protagonists of the text have been sandwiched between the two objective universal and overarching grand narratives of extremists and imperial powers that do not allow them to even breathe in. This paper finalizes that postmodern sensibilities are very much useful to study Pakistani fiction in English particularly produced after 9/11.

Keywords: Postmodernism, metanarratives, subaltern, deconstruction

Socio-cultural construction of Gender Dichotomy in Haider's How It Happened: A feminist study

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Abstract

The current research tends to evaluate the socio-cultural constructs of misogyny in Pakistan's patriarchal setup. Shazaf Fatima Haider highlights the cultural monopoly to demoralise Pakistani women through the protagonist Zeba in her text *How It Happened* (2012). The research focuses on the issues of identity crisis, victimization and objectification of Pakistani women through the life and experiences of Zeba's character. Lila Abu Lughod in her essay *Writing Against Culture* (1991) highlights this critical notion of the construction of major gender binaries via cultural paradigms as she elaborates that Culture acts as a major tool in the fabrication of the male/female binary. She pinpoints the cultural manipulation adopted by society to not only marginalize women but also categorize them with the tags of morality and immorality. The research not only questions the status and dignity of women in Pakistani society but also attacks on the societal and cultural constraints in order to provoke the acknowledgement of women as the significant other instead of submissive other of the society.

Keywords: misogyny, objectification, gender binaries, cultural monopoly, Pakistani women

Mother Dear as a Postcolonial Feminist Subject in Hanif's Red Birds Face Disability with Grace: A Textual Analysis of Novel, Adret

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Abstract

After the incident of 9/11, there has been an emergence of an identity crisis, anxiety, and fear, and the result was oppression, suppression, and marginalization; the gender that faced these consequences the most is feminine. This article focuses on the prospects of treatment of women, especially in comparison to Third World and First World women concerning their social class structures. In the post-post-colonial era, the basic outcome we are witnessing is the oppression and identity crisis of women. This article focuses on the character of "Mother Dear as a Post-colonial feminist subject" regarding Mohammad Hanif's Red Birds. This research is qualitative in nature and data has been collected from close textual reading. Theoretical insights of this article have been taken from Edward Said's (1978) postcolonial model and also encompasses the concept of feminism and the subalterns of Gaytri Spivak, Annie Loomba, and Trinh. T. Minha. Mother Dear is one of the main characters in Hanif's Red Birds. She faces oppression throughout her life and as far as her description and oppression are concerned, one of her sons was sold by her husband; she was confined to follow socio-religious conventions. There is a comparison between Third World Women and First World Women. How women are treated differently in different parts of the world based on socio-economic status and social class structures. The concept of White Women and Colored Women is deeply depicted in the form of socio-economic status, independence, liberty, and identity. Mother Dear faces suppression, oppression, and identity crisis throughout her life as compared to Lady Flowerbody. And where there is oppression, the concept of post-colonialism and feminism intervenes.

Keywords: Postcolonial feminism, Oppression, Identity, social class structure, Anglophone Pakistani Writers.

EXPLORING THE ISSUES OF STYLISTIC PATTERNS IN HANIF QURESHI'S NOVEL BUDDHA OF SUBURBIA

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Abstract

The present study explores issues of Stylistic Patterns in Hanif Qureshi's novel Buddha of Suburbia under the vision of Chomsky's Universal Grammar theory with the interpretation of characters conscious struggle for finding their identity. The major issue of the study is to investigate how universal clashes of self/others, oriental/occidental, enlightened/backward and civilized/barbarian distort social stabilization and natural fiber of language use for the projection of variation in language of individual characters in Qureshi's fiction. It also examines how a psychological complex of characters of the novel struggle for self-realization and how they sustain their complexes of language during their life. The main objective of this study is to identify the gap between the hybrid generation language usage in London and native of this country by developing cognitive relationships with understanding of their views about relations and life. Their philosophy and intellectual powers have been probed to determine their outlook of life through language. The study found out that the main figures of the novel were pushed toward isolation during the process of self-realization and their empowerment. It also found that the characters lost their grip over their life when they tried to subvert their sense of loneliness and inferiority. Close reading strategies have been employed to get references from the text including the analyses of formal elements and techniques in the text of the selected novel. The Study has been divided into five chapters. The research will be an eye opener for the readers to take them towards stabilization of self.

Keywords: Stylistic patterns, universal grammar, Noam Chomsky

**RHETORIC ART IN THE REALM OF ADVERTISEMENTS: A
COMPARATIVE ANALYSIS OF MEDICINE AND COMMODITY FLYERS**
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Abstract

Advertisements are considered as a form of persuasive communication employing rhetoric art. It has become a necessity of the modern world, for consumers and producers, to have an idea of what products, options and services can be catered. This study, analyses the language and multimodal facets accompanied in the advertisements, examining the techniques and symbols are being used to convey particular meaning in advertisements. Ten medical and ten flyers of different commodity products, make up the data for the present study. For the analysis, multimodal representation of social actors (Machin & Mayer, 2012), the grammar of visual design (Kress & Leeuwen, 2005) and Langer's theory of symbolism (Puntoni, Schroeder & Ritson 2010) are used as theoretical-frameworks. Findings suggest that in the medical flyers the technique of a foregrounded image is used, where every front page contains slogan and tag lines, catching the attention. Whereas, commodity flyers deliberate the choice of gender, cautious selection of colors, vivid imaging and font size, playing vital role in the construction of the add. The name of the product, features, benefits and utility of the product are shown via background technique. The provision of details regarding the dosage of medicine also occupies the back of the flyer. The bottom of the back page explicates company monogram; identity marks. These tools create an urge to consume those medicines, even for minor headache. Moreover, conducting a comparative analysis, study contributes by bringing forth the multimodal tools such as font size, gender, images, colors along with the discursive tag-lines used, which are constructed by following the AIDA principle, which stands for attracting attention, creating interest, leading to decision making and taking of an action on the consumer's part. Study, thus explicates these identified tools and principles as major techniques and strategies that are employed in the selected data.

Keywords: advertisements, flyers, , linguistc tag lines, discursive and multimodal tools, producers and consumers, multimodal representation of social actors, visual design, theory of symbolism

SOCIO-ECONOMIC INEQUALITY AND COMMODIFICATION: A MARXIST EXPLORATION OF THE SHORT STORY MUMU

Fatima Arshad

University of Management and Technology, Lahore

Abstract

This research deals with the study of Karl Marx and Fredrick Hegel's view to analyze the text Mumu by Russian writer Ivan Turgenev, in which the issue of surviving in society is the class differences between aristocrats and the serfs. The structure of society is built on the conflicts between the social classes (bourgeois and proletariats). This work will explore how people in power try to control and suppress the powerless. This paper also explicitly analyzes the false consciousness, hegemony, class conflict, and class consciousness of the working class; also explore Ivan Turgenev's way of describing the situation of early 19th century Russia where serfs do not have any rights to choose their lives. The exploitation of serfs done by landowners ended up arousing the alienation, which leads the characters to the further destruction of serfs. In this paper, this alienation theory helps to explore how the labour class (serfs) is alienated from society. Further, this study sets its goals to explore how serfs were treated as a commodity, where they exchange their goods in order to satisfy their needs. Fundamentally, this research seeks to examine the ideology of aristocrats and how the serfs have affected with the oppressions of elites through the text Mumu and investigate the central character (Gerasim) of this short story with the help of the Marxist approach. Ultimately, this research paper conducted to pave the way for its readers in ending up having new knowledge in the existing literature.

Keywords: Alienation, Commodification, Marxist Ideology

The Effects of Inclusion of Multiple Languages in the Curriculum on English Language Teaching: A Survey at Secondary School Level

Anum Saleem, Inam Ullah, Syed Attia Bibi

Bacha Khan University Charsadda

Abstract

The present research aims at exploring the effects of inclusion of multiple languages in the curriculum on English language teaching at secondary school level. The research aims to explore the impact of these multiple languages on the teaching-learning process. It is a survey research and thoroughly analyzes the data collected from the respondents. The research adopts quantitative method for data analysis and utilizes SPSS as a tool. Further, it follows inductive approach to answer the questions about the mentioned gap. Firstly, the research concludes from the collected data that the inclusion of local and international languages in curriculum does not create an issue for the learners. Secondly, the research identifies that the course content of the included languages is apt for learning the three skills: reading, writing, listening but lacks the speaking skill. Finally, it shows that these languages create hurdles in English Language teaching as the learners mix up the lessons learned simultaneously in the classrooms. The research is beneficial for the teachers, learners, and curriculum developers in their respective spheres. Especially, it provides guidelines for the curriculum developers about the included languages and areas of the course content to be improved.

Keywords: At least three keywords. Multiple languages, teaching-learning process, Curriculum

**Efficacy of Bilingual and Multilingual Education in Pakistan. A Case Study of
Public and Private Schools in Sargodha**
Sana Nawaz, Ishtiaq Ahmad, Muhammad Ahmad, Aqsa Akhtar
University of Sargodha

Abstract

The growth of a nation rests upon multiple contributing factors but the most essential asset for a Nation's growth is literate population who serve a lot in development and prosperity of their country and play a key role to contribute their core best. So the key aspect in increasing the growth of a multicultural and multilingual society like Pakistan is education. Here lies the mainpoint of discussion that which medium of instruction should be adopted to address the students in

public and private schools in Sargodha in order to get the targeted goals. This research article targets to explore the impact of bilingual education and multilingual education at primary faculties of Pakistan, (especially in Public and Private schools in Sargodha) in which the primary knowledge and information will be furnished to the students in their native language at main level. It additionally ambitions to check out if a bilingual education gadget can efficiently be implemented and run in a linguistically diverse society like Pakistan. The intent of this research article focuses on how the native language is being improvised and teaching of fundamental concepts in different subjects at primary level can enhance the self confidence and cognitive development (Bloom's Taxonomy). Bilingual and multilingual education system at school level helps the student in personality development, enhance their learning abilities, build their confidence level, improve their ability to catch more concept or ideas. The researchers will aim to elaborate the education system of Pakistan and bilingual or multilingual prospects of education in Sargodha city. This paper is based on the results conducted through case study which concludes that in Pakistan the use of different languages or the blend of Urdu language and English language is preferable rather than availing the monolingual approach. It also suggests that how bilingual education is practiced to realize the intents of the academic programs in public and private schools in Sargodha. This paper will help the policy makers to realize the advantages of bilingual and multilingual mood of instruction and they will work for the practical implementation of systematic linguistic policy.

Keywords: Monolingualism, Multilingualism, Case study

Exploring Cultural Hegemony in Ayad Akhtar's American Dervish (2014) in the light of Gramsci's Concept of Cultural Hegemony

Bushra Bashir

Zareena Qasim

University of Sargodha

Abstract

The study intends to explore the cultural hegemonic influence of America on the Shah family. The dominating cultural values of America have forced them to go against their own values and beliefs. All the members of the family have started idealizing the American values as a standard for them. With the passage of time, they have left their own traditions and cultures behind themselves and adopted the American cultures and their lifestyle completely. The study is conducted by applying the framework of 'Cultural Hegemony' that is given by Antonio Gramsci (1971), in order to understand that to what extent the American hegemonic culture and fundamentalism has influenced or affected the lives of the characters in 'American Dervish'? Gramsci has described it as the concept of power relations and the practices of oppression in the society through implicit ideologies where the consent of the masses is taken by the powerful class by assuring them that their interest is the interest of all. In this way, the powerful class (American system) is dominating the people who are at the lower position (Eastern countries) through culture that is the modern way of dominating the colonial subjects. The study would be significant in the field of research as well as in the practical lives of the people in order to give them an awareness to follow and respect their own values. It would also benefit them to understand the ideological manipulation and traps of the colonizers to get awareness in the life.

Keywords: Cultural Hegemony, fundamentalism, ideologies

RE-EVALUATION OF HISTORY IN TRUSCHKE'S AURANGZEB: THE MAN AND THE MYTH. POSTMODERN HISTORIOGRAPHIC ANALYSIS

Tahreem Iftikhar

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Abstract

This article argues for the re-evaluation of the representation of history in Truschke's *Aurangzeb: The Man and The Myth* by employing a postmodern historiographic lens. Historical facts are always distorted by using biased narration in historical works. In *Aurangzeb: The Man and The Myth*, Truschke debunks all the allegations about Aurangzeb which were posed by traditional historians and presented him as a vile oppressor of Hindus. Traditional historiography differs from postmodern historiography in the representation of historical facts. Traditional historians replicate the history by repeating the same ideas and events from previous published historical books because nobody knows about the past and it is just accessible to us in the form of books so, in this way, history can neither true nor false while postmodern historiography points out the fact that history is always subjective in nature and it is written according to the historian's stance. The textual analysis of "*Aurangzeb: The Man and The Myth*" by Audrey Truschke and comparison of Truschke's views with other historical narratives reveal different historical truths about Aurangzeb and she demystified all the myths by her strong understanding and employing the references of other historians and her history is so close to the level of historiography, maintained by Hutcheon having a good methodology and based on hermeneutics.

Keywords: Postmodern historiography, Traditional historiography, Subjectivity in truth

Reimagining Al Andalus in Pakistani Muslim Poetry: A Comparative Analysis of Iqbal's "Mosque of Cordoba" and Shadab Zeest Hashmi's Selected Poetry from Baker of Tarifa

**Mahnoor, Rija Ahsan
Kinnaird College for Women**

Abstract

This research examines the status of Al Andalus or Muslim Spain within Pakistani Muslim poetry in order to decipher how its representation has evolved in accordance with the poet's personal identity and surrounding political upheaval. Therefore, it analyzes and compares how Mohammed Iqbal, a colonial era poet, and Shadab Zeest Hashmi, a contemporary era poet, write about the bygone civilization. Drawing upon Paul Ricoeur's theory of narrative identity, personal identity can only be extracted in the form of a narrative or story. Subsequently, this research explores how the poets' personal identity, tied to the political atmosphere of their times, contributed to such varying representations or narratives of the same historical but foregone civilization. Such is achieved through Ricoeur's narrative emplotment, the process through which different temporal elements or subplots come together in order to create a & peaceable whole (Hashmi's; Combs and Mirror') or an actual plot. This plot acts as an imaginary representation by extension. While Al Andalus has been extensively researched within the context of postcolonial poetry, this research endeavours to compare colonial and contemporary era poetry in order to conclude how a historical civilization becomes a land of fantasy through constant reinterpretations and reimaginings. The significance and scope of this research relies upon how an Urdu poet has rarely ever been compared with an Anglophone Pakistani poet in comparative literature studies, despite both of them sharing a socio-religious motif like that of Al Andalus. Therefore, it opens new avenues into discovering how a historical civilization like Al Andalus transcends temporal and geographic borders by traveling to a modern location like Pakistan through one shared narrative identity.

Keywords: Muslim poetry, narrative identity, Al Andalus, political upheaval, reimagining.

BUILDING EFL VOCABULARY THROUGH GROUP DISCUSSION AT SECONDARY LEVEL

**M.Haroon Aslam
University of Sahiwal**

Abstract

Vocabulary is an important aspect of language and communication skill. The vocabulary problem affects the other skill of language like reading comprehension, writing notes, and also listening activity. So, if the vocabulary is better than the all skills are improved without any difficulty. Learning new vocabulary in English is only possible through group discussion. But in our society vocabulary problem is increased a lot due to lack of group discussion. If English speaks in group form daily then it might be possible that every person can learn new words. In this article group discussion strategy is used for the sake of vocabulary improvement. At the first level, fifty children has been selected for pretest before using of group discussion strategy. And after pre-test group discussion strategy is used for till one month and then again final test is conduct for the view of vocabulary improvement.

Keywords: communication skill, building EFL vocabulary, discussion strate

EXPLORING GENDER THROUGH DECONSTRUCTION OF MUEENUDDIN'S LILY

**Rashmina Haleem
University of Sargodha**

Abstract

This study aims to discover the underlying aspects of Danial Mueenuddin's story, Lily, by reconstructing the text after a deconstruction. Deconstruction of the text enables us to disclose the theme, hidden from the eyes of the readers. It reshapes the text and attempts to provide a new outlook to the text. Main focuses of the study are on the exploration of the position and limitations of women in advanced family setups and the concerns of feudal lords. The analysis reflects that the women can be seen as the center of the men's life in the story but they spoil themselves through their rebellious attitude towards the social norms. Lilly, the protagonist of the story goes astray without any solid reason despite having the central position in Murad's life. The analysis of the text demonstrates that the women want freedom by living under the protection of the men. Their happiness lies in the shadows of the men as only the men can save and protect them. The construction of the text provides the pillars of causes which are hidden in the contradictions, linguistic items, and binary opposition. The study employed Derridean theoretical framework to deconstruct at the levels of verbal, textual and linguistic. The study helps understand the deeper meanings of the literary text that can be more effectively interpreted through deconstruction.

Keywords: Gender, Deconstruction, demonstration

**A CRITICAL DISCOURSE ANALYSIS OF FEMALE SUBJUGATION IN
SHORT STORY SALEEMA BY DANİYAL MUEENUDDIN
Syda Aysha Raiz Research Scholar**

Abstract

This study targets to investigate “Saleema” – a short story included in Daniyal Mueenuddin’s short story collection “In Other Rooms, Other Wonders” which was published in 2008 – through the lens of Norman Fairclough’s 3-dimensional model of CDA (Critical Discourse Analysis) to find out the female suppression through Feminism as a theory. The qualitative descriptive methodology has been utilized by the researcher as it best suits the respective exploration. This analysis contains few chunks from the story which describes the circle of power. This short has been written with third person narration. Writer is explaining the whole scenario. We can say he is the dummy god of story. Living in this world of men as women for those who have commit triple crimes like being a women then belong to a lower class furthermore having beauty. This story is best epitome of a lower class women’s struggle to live in this patriarchal society.

Keywords: Critical Discourse, female subjugation, exploration

ANALYSIS OF CHULBULI & PYARI - ANIMATED TV COMMERCIAL FOR LIFEBUOY SHAMPOO

Asia Mehak

University of central Punjab

Abstract

This commercial is about 12-14 years old and at that time trend of physical activities in children was decreasing and people had started limiting their children to just indoor games like video games and computer like stuff etc. So, in this ad they were promoting physical activities, love of nature, love of animals, greenery, personal hygiene, friendship and group work in children. LIFEBUOY SHAMPOO had always targeted female gender (of almost all age group) and here their main focused was on the young girls of age between 5-12 years because they were using animated characters and cartoons are the best idea to get the attention of kids. Instead of dialogues they were using lyrics to attract audience because poetry always left impact on the mind of listeners. Last few dialogues show that their main target was villagers women because at that time concept of using shampoo was very less in villages. They were promoting the use of shampoo in rural areas.

Keywords: Animated, Commercial, physical activities

**WOMEN'S EMANCIPATION AND ORIENTALISM. CDA OF MY
FEUDAL LORD BY TEHMINA DURRANI**

Ghulam Yaseen

University of Lahore Sargodha Campus

Abstract

The present study aims to search into the matter of women emancipation and values of orientalism. The paper draws a comparison and contrast between proponents of women empowerment and those who are opponents. The objective of this research is to prove the authenticity of the values prescribed by the religion of Nature, Islam, for women. The article aims to demonstrate the shallowness of Western culture and civilization regarding women's emancipation and so-called empowerment. It also tends to highlight the mutual feminine discrimination exercised by the upper class women to the lower ones in form of tyranny and brutality towards maids etc. The study of this research is qualitative in nature. The study has been carried out under Fairclough's model based on description, interpretation and explanation. The findings of this study reveal through reasonable arguments that women are in protection and shelter when they are stuck to the values propounded by orientalism, while adopting western norms on the pretext of emancipation and empowerment kill their ego, self respect and honour. Various books have been quoted to prove the said stance, especially the masterpiece; My Feudal Lord written by Tehmina Durrani, the currently first lady of Pakistan and former wife of Ghulam Mustafa khar. The paper throws light on the both sides of the picture with reference to the opinions of different researchers and analysts, minute observations of the societal norms etc.

Keywords: Women emancipation, Orientalism, tyranny, Western civilization.

CDA OF THE NARRATIVE “ABSOLUTELY NOT” DEVELOPED BY IMRAN KHAN.

Um-E-Laila

University of Lahore Sargodha Campus

Abstract

This paper aims at identifying, and disclosing the narratives related to the term ‘Absolutely Not’ used by the former PM Imran Khan (IK) in an interview to be aired on Sunday, June 2021, according to The Associated Press of Pakistan. “Absolutely not! There is no way we are going to allow any bases, any sort of action from Pakistani territory into Afghanistan. Absolutely not”, the former prime minister told Axios on HBO in an interview. The purpose of this article is to investigate and reveal how this narrative of ‘Absolutely Not’ was constructed and further developed; how this narrative was used initially to support peace in Afghanistan and later, after No-confidence movement, it took strong basis and used for free and independent foreign policy for Pakistan by IK. The article reveals how Imran Khan’s statement introduced a new situation in Pakistan and how it would effect the country and US-Pak relations. This article also reveals how this narrative may influence the vote bank in General Elections of 2023. This study is qualitative in nature, based on critical discourse analysis, using Fairclough’s three-dimensional model. These dimensions include ‘Description’ (lexical, grammatical, and phonological level) and ‘Interpretation’ of the term ‘Absolutely Not’. These two dimensions lead towards ‘Explanation’ that explores the relation of this statement with social structures of authority and unequal power relations of Pakistan and the contemporary world. The ‘Absolutely Not’ statement of the former PM Imran Khan gives rise to a new narrative of freedom, and spells out the nation’s desire for an independent state uninfluenced by any foreign pressure or interference .

Keywords: Absolutely not, IK ,CIA ,narrative, freedom, interference.

CATHEDRAL AS A REPRESENTATION OF HUMAN SUFFERINGS

Zonaira Jalal , Dr. Zarina Qasim

Abstract

Human being suffer pain and miseries with his birth .The existence of human being is associated with suffering . This qualitative study aims to explore the suffering of human being by applying content analysis. “Cathedral” is one of the master piece of the Raymond. The research aim to explore the suffering of human beings by analyzing the character of Narrator, his wife and Robert. The study is significant as the story has not been unfold in this perspective and this will ad valuable contribution to the previous studies. The research focus on the theme of human suffering a phenomena without human existence is not possible. . It critically analyzes the content and conclude that suffering and the existence of human being are interrelated and can not be treated in Isolation . Suffering plays a significant role in the life of human being.

Keywords:Detachment , Loneliness, Alienation, Identity

**IMPACT OF ONLINE EDUCATION ON STUDENT’S ATTITUDES
DURING COVID-19 SITUATION AT POST-GRADUATE LEVEL IN
PAKISTAN”**

Ahmad Raza

University Of Education Lahore

Abstract

Covid-19 appeared to be a pandemic on a wide scale that impacted the entire world. This pandemic has disrupted every corner of life. Higher education institutions not only remain close in Pakistan but throughout the world, resulting in a lack of learning for learners of all levels, in particular, higher education (postgraduate level), which has had a direct effect on education, learners and teachers in terms of time, learning and economics. Online Teaching is proving to be an emerging form of teaching worldwide in the field of education. Established countries have chosen much earlier for this teaching form. Universities in Pakistan started Online Teaching for students under the leadership of HEC, which was an effort to compensate the loss on an experiment based. This research was conducted to understand the influence of online education on the actions and attitudes of English students. Mixed method techniques have been used. The research was conducted in public sector universities of Lahore, Punjab Province, Pakistan. A questionnaire was distributed to the respondents by random and convenient sampling and a focus group interview was conducted for the research. The engagement of the students was encouraging, and their feedback was positive in this new area of teaching. To conclude, it cannot be an overstatement to say that online teaching can provide learners ease, happiness, and trust, and remove worry and frustration.

Key words: Online teaching, Covid-19, Student’s behaviours, English learners

STUDY OF MULTILINGUAL DEVELOPMENT IN INDIVIDUALS THROUGH METALINGUISTIC AWARENESS

**Aila Noor, Dr. Mahwish Farooq
University of Central Punjab**

Abstract

Metalinguistic awareness is an aspect of metacognition that results from looking at language as a system beyond its meanings. Different types of metalinguistic awareness have been documented, from phonological to pragmatic. This research focuses on the development of metalinguistic knowledge through multilingualism and how does it enhance among the students and teachers. This also aims to explore the boosting of metalinguistic awareness through intellectual development. This research will also confirm the previous results which suggest that speakers of multiple languages have greater metalinguistic awareness and develop this awareness at an earlier age than those who speak only one language. The data will be collected through secondary sources and an interview from the teachers of The City School. The results will be analyzed accordingly.

Keywords: Matalinguistics, metacognition, phonological, pragmatics

WOMEN'S EMANCIPATION AND ORIENTALISM
GHULAM YASEEN
University of Lahore Sargodha

Abstract

The present study aims to search into the matter of women emancipation and values of orientalism. The paper draws a comparison and contrast between proponents of women empowerment and those who are opponents. The objectives of this research is to prove the authenticity of the values prescribed by the religion of Nature :Islam, for women. The article aims to demonstrate the shallowness of Western culture and civilizatio regarding women's emancipation and so-called empowerment. It also tends to highlight the mutual feminine discrimination exercised by the upper class women to the lower ones in form of tyranny and brutality towards maids etc. It also uncovers the hypocrisy of so called human-rights NGO which adopt social discrimination between the two classes of women. The study of this research is qualitative in nature. The study has been carried out under Fairclough's model based on description, interpretation and explanation. The findings of this study reveal through reasonable arguments that women are in protection and shelter when they are stuck to the values propounded by orientalism, while adopting western norms on the pretext of emancipation and empowerment kill their ego, self-respect and honour. Various books have been quoted to prove the said stance, especially the masterpiece; My Feudal Lord written by Tehmina Durrani , the currently first lady of Pakistan and former wife of Ghulam Mustafa khar. The paper throws light on the both sides of the picture with reference to the opinions of different researchers and analysts, minute observations of the societal norms etc.

"DYING CULTURE OF LITRARY SANGAT'S IN LOCAL LANGUAGES" A CASE STUDY OF 10 LITRARY SANGAT'S OF LAHORE CITY

**Waqar Mustafa Sipra
LUMS University Lahore.**

ABSTRACT

The word Kissa and Sangat is associated with a series of memories of each individual. Oral Stories was not only a part of our Pakistani culture but also a tradition. Which were an unconscious means of passing of the flock wisdom to others. But with the advent of the 21st century, Digitalization has been at the forefront of the list of things that have gained momentum. Of course, there were advantages but also disadvantages of Digitalization. Culture and Life Style, in particular, has changed dramatically, especially when it came to smartphones instead of TV & Books, everyone found engagement on the smartphone. The tradition of Khani is also affected by this in multiple ways. for example, in Tale telling, which had regular accessories, required Dastan goo and listening, as well as chowk and chopal. These all are replaced with smartphones. In Litrary Sangat's, the one of the Sangati's used to recite different genres, such as Sufi Poetry, Tappa, Qissa , Lok Dastaan, App Beti, and others. There must be dera in every village. where Qissa Goo would come at the beginning of the night. Because it was a tradition and had been going on for centuries, these Dastan Goo were usually local. But in the past, we've also seen country-level Dastan Goo. My topic in this article is to review the current state of the tale-telling tradition in Lahore. In Lahore at present, the Culture of Thara & chopal has diminished considerably. But there are still about ten regular sittings in this regard. I will review all of them in this paper.

Keywords: Qissa, Sangat,, Culture , Tradition , Sufism

“PARIZAAD” AND THE IMPORTANCE OF URDU LANGUAGE

Hijab Zahara, Dr. Huma Batool Naqvi, Wajeeha Jami,

Marwah Khan,

Air University, Islamabad

ABSTRACT

This study aimed to analyze certain scenes of Parizaad and to identify the importance of Urdu language in the society. This qualitative content analysis study was conducted in Pakistan as the entertainment industry is highly influential on the audience of Pakistan. The data was collected by analyzing the most popular scenes in the drama Parizaad on YouTube. The highly viewed scenes taken into consideration and were analyzed using thematic analysis. A total of 7 scenes were selected which were highly rated among the audience from the drama Parizaad. A total of three themes were highlighted from the analysis of the scenes. These themes were emotional, influential and motivational. The content analysis of these scenes highlighted the importance of Urdu language as well as its influence on audience because in Urdu drama Parizaad, dialogues and poetry in Urdu language were seen as key element. By using Urdu Language, Parizaad was able to excel in different areas of knowledge and intellect, as well as creating a variety of social/communal bonds with other characters on the drama.

Keywords: Events/Scenes, Urdu Language, Parizaad

SOCIAL USE OF COVID-19 NEOLOGISMS

Muhammad Hasnain, Dr. Huma Batool, Amjadullah

Air University, Islamabad

Abstract

The aim of this study is to find out how neologisms related to COVID-19 are being used in different contexts. This is a qualitative study and data for this research were collected from Twitter. Different COVID-19 neologisms were put into the search feature of the Twitter app and we found that the Twitter users were using COVID-19 neologisms in other contexts except for disease. A total of five different COVID-19 neologisms were analyzed through content analysis. At the beginning of COVID-19, these neologisms were only fixed for coronavirus, but in the present time, these neologisms are excessively being used in different contexts on Twitter by Twitter users. as Twitter users used “super spreader” for violence, events, trump, and 5G. “Endemic” was used for patriarchal violence, corruption, poverty, selecting candidates, species, and domestic abuse. “Community Spread” was used for awareness, guidelines, peace, private info, and peaceful. “infodemic” was used for misinformation, body politic, and newsletter. “Social distancing” was used for cats, the Beijing metro, and trees. Content analysis of this study shows that covid-19 related neologisms can be used in different contexts except for disease. As Twitter users used these neologisms for highlighting different social, political, and technological aspects, it is revealed that neologisms cannot only be fixed for a single context for a long time but with the passage of time they can be used in different contexts.

Keywords: COVID-19, Neologisms, Word-Formation Process, social context

INFLUENCE OF SLANG WORDS AND ABBREVIATION ON THE COMMUNICATION STYLES OF UNDERGRADUATE STUDENTS

Maryam Badar Ghauri ,Ruqia Bibi, Ahmed Sayyam Sadiq, Dr. Huma Batool

Air University, Islamabad

Abstract

Due to the rise in technological advances social media has gained significance for the purpose of communication. WhatsApp as an application of social media has been in use by people of all ages. Social media is a community of its own, adopting its own language as well. The aims to be achieved through this study are (1) to analyze the representation of communication styles of the individual according to the use of text message slang or abbreviations and (2) to evaluate whether the influence of the slang and abbreviations, on the student's communication style, is positive or negative. The data for this research was collected from the screenshots of WhatsApp group text messages and interviews with the students who were observed to be frequent users of the slang and abbreviations in the group chats. A total of 22 screenshots were collected with the participation of 14 students, among whom 5 were chosen according to selective text with recurring slang and abbreviations. Following the data collected, during informal conversations, code-switching is mostly observed under the influence of slang along with frequent usage of metaphors and catchphrases. Little neologism slang was also sighted. Along with slang, abbreviations were also observed with the most frequent usage of acronyms. Moreover, backformation and blending also became part of their communication styles due to the impact of text messaging. Following the thorough analysis of the data collected, it can be concluded that the frequent use of slang and abbreviations are driven by the recent dependency on social media as means of interaction. These slang and abbreviations are now embedded in their communication styles. Participants were observed to have been habitual of using slang and abbreviations consciously as well as unconsciously.

Keywords: Social Media, Slang, Abbreviations, Communication Style

A STUDY OF MOTIVATION OF UNDERGRADUATES TOWARDS THE ENGLISH LANGUAGE LEARNING

Iqra Yasmeen, Musarat Nazeer M

University of Sargodha

Abstract

The present study aims to identify the motivation of undergraduates toward English language learning as a second language at the University of Sargodha (UOS). This research paper focuses on the types and levels of motivation for English language learning. This study investigates whether learners are integrative or instrumentally motivated. It also explores to what extent undergraduates are motivated intrinsically or extrinsically to learn English as a second language at UOS. The study instrument was a questionnaire adopted from Gardner's Attitude/Motivation Test Battery (AMTB), containing 27 close-ended questions and one openended question. The population of the research was undergraduates of the University of Sargodha. The collected data were analysed using SPSS software. Findings of research show that instrumental motivation of undergraduates was comparatively higher than integrative motivation and the level of extrinsic motivation was higher than intrinsic motivation. Furthermore, external encouragement and personal assessment are also significant measures in developing motivation toward language learning. This study was a contribution to existing knowledge and it provides researchers with insights for further exploration.

Keywords: Motivation, Second language learning, Undergraduates, Intrinsic, Instrumental.

CODE SWITCHING AMONG URDU HERITAGE STUDENTS BILINGUAL LANGUAGE ACQUISITION

Muhammad Tabahur Raza, Dr Mehwish Farooq

University of Central Punjab

Abstract

We observe bilinguals mixing between two languages when speaking. So, the main purpose of this study is to come up with an idea of better understanding of code switching among teachers to have a positive impact on their learning and teaching process. The study investigates the code-switching at clause, phrase and word level among female and males preschoolers. As Urdu being our official language, the researcher will use the Oral Proficiency Test (OPT) to assess the quality of the children's pronunciation, and he processed the data using triangulation of method, which includes three data collection techniques: observation, interview, and questionnaire. The observation focuses on how the teacher will pronounce both alphabets and how the children will respond by pronouncing the same alphabets to make good use of articulators.

Keywords:Bilingual, language, oral proficiency test (OPT)

LOCAL SCRIPTS IN PUNJABI CULTURE

Abdur Rahman

Government Associate College (Boys) Kotla Arab Ali Khan Gujrat.

Abstract

Language and script are inter-connected with each other dialectically. Language is a reflection of culture. While the script of any language is a reflection of language and ideas of people. Language describes all the ideas of a society and the script is a tool to express ideas of the language in hard form and to save them for upcoming generations. Punjab is a multicultural region as there are many religious and philosophical traditions followed by the people of Punjab vicinity. For this very reason people of Punjab adopted many languages and their scripts. Punjabi culture has proved itself more secular in the field of scripts and languages. In united Punjab people of different communities were using different languages and different scripts for the purpose of spreading wisdom. For example Syed Bulleh Shah Qasoori wrote many Hindi hymns similarly Guru Gobind Singh wrote Zaffar Nammah in Persian language. Except these examples many Sufi writers used many scripts to convey their message of divine love. In this research I would like to describe about those native scripts like Sharda, Landa, Khojki, Khudawadi and Takri which prevailed in different regions of Punjab. These scripts were used for commercial, literary and religious purposes. These scripts express mutual respect and honor for other religious and intellectual communities. This act of great morality distinguished Punjabi culture from other cultures.

Keywords: language, multicultural region, punjabi language

A SURVEY TO STUDY “HOW EAP IS TREATED IN MUSLIM COUNTRIES, ESPECIALLY MIDDLE EAST”

InshaAllah Khan.

University of Mianwali

Abstact:

English is one of the powerful and influential language, being official language of sixty seven countries. More, it is the mother language to some powerful countries that are having economical, political or military control over the world. In this survey the researchers have aimed at the perspective that hoe English is treated in Eastern nations, that stand opposite to the ideology of the West.Hutchinson stated (1987) ESP is an approach of teaching a language having proper command on syllabus, Methods and the activities used for learning a language on the basis of the needs of the learners and for the antecedent of their learning.English for academic purposes aims training students, usually in a higher education setting, to use language appropriately for study. It is one of the most common forms of English for specific purposes. For this analysis the researchers have aided themselves with MS Office Collection Tools and online Internet services. The findings show that Eastern educational system is apart from the west.

Keyword: English as a foreign language Muslims identity and Identity crisis, Middle East, Accoulturation

SOCIO-ECONOMIC ANALYSIS OF KFC FOOD ADVERTISEMENT

Hassan Hashmi

University Of Central Punjab

Abstract

The research work is intended to do the Socio-economic analysis of KFC food advertisement. This research work is meant to collect information regarding the role of ads made by food labels like KFC in promoting Socio-economic discrimination among social classes of people. The research deals with the questions like which Social class is targeted and how these food labels are promoting a luxurious lifestyle through the textual, visual and verbal content of their advertisements. It further deals with a question that are students able to keep up with a lifestyle where eating food from such labels is a necessity for them to maintain their image and social position in front of others. Printed questionnaires were used for this purpose. Since we could cover all the customers of KFC, we chose university of central punjab to look for the people we need to get opinions regarding it. There are approximately 150 students in English department. We chose selective students which made it a total of 40 students. We went to each student and made him/her fill a questionnaire and asked them for their opinion. This article will prove to be helpful in identifying different socioeconomic factors responsible for the discrimination among different social classes and that how the brands and luxuries are playing their role in it. It'll be helpful in pointing out that how brands are using different crucial factors that are playing an important role in directing our preferences and controlling our desires and tendencies towards certain goods associated with our diet. Are they creating a social gap between groups of people just because they want to target a higher social class to buy food from them. What kind of lifestyle are they promoting and is it affordable by everyone? The cultural and traditional implications of a certain society are used to backup the persuasive content of the advertisements and marketing tactics. This knowledge will be helpful for critiques to solve and look at the socio cultural and socio economic discriminations in more depth.

Keywords:Socio-economic analysis , marketing tactics , discrimination of classes

AIDES-MÉMOIRES OF VIOLENCE CREATING MUTILATED IDENTITY IN A DESOLATION FROM PEACE: A MEMORY STUDY OF VOICES FROM KASHMIR

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Abstract

Kashmir as a central conflict zone in the South Asian region has emerged in the literary circle as the home to Sufi, mystic, poetic, political and resistant literary works. As a hot spot of insurgency, occupation, and resistance since the twentieth century, it poses a lurking threat to its identity due to settler colonial agenda of Indian state. The current research is designed to investigate the traumatic memories of the lived experiences of oppression, massacre and denunciation of Kashmiri identity. The non-fictional autobiographical accounts of many Kashmiri authors compiled in the form of a book *A Desolation from Peace* (2019) have provided such resistance literature from Kashmir as the writers' struggle to raise their voice and register their existence as oppressed beings. Among these writers, Syed Zafar Mehdi's autobiographical essay has been analysed in the current research using Emily Keightley and Michael Pickering's methodology of memory studies from *Memory and the Management of Change: Repossessing the Past* (2017) to present his memory as a part of collective and cultural vernacular memory of oppression, violence and unjust occupation of Kashmir, consistently worsening with mnemonics of torturous imagery. The same memory aids in designing his identity as a Kashmiri that he considers under threat because of unjust Indian occupation. The poignant situation of human rights in the valley due to revocation of article 370 and Indian state's brutal act of negating Kashmiris' independent identity assort the research as significant and of keen interest for researchers due to Kashmir's central position in the contemporary World crises. How the unjust treatment and annexation with India against the will of Kashmiris have provided the mnemonic images of torture, killings, bloodshed and pain to the oppressed Kashmiri people and how the Kashmiri writers resist the oppression, violence, and mass killings as Indian Islamophobic project by writing about it, is the main focus of the research. The research signifies the critical memory project as the past memories soothe Kashmiris' loss. The nostalgia of their homeland enlivens the emotions of loss, lamentation and lacking freedom.

Keywords: Non-fictional, traumatic memories, desolation.

BILINGUALISM ENHANCES THE COGNITIVE ABILITIES

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Abstract

This paper will explore the concept of cognitive abilities and their development by being bilingual and monolingual. Further, it will analyze how the neurological system of an individual enhance with bilingualism. A cognitive decline will be highlighted in this paper, how the adults may face difficulties to be a bilingual after critical period. A bilingual child or an adult will cope with the circumstances in a better way than a monolingual because they have mental flexibility. Mental flexibility is highly affected by bilingualism. We use the neurological method with a qualitative approach to highlight the effect of bilingualism on cognitive potential.

Keywords:Bilingual, monolingual, cognitive ability

POST-COLONIALISM OF PAKISTAN AND THE YELLOW WALLPAPER

Humna Atif, Mahwish Farooq

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Abstract

Charlotte Perkins Gilman's short story "The Yellow Wallpaper" is customarily perused according to a women's activist point of view; however, I contend it tends to be perused from a postcolonial focal point too. How "The Yellow Wallpaper" be seen through post-colonial lens? Is it a struggle within the person or between person, people, or culture, or environment? Despite of living in modern era the oppression of women in "The Yellow Wallpaper" is still relatable with modern society? By looking at this literary work from this lens we can relate it well with history of Pakistan i.e., how did women face oppression, dominance over oneself, snatching of culture and language, and other aspects of post-colonialism. Also, the pattern of wallpaper can be linked with deep down impacts of post-colonialism over human mind. I think this kind of review of "The Yellow Wallpaper" is a fascinating take off from the customary perusing, and points out the diversity among women's liberation and postcolonial studies.

Keywords: Post-colonialism, Pakistan's history, post-colonial aspects, oppression, women

AN ANALYSIS OF STUDENTS PERSPECTIVE ON CALL BASED TASKS IN LANGUAGE LEARNING

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Abstract

This paper aims to investigate learner's perspectives on the CALL-based tasks for learning a targeted language. Learning a second language is not a new trend but the adaption of new methodologies, tools, and technology are entirely changing the facet of learning. CALL-based task is the approach in which learners perform the task using the computer in computer-mediated learning. This paper focuses on investigating the proficiency of CALL-based task, by determining the attitude of language learners towards CALL-based learning which assist learners in learning a new language. This study integrates a quantitative research design to measure students' attitudes towards CALL-based learning and the effectiveness of this approach in language learning using a close-ended online questionnaire. Data is collected from 60 language learners living in Sargodha, who has adopted the method of CALL based tasks in TBLT language learning approach. The data is analyzed using SPSS software and the findings are presented through tables and graphs. The study highlights the significance of CALL-based tasks in language learning, the findings show that learners have a positive attitude toward this approach as it increases the efficiency of learners, they emphasize the effectiveness of this approach as it enables effective and interactive learning.

Keywords: CALL, TBLT, CALL-based tasks, tasks.

SEMIOTICS ANALYSIS OF BRANDED KIDS CLOTHES

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Abstract

In this paper, we will research different question about kids branded clothes. This paper is about an analysis of the semiotics expression of clothes, the symbolic functions of brands and clothing, it's functionality, complexity and diversity. Everyday consumers buy the concept of brands and the meanings associated with them: a perception of quality, a symbolic relationship, an indirect experience or even a sense of identity. These meanings contribute to 'brand equity', the financial value of the intangible benefits of the brand that exceed the use value of the goods and affect a company's financial performance. The management of brand equity therefore requires, above all, the management of brand meanings or semiotics. In this article we look at various questions about kid's branded clothing. Why people prefer different brands and what the impact on the society? Did the branded clothes justify the user's choice for color, design, stuff and quality of branded clothes? The desirability of certain clothing images reflects such changes accordingly. There are five dimensions for selection of brand and their clothes stall, it includes quality, price, stock, availability and trust element of brand. The sample of this article is the of five famous kids brand. The aim of this study is to examine preference and impact of brand in society, and to justify the user's perception for brand and clothes.

Keywords:Semiotics expression of clothes, Symbolic functions of clothing and fashion, Preference and impact on society

EARLY AGE OPPRESSION & ITS EFFECTS ON CHARACTERIZATION IN HENRIK IBSEN'S SELECTED PLAYS

Rafaqat Bano

Abstract

The research article explores the early age oppression, was imposed upon the victim in early life but makes victim's life as a failure later on. Unfortunately most of the victims don't know that they are oppressed. If close people help them in identifying imposed oppression, victims can overcome the oppression and can live a happy life. Research question is why the close people impose oppression, why victims trust upon them blindly and why they prefer to live in ignorance. In literature review authors have conducted articles, relate to the study, yet not satisfactory while the study discovers the causes behind imposing oppression that play significant role in making life a hell. Further, authors can find out other aspects which oppress the victims. To find the accurate answer of research question a part of Elanor Taylor's theory of oppression is applied on the basis of Henrik Ibsen's selected plays. Taylor describes that a key feature of oppression is, it affects social groups. Findings are criticized, analyzed and evaluated by applying a part of Taylor's theory of oppression which affects social groups as well as individuals, by using qualitative methodology.

Keywords: Oppression, effects, characterization

STUDY ON THE REPRESENTATION AND PROCESSING OF LANGUAGE INFORMATION IN THE MIND OF A MULTILINGUAL IN PAKISTAN

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University of Central Punjab

Abstract

Multilingual speakers have this great ability to speak more than two languages. In this paper, we will see how language acquisition is affected by two languages. Neurology has been the main focus when studying multilingualism. The data from the previous studies will be observed and studied carefully. The studies related to the acquisition of language by infants will be revised. The effect of multilingualism on the brain will be studied carefully as many discoveries were made related to the representation of language information in the brain. Secondary data will be used to answer if the brain uses single or more mechanisms to process multiple languages. The research will explore if these mechanisms are applied in Pakistan and how effective they are.

Keywords: Multilingual, language, neurology

STUDY ON THE IMPACT OF MULTILINGUALISM ON THE SELF-ESTEEM OF STUDENTS IN PAKISTAN

Aresha Chaudhary, Dr Mahwish farooq

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Abstract

Multilingualism helps develop the skills of the language learners. This study talks about the influence of multilingualism on the self-esteem of students as they have to master more than three languages. This research aims to find out about the overall academic performance of multilingual learners in Pakistan. In this way, one can easily calculate the effect of multilingualism on the self-esteem of students in Pakistan. The study also identifies the challenges for multilingual learners in Pakistan. This will be a quantitative research where the data will be collected from the university students via questionnaire. The data will be analyzed through pie charts. So, this study is going to focus on the effects of being multilingual on the academic performance of second language learners and how the self-esteem of those students is affected by that.

Keywords: Academic, questionnaire, self-esteem, university students

DECODING SEMIOTIC ASPECTS OF LOGOS: A STUDY OF PAKISTANI HIGHER EDUCATIONAL INSTITUTIONS (HEIS)

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Abstract

Branding of institutions has become a common occurrence these days. The higher education institutions are adopting different strategies to differentiate themselves in competitive worlds. This research, therefore, aims to examine the identity construction of Higher Educational Institutions (HEIs) through the logos. The researcher has taken Eighteen Pakistani HEIs' logos and further divided the institutions into two groups. Subsequently, the first group is the set of public sector higher education institutions and the second group is the set of private sector higher educational institutions to find variation in logos, because of their varied background. Incorporated Charles Sander Peirce' Second Trichotomy of Sign (1895), and Roland Barthes's Element of Semiology (1967) semiotic model has been used, and researcher examined how innovative logos represent the higher educational institution identity. The logos are formed by the combination of various shapes, visuals, slogans, mottos, and colors which make them attractive and unique. Based on the semiotic data on HEIs logos, the researcher found four main themes that developed through the analysis of HEIs logos. These themes are (a) Representation of Institution identity (b) Depiction of Institution vision and mission (c) Instantaneous Recognition and Uniqueness (d) Portrayal of Culture, Islamic ideologies, and socio-economic aspects. This analysis concludes that the communicative intent of an institution through logo portrays a very positive image to the national and international community. The researcher has investigated that logos of HEIs represent the identity, and institutions get recognised instantly. It is also observed that the universities promote an Islamic ideology by taking their mottos from the Holy Quran and the Hadith. So in a nutshell, logos are working as a point of acknowledgment for consumers and are the most vital substance for institutions' description as well as their identity, this research would give a new insight into the world of signs. Furthermore, this study would be interesting and valuable to discover out the significance of multimodal constituents to boost messages in brand identity.

Keywords: Semiotic, Higher Educational Institutions (HEIs), Logos, Mission, Vision, Identity

MENTAL HINDRANCE AND ALIENATION IN THE WASTED VIGIL BY NADEEM ASLAM

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Abstract

This research work particularly mental hindrance and alienation in the existence of characters of the novel like Marcus and his girl who experiences alienation and mental illness. This work shows how characters battle with their internal identity. Vulnerability is seen by the close analysis of the characters in the novel, like Zameen. She is intellectually upsetting lady. She is girl of Marcus and she is grabbed by the soviet fighters. Along these lines, this shows shocking treatment of soviet fighters and faithlessness of warriors. Furthermore, Marcus is likewise intellectually upsetting individual because of war. In the start of the novel his life is glad however at end is exceptionally appalling because of loss of his family. Another person that is intellectually debilitated because of war, she is Lara. She is intellectually missing in the pressure of her sibling. Along these lines, in this way we inspect how characters in the novel gravely treated due casualty of mental affliction. At the point when an individual intellectually upset life become baffled. Difficulties and inconveniences make a day-to-day existence unlimited. The structure of this examination is planned by applying the therapy hypothesis of mental impediment estrangement by Sigmund Freud and Carl Gustav Jung. This research shows the fact of mental hindrance. This research is quantity type.

Keywords: Frustrated, Mental retardation, Incomprehensible

CRITICAL DISCOURSE ANALYSIS WITH REFERENCE TO THE CONCEPTUAL AND THEORETICAL FRAMEWORK OF FORSTER'S "A PASSAGE TO INDIA"

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Abstract

This paper explains the tenets of postcolonial Critical discourse analysis with reference to the conceptual and theoretical framework of Forster's "A Passage to India". It introduces the notion of postcolonial and orientalism while providing a review of the discourse between different major and minor characters of the novel. It constructs a connection between language and different social structures of the power. It tells about how language and communicative events are a source of producing hegemony in the minds of colonized people. It focuses on the ways in which both postcolonial theory and CDA share an interest in the resistance of social structures that are based on unequal relations of power among the members. This theoretical framework is contemplated by a methodological approach which is then based on a CDA. Finally it explains the qualitative analysis of the discourse and communication occurring in the context of novel. It tells about how the choice of words and language can be analytical in proving the social structures based upon power and hegemony. It tells about the process of data collection, literature review and analysis of this research. And a value if discourse analysis of the novel is resulted by this research. It presents how linguistic competence affects the social bounds resulting in the behavioristic manipulation. It provides an analysis of the counter interactions among the characters belonging to England and India both. It gives a glimpse of regional and societal effects on the members of the society.

Keywords: Postcolonial, CDA, orientalism and hegemony

INTERNALIZED RACISM OF BLACKS IN BEATTY'S SELLOUT

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Abstract

Probing into Internalized racism, this research will delve into the endeavors into the African American characters for internalizing racism in *The Sellout* written by Paul Beatty. The study also mentions racism and Black's identity little bit. The current study proves the internalization of the people of color that how after a long time of oppression, subjugation and atrocities of whites the blacks gave up the idea of freedom and gave themselves to physical and mental slavery. The novel "The sellout" has been written by an African American writer named Paul Beatty. Here he mentions the concept of racism and internalized racism very explicitly. There are many people like Hominy who after a long time of suppression now accepted this state of slavery. This novel is embedded with the instances of Internalized racism. There are characters who are attractive toward the white color and want to get rid of their black skin color. The things which are mostly done by the whites here we see them through the hands of black people e.g., Segregation, whipping, the people like the narrator who wants to change their identity into Californian. In 'The Sellout' Black skin color also leads to embarrassment, so few characters try to change their skin color and especially this factor is very common in children who give preference to the things with white color. This study also highlights Eurocentric beliefs and this is proved through the character's interest for white women and the factor of criminality among African American people.

Keywords: Slavery, internalized racism, Racism, Blackishness

SELF-SURVIVAL OF BROWN WOMEN IN CLASHING IDENTITIES IN THE GOOD MUSLIM by TAHMIMA AMAN

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University of Sargodha

Abstract

This research investigates the clashing identities as a brown Muslim female in *The Good Muslim* (2011) by Tahmima Anam. The research depends on the idea of Feminism by Bell Hooks. The theory attests the battles of mistreated women to acquire social fairness with men of their class. Their disengagement from women of other class and race bunches gives no prompt relative base by which to test their suspicions of regular abuse. Novel contains the primary character of a brown woman Maya, who is a solid antithesis to the gendered misuse. She has been battling and making due against oppression of females in Bangladesh. She has been remaining interestingly with her sibling Sohail who is a fanatic in his thoughts and doesn't trust in independence of women. The primary goal of this research is to Investigate how females are explicitly attacked and stifled in Bangladesh during war. The proposition uncovers the certifiable image of Bangladesh society where the women feel confused and puzzled. Character of Maya has shown the battle to discover the personality on the for the benefit of every single Bengali female. *The Good Muslim* really questions the personality of females in the contention of perceiving themselves as residents they had battled for. This research will open another measurement to consider singular characters of brown female.

Keywords:Identity, Brown female, oppression.

EXPLORING THE REPRESENTATION OF TALIBAN IN THE PAKISTANI AND AMERICAN ENGLISH NEWSPAPERS THROUGH CORPUS APPROACHES

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Abstract

The Taliban are the significant stakeholders of the Taliban-America conflict over Afghanistan and have been given extensive coverage not only in the media of Afghanistan, but also in the media of Pakistan, America and the rest of the world. In the orientation of Pakistani and American media, the present study attempts to investigate the representation of the Taliban in the Pakistani and American English newspapers by exploring the collocations, collocation networks, and concordance of the Taliban. The study uses Mixed-Methods approach, as it deals with both quantitative and qualitative data analysis. The data has been collected from two Pakistani English Newspapers, namely the Dawn and the News International, and two American English Newspapers, namely USA Today and the New York Times. A corpus consisting of a total of 136,721 words was compiled from the news articles section of the selected newspapers. The data has been analysed by using LancsBox 6.0 and AntConc-4. LancsBox has been used for analysing collocation and collocation networks of Taliban and AntConc has been used for exploiting concordance of Taliban. Fairclough's (1992) three dimensional model has been used for analysing the results provided by the softwares. The study found that the Pakistani English Newspapers positively represent the Taliban. They represent the Taliban as brave, expert, and powerful people. On the contrary, the American English Newspapers negatively represent the Taliban. They represent the Taliban as brutal, bloody, and terrorists. Both the newspapers reflect their respective countries' hidden, implicit, and underlying policies with regard to the Taliban. The study recommends that an extensive comparative study on the representation of all the three agents of the Afghanistan issues, namely Pakistan, America, Taliban, and Afghanistan, in the world media should be carried to see the similarities and differences in the representation of the different agents.

Keywords: representation, Taliban, English newspapers, collocation, collocation networks, CDA

EFFECTS OF EARLY EXPOSURE TO ENGLISH LANGUAGE ON READING COMPREHENSION OF UNDERGRADUATE STUDENTS

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Abstract

This research is intended at identifying the problems that are faced by the learners of English as a Second Language. The main focus of this study is to correlate the effects of early exposure to English Language on reading comprehension and to evaluate the effects of vocabulary on comprehension while reading. Quantitative method has applied to find out the problems/difficulties of reading comprehension skills. The positivist paradigm was used for this study. Purposive sampling technique has used for having equal probability and this strategy helps to get the unbiased results. This tool is best for quantitative research (De Vaus 2001:60). The findings of this study elucidate that the learners who benefit from formal as well as informal education of English i.e. conversational English at home, and academic English at formal institutions, have better tendencies of displaying comprehensibility of the English language. The survey also contributed to the fact that most of the students who were exposed to the Private Institute at their secondary and higher levels are more confident, a better vocabulary memorization and a thorough understanding of the text. On contrary respondents who were exposed to the Government Institute in their early education period (9th-12th) are used to facing difficulties while reading comprehension as they are unable to understand the text due to lack of vocabulary exposure. They are not confident during class activities while reading comprehension. If the teacher creates a positive and active environment in class before taking any test, the self confidence is boosted up. This process is more accurate than working in an anxiety state. Thoughts of the learners are much clearer for comprehending during the test. Confidence and a peaceful mind play an important role in understanding text. Anxiety and fear are the barriers of learning a language in a proficient manner. It also works as a block in understanding text and the memorization of vocabulary.

Keywords: Reading, Comprehension, Vocabulary, Effects, English Language, Early Exposure

A STUDY OF LINGUISTIC TABOOS IN SEND MY ROOTS RAIN BY IBIS GOMES VEGA

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Abstract

The term taboo is derived from Tongan, a Polynesian language, which implies illegal and forbidden act which is not acceptable in the society. Captain Cook in the late eighteenth century Norms in the society do not allow such bad words. This study aims to explore the use of taboo language in the society. This paper shows that all societies and dialects have no guidelines that filled in as a control for the network in making their correspondence. Disrupting no guidelines makes individuals confronting challenges. In relationship, the words may insult and hurt others' inclination. From society's point of view such research is critically expected to give social comprehension to the network about its reasons and objectives.

Keywords:Polynesian language, Captain Cook, confronting challenges

PSYCHOLOGICAL ANALYSIS OF BRANDS

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Abstract

The study shows the full detail point by point that the analysis of alkaram studio and Edenrobe clothing brand which are the most cheapest brand among the country and also outside the country. The main objective of the study is to express and demonstrate their reach and designs and also the quality of these brand which makes them extraordinary as well as reasonable. The collected hypothesis focuses on the two main features. Their colour scheme and the focus on specifications of colours And choose pitching for their articles population of this research are common people mostly young girls and women's ranging from 20 to 40 prefer mix colours and their designs that makes their personality so good. However they favour different article on sale being more affordable then other brands. This data go under the norm of casual examination implies. This research does not intend to discriminate upper and lower class. The significance of this research is that these brands are affordable for all upper and lower class people.

Keywords: Lower class, upper class, overall analysis

PHONOLOGICAL VARIATIONS OF ENGLISH PLOSIVES PRODUCED BY L2 LEARNERS

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Abstract

The study explores the phonological variations of English Plosives produced by L2 Pashtoon Speakers. The targeted consonants investigated in term of manner and place of Articulations. It has been observed that Pashtoon learners of English face difficulties in acquiring the aspiration contrast in stop sounds. The differences of VOT and other acoustic spectrums exhibit the modifications strategy used by L2 learners. In the light of predictions of speech learning model (SLM), the study reports the production of targeted English consonants sounds by L2 learners. It focuses upon place and manner of articulations of targeted sounds and highlighted the modifications strategies used by L2 learners. Ten participants based on convenient based sampling selected and categorized into groups. (A-B). In Stimuli, targeted phonemes were placed on lexical and sentential level of existing English words. Each participant articulated each targeted Phoneme three times and recorded by Laptop using praat software. Recorded data analyzed acoustically and reflect the acoustics values and charts. It denotes that stops phonemes are produced with different range of VOTs due to this learners does not discriminate the aspiration contrast while acquiring the English voiceless plosives. Similarly, alveolar /t/ and /d/ does not exist in Pashto language, learners tends to substitute it with different place of articulations. The study finds that Cornal stops are difficult to acquire as they substitute English alveolar stops with retroflex stops of their L1. The findings of the study partially supported the predictions of SLM and concluded some sounds were similar and hence were difficult for the L2 learners to acquire native like sound.

Keywords: Acquisition; Consonant; L2; SLM; VOT

Significance of Applied Linguistics in Multi Lingual and Multiethnic Social Setting of Pakistan

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Abstract

Referring to the diverse, assorted culture and setting in Pakistan, this paper attempts to unleash the importance of research and development in relatively new field of academic inquiry 'Applied Linguistics'. The canvas needs to be broadened on the part of linguists as well as ELTs' as most of them consider the subject of Applied Linguistics as a mere display of English Language Teaching and learning. However, the fact remains that the scope of AL transcends far beyond language teaching and learning. Additionally, the subject is being mostly studied only in isolation' whereas it needs to be addressed with reference to more critical concepts' for instance' hegemony, power, marginalization , difference and resistance(Penny cook, 2001,p.6).Hence, the paper recommends to enlighten Applied Linguists and ELT professionals' by introducing some crucial conceptual frameworks within Critical Applied Linguistics such as linguistic Imperialism, Linguistic Human Rights, Critical Language Policy, Minority Language Rights and so on...It is believed that AL may determine, explain and elaborate the above frameworks in academic as well as research perspective' henceforth the critical dimensions of language policies and planning, socio and psycho linguistics etc may be examined and nurtured. Towards the end, the interrelationship as well as reciprocity of these entire phenomenon, especially with reference to the challenges faced by linguists and ELT professionals in Pakistan' have also been contextualized and discussed.

Keywords:Pakistan, Applied linguistics, resistance

INVESTIGATING THE RACIAL IDENTITIES IN LAHIRI'S SELECTED STORIES

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Abstract

The study aimed to analyse the process of formation of identity, the role of racism in the identity formation process and the growth of characters on the basis of social identity theory in the stories "A Temporary Matter", "when Mr. Pirzada came to Dine", "Interpreter of Maladies", "A Real Darwin" and "sexy". The study has followed the social identity theory as the theoretical framework of the study. This study is exploratory and analytical in nature. This study has followed exploratory and analysis research design. Primary data consisted collection from the reviewing of various researches, articles, books, journals and newspapers. The study has found that the story "A Temporary Matter" reflects the alienation and loneliness that the immigrants face in a foreign land. The study also found that the story 'When Mr. Pirzada Came to Dine' explores the isolation and loneliness of the single man who leaves home and family to do a research work in America, and the anxiety he goes through when the clouds of war start looming over East Pakistan. Third finding of the study was based on the story "Interpreter of Maladies" and it was found that all characters are defined by some form of loneliness. The last finding was based on the story 'A Real Darwin', which reflects the theme of exile and alienation in the native milieu. The study concluded that there is a role of racism in the identity formation process and the growth of characters.

Keywords: Racism, Social Identity Theory, Temporary Matter

REPRESENTATION OF FLORA AS OBJET PETIT A IN RICHARD POWERS THE OVERSTORY

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Abstract

Probing into psychoanalysis, this research will delve into the endeavors of the characters for their lost desires in *The Overstory* written by Richard Powers. The novel discusses the vital issue of the present world that is deforestation. The research will use Jacques Lacan's psychoanalytical term *Objet petit a* to focus on the relationship of characters with trees. The term *Objet petit a* refers to the lost desire of an individual and the very individual tries to attain that object again or creates his own world of fantasies where that person can stay close to his *Jouissance*. They are shown constantly in search of their lost *Jouissance* and they try to replace it with some other object of desire. This present study involves the substantive findings regarding this topic through methodology and theoretical point of view. And it also cover the review of the author about the novel as to what was his goal in presenting this master piece and how he managed to come up with the idea that help him stand distinct in his field. The symbolic discourse will be used to travel around the journey of characters and to analyze theme under the light of said theory. The conclusion will be drawn after a detailed analysis of Lacanian term *Objet Petit a* in *The Overstory*.

Keywords: *Objet petit a*, lost desire, deforestation, *jouissance*, symbolic order, Trees

SIGNIFICANT IMPACT AND VARIOUS ADVANTAGES OF MULTILINGUALISM IN EDUCATION

Inbisat Khalid, Dr Mehwish Farooq

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Abstract

The article offers a quick analysis of multilingualism practices, their ramifications, educational benefits, and suggestions for how to achieve it in school. Multilingualism is the ability to communicate fluently in multiple languages. Official and unofficial multilingualism activities exist in general. Canada, Belgium, and Switzerland have all been publicly certified as multilingual countries, according to a brief examination of multilingualism practices outside of Africa. Multilingualism has both linguistic and political implications. Using a qualitative method, this study aims to assess the benefits of multilingualism in schooling. . The formation of a lingua franca, the generation of mixed languages within a linguistic context, and the strengthening of cross-cultural communication methods and skills are all linguistic ramifications. Multilingualism in the classroom has a number of advantages, including improved cultural awareness and appreciation, higher academic and educational value, increased creativity, societal adaption, and comprehension of local languages.

Keywords: Multilingualism, ramification, official and unofficial

MORPHOLOGICAL ANALYSIS OF ENGLISH AND URDU CODE-SWITCHING & CODE-MIXING BY PAKISTANI TWITTER ACTIVISTS

Muhammad Eesa, Dr. Mahwish Farooq

University of Central Punjab

Abstract

This paper explores the hybridization of code-mixing and switching at the linguistics level of Morphology. Code-switching and code-mixing are frequently used terms by bilinguals and multilingual during their formal and informal conversations. In this paper, these terms are analyzed from both research perspectives; qualitative and quantitative between English and Urdu languages. In the meanwhile, the present study also deals with the types of code-switching; intra-sentential, and inter-sentential amongst the users of bilinguals in their tweets on Twitter. The statistical data shows that 66.37 % tweeter activists use Urdu language while 33.63 % use the English language. And the lexicons which are used in their tweets belong to the word category of Nouns and Adjectives at different levels such as intra-sentential and inter-sentential levels.

Keywords: Morphological analysis, code-mixing, code-switching

THE STUDY OF ENGLISH SYNTAX STRUCTURE OF THE LEARNERS WITH SARAIKI AS L2 AT INTERMEDIATE LEVEL; A CASE STUDY OF DISTRICT MIANWALI

Muhammad Ahsan

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Abstract

This research shows the "study of English syntax structure of the learners with saraiki speaker as L2 at intermediate level:A case study of district Mianwali.The aim of research was to highlight the mistakes such as inappropriate use of comma, mistakes in punctuation, squinting modifiers , use of fragments instead of complete sentences , misspelling of words, incorrect use of verbs and use of informal words.This study will help the students to be conscious of their mistakes and also help the teachers to take steps to minimize these shortcomings of students.This work was conducted among the students of five different colleges of Mianwali; Superior group of colleges Mianwali, Aspire group of colleges Mianwali, Punjab group of colleges Mianwali,Government Post graduate college Mianwali and Reader group of colleges Mianwali.The data were collected from the 50 students from above mentioned five colleges ten students were selected from each college randomly.Topic was assign to the students and data were analyzed through qualitative as well as quantitative method. When the data was analyzed a lot of mistakes were found from the material collected by the students related to grammatical structure and spelling.The purpose of the research is to make conscious the students about syntactic structure and spelling and to raise these mistakes on national and international level.

Keywords: Syntax structure, informal words, grammatical structure

IRONY AND HUMOR AS VARIABLES IN MONI MOHSIN'S BUTTERFLY SERIES

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Abstract

This dissertation aims to investigate how the female protagonist of the selected novels is coping with a range of social, political, religious and mental ideologies by employing malapropism, chutnification of English and other humorous effects to mock at the snobbery of the elites of Pakistan. Mohsin has used ironic and satirical devices in nuanced and layered ways to de-familiarize the familiar, hence, the Butterfly emerges as an iconic yet ironical character. By critically analyzing the Butterfly texts, this research also aims to unveil lesser appreciated social satires by the women writers in Pakistan, as evident in the works of Moni Mohsin, Uzma Aslam Khan, Qaisra Sheraz and many other writers whose works yet remain unexplored. Most pertinent goal of this dissertation is to put Moni Mohsin's work in already existing international framework of political irony and social humor in Pakistani context. The scope of current research revolves around study of irony and humor as variables by consulting Linda Hutcheon's "Irony's Edge: The Theory and Politics of Irony" where Hutcheon has explained the relation between these two as a vexed one. Moreover, employing the reader response criticism, this study aims to focus on the political and social involvement of the readers in Butterfly series. Another aspect of the research is to deconstruct the titles of these books where footnotes are formed by important news of the day and then contrasted with the elites focusing on flaunting their wealth, drawing the framework from Linda's perspective of the political edge of irony and its relation with humor to assert that which one amongst them dominates the entries of the diary. Moni Mohsin's *The Diary of a Social Butterfly* (2008; referred to herewith as DSB), *Tender Hooks* (2011; referred to herewith as TH) and *The Return of the Butterfly* (2014; referred to herewith as RB) emerge with a backdrop of simmering violence, disorder and threatening disintegration in order to explore the precariousness of the glittery, fluttery world of the Butterfly that Moni has created for her readers to dissect the locus of the social and political irony articulated in them. The scope of this research is to investigate how these works can be read and critically appraised as masterpieces of Pakistani society specifically and South Asian Literature generally.

Keywords: Irony, Irony's Edge, Satire, Humor, Politics, Politics of Irony, Moni Mohsin.

PROBING THE ISTANBULITES IDENTITY CONSTRUCTION IN ELIF SHAFAK'S THE BASTARD OF ISTANBUL

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Abstract

The Bastard of Istanbul's central theme is **identity and its relation to social remembrance in a multicultural society**. The Bastard of Istanbul describes how Turkey forgets the social memory of the Armenian Genocide, which had considered as a background of Turkey's violent history by presenting characters with their conflicting identities as Turks and Armenian Americans who keep denying on one side and keep remembering on the other. This study describes the process of identity construction of Istanbulites consisting of Turks and Armenians as two conflicting identities in Elif Shafak's The Bastard of Istanbul. It also recognizes how the status of Turks and Armenians in multicultural places. The Bastard of Istanbul is a story about identity and social memory. The present study is focusing on the issue of identity construction in the novel seen from the sociological perspective. It applies the theory of identity construction proposed by Castells (2010) covering the legitimizing identity, resistance identity, and project identity and philosophy of social remembering by Myszal (2003). This study shows that the identity construction of Istanbulites consists of three main aspects constituting the differences between two conflicting identities, Turks and Armenians. Turkish character as a legitimizing identity which actively controlled by its dominant social institutions in constructing the situation of Turks through the creation of norms, traditions, beliefs, and memory. Additionally, the Armenians identity has found to be the resistance identity that aims to refuse and hold up from the domination of the legitimate group. Another type which is project identity describes the process of building up of personality referring to the want of being independent individuals liberating from any social influences brought by the dominant institutions, is found in the character of Asya and Zeliha.

Keywords: identity, identity construction, legitimization identity, project identity, resistance identity social remembering

PRONOUNCING INFLECTIONAL “-ED” IN REGULAR VERBS AT ELEMENTARHY LEVEL STUDY OF PHONOLOGICAL CHANGE

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Abstract

The current study aims to investigate how Grammarians pronounce 'the Suffix -ed' with its allomorphs /t/, /d/ and /ɪd/, and how it is pronounced in the Pakistani context. Grammarians claim three parameters of Suffix -ed in regular verbs: 1. If the preceding consonant is unvoiced, the suffix -ed sound is changed to /t/ as in stopped | stɒpt |, 2. If preceding consonant is voiced, the suffix -ed is pronounced as /d/ as in slammed | slæmd|, and 3. If the preceding consonant is /t/ or /d/, the suffix -ed is pronounced as /ɪd/ as we see in wanted | 'wɒnt.ɪd |. These three allomorphs are affected by the voicing of the preceding consonants, causing difficulties for Pakistani English Language Learners. Selinker and Gas's model of Error Analysis was implemented to measure the competence level of the students. The study included 200 students from the fifth grade at Government Primary School Nehang and Government Primary School Sahiwal who were chosen as a sample using the purposive sampling technique. Achievement test was conducted to collect data from the participants. SPSS will be used to evaluate the data. The study's conclusion will suggest that a teacher with good knowledge of Phonetics and Phonology should be appointed to teach the learners the fundamental concepts of English language at the elementary level.

Keywords: English Pronunciation, Allomorphs, the Suffix -ed, English Language Learners, Achievement Test, Phonological Change, SPSS

HOW MULTILINGUAL SOCIETY EFFECTS LANGUAGE LEARNING

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Abstract

The goal of this study is to distinguish between the layers of realism and psychosocial cues, that multilingualism employ in daily conversation. The goal of this research is to look at how individuals use multiple languages in a society. Hussain (2019) claims that multilingualism, in its many forms, influences mind in some way. According to Boroditsky (2018), ideology influences speech (van Dijk 1998), just as language influences how we think. For a society, the importance is in better understanding and mutual acceptance of people from diverse backgrounds. Multilingualism allows societies to move beyond simple tolerance towards a more peaceful coexistence and mutual respect. Language is a crucial means for communication and interaction. Language does not only reflect and express facts and observations, it also influences attitudes and behaviours. Thus, it constitutes a vital component of the cultural prerequisites underlying societal developments. The nature of this study will be a mixed method approach. The target audience for this research would be university fellows and some friends and relatives.

Keywords:Multilingualism, realism, communication, society

SILENT LETTERS IN THE ENGLISH LANGUAGE: A PHONOLOGICAL PERSPECTIVE OF PLOSIVES

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Abstract

This exploratory study aims to determine the phonological characteristics of the silent plosives /p/, /t/, /k/, /b/, /d/, and /g/ in the English language, as well as how these plosives alter the mechanism of speech and what effect they have on listeners. To achieve the study's objectives, the researchers used a grounded theory design. As a theoretical framework, the study used the criteria of the consonants' place of articulation, manner of articulation, and voicing. The Iowa Test of Consonant Perception, developed by Jason Geller, was used to evaluate the quality of plosives that were quiet in speech. Data was gathered through close observation by informants. A non-probabilistic sample of 45 students of 10th standard was given 60 words, each of which contained a specific plosive, and each participant was given a 10-word set to pronounce aloud using the articulators as instructed. They made the plosive sound silent by simplifying the complex consonant sound patterns. The study will aid speech pathologists, linguists, and keen phonological students alike.

Keywords: Silent Letters, Plosives, Phonological Perspective, Iowa Test of Consonant Perception, Analytical Research

THE BENEFITS OF MOTHER TONGUE IN EDUCATION

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Abstract

Languages are the identities of any nation. When languages die, not only do the languages die, but history of nation, a civilization and its heroes all lose their identity as happened to our Punjab. By depriving them of their language, people of Punjab have been deprived of their culture as well as their history and identity. If education is given in the mother tongue then the feeling of inferiority or deprivation never arises in the countrymen. In order to eliminate discrimination in the nation, it is necessary to have the same means of education because if the education system is being complicated with two or more mediums in our education system. So it is necessary and far better to give education in mother tongue. Language has a big role because it also involves the interaction of teachers and students. According to UNICEF, every student should be taught in the mother tongue and especially children should not be taught in any other language. When a student is listening to his or her surrounding, the particles do not become accustomed to it, but when he has to read the letters of another language instead of these letters, he finds it strange and unnatural. Education in the mother tongue is an easy way to teach because it is connected with the nature of every human being and teaching in a language other than nature can be a hindrance to education. The biggest problem between teachers and students is communication. This communication is due to the alienation of the language. If the new technology is explained to the students easily in their mother tongue, they will understand it very quickly. By providing education in mother tongue teachers can teach well and students will have no need to cram the things without understandings.

Keywords: language, history of nation, culture, identity

IMPACT OF TEXT MESSAGING ON WRITTEN ABILITIES OF UNIVERSITY STUDENTS

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Abstract

This study intended to investigate the impact of excessive text messaging on the written aspect of student's learning of second language. A reasonable number of language learning students from a private university were taken under consideration for conducting the study. The technique of content analysis was employed. The results indicated that text messaging has impacted their language usage in informal situation at large, like language usage in emails and informal note Takings, but when students were brought to their formal register, they did not deviate from the normal pattern of writing. Text messaging enhances the confidence level of students giving them chance to express themselves without any hesitation. Spellings and punctuation mistakes were seen in their note takings but it was found that they generally revert back to their original pattern while writing formal assignments and projects. Text messages help students to impart knowledge and information concisely with a touch of fingers in no time.

Keywords: Text messaging, written abilities, second language

Displacement and Dilemma in the novel Basti by Intizar Hussain

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Abstract

This paper is about the novel Basti by Intizar Hussain- a famous Pakistani Urdu fiction writer. Frances W. Pritchett has translated it which is very close to the original Urdu text in essence. It is a novel written with the background of the partition of the subcontinent in 1947. The partition resulted in the displacement of hundreds of families across the border. The people who underwent the formidable experience of partition felt themselves estranged, displaced and in dilemma of identity. Basti is a story of displacement and dilemma and the characters in the novel experience it on physical as well as on the psychological grounds. This paper aims at discovering the postcolonial idea of displacement and its impact on the central characters and their dilemma related to identity.

Keywords: Displacement, post colonialism, dilemma, identity crises, partition.

Echoes of Waiting for Godot in The Prisoners: A study of Intertextuality

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Abstract

This study is an intertextual analysis of the plays, *Waiting for Godot* (1953) by Samuel Beckett (1906-1989) and *The Prisoners* (2018) by Usman Ali (1978). Both the plays bear intertextuality to a large extent. The focal point of investigation in this study is the human predicament related to existentialism. The selected texts have stronger underpinnings of existential crisis, therefore, the idea of 'Angst' as expressed and propounded by Jean Paul Sartre (1905-1980) is the mark of investigation in this study. Apart from this, the selected texts are close to each other in many respects. Only few characters are there, with no central action and cyclical plot construction. The selected texts have similar sentence structure and diction. There is frequent repetition of broken and short dialogues. The study is comparative in nature and explores all the similarities side by side with intertextual deviations. Intertextuality, on multiple levels, finds much stronger expression in the texts of *Waiting for Godot* and *The Prisoners*.

Keywords: Echoes, intertextuality, prisoners

Harry Potter and the Magical Realism Narrative: An Analysis of The Deathly Hallows

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Abstract

This paper is a study of Magical Realism in the world famous series Harry Potter and The Deathly Hallows. Magical realism is an aesthetic narrative genre of fiction in which magical elements are blended into a realistic atmosphere in order to access a deeper understanding of reality. The present study aims to explore how and why Harry Potter and The Deathly Hallows is not mere a fantasy but also a form of Magical Realism. It is a qualitative research study. The primary source for textual analysis is Harry Potter and The Deathly Hallows. For interpretation and analysis of the selected text, insight has been taken from literary theory of Magical Realism.

Keywords: Magical realism, realism, aesthetic narrative

A Tug of War between Man and Woman a Feministic Analysis of Hussein's A Thousand Splendid Suns

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Abstract

The research is based on the discourse analysis of the novel to discuss post-colonial idea behind the fabrication of the plot. The study aims to explore the treatment of the female characters in the narration and their struggle to break the shackles of patriarchy. Mariam is the protagonist of the narration that becomes butt of patriarchy. She suffers from double colonization as she concurrently experiences the oppression of colonialism and patriarchy. She has to face up the control of colonial energy now not only as a colonized subject, but also as a female. The study takes insight to interpret the data with the help of feminism as propounded by Spivak. The concept of double colonization works perfectly the narration of the selected primary data. The study concludes that the female characters particularly the protagonist suffers in the hands of both the rulers and the patriarchy and their struggle is inevitable that remains in the flux throughout the story.

Keywords: Post colonialism, Feminism, Analysis, Khalid Hosseini, A Thousand Splendid Suns, double colonization

Satan the Cynosure: An Intertextual Case of the Representation of Satan's Heroic Spirit in the Verse of Iqbal and Milton

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Abstract

The character of Satan is present, with little variations, in world literature. Allama Iqbal and John Milton are believed to be the poets of Islam and Christianity respectively. The verse of Milton is directly influenced by the Christian scriptures and the verse of Iqbal bears strong underpinnings of Islam. The character of Satan is mortally immortal in Islam and Christianity and it has been exploited invariably by Iqbal and Milton. The objective of this study is to uncover the heroic spirit of the character of Satan as propounded by Iqbal and Milton. Hence, this paper is a comparative study. The insight for the data analysis has been taken from Julia Kristeva's concept of Intertextuality. The study aims to explore thematic Intertextuality by means Parodic Allusion, Self-reflexive References, and Creative Appropriation. The primary data for analysis was selected randomly from the verse of Milton and Iqbal. The paper concludes that the heroic spirit with which Iqbal infuses the character of Satan is the recreation of the character of Satan found in the poetry of Milton.

Keywords: Satan, Heroism, Intertextuality, Comparative literature, Milton, Iqbal.

Gender differences in Pakistani's writers; A Newspaper study

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Abstract

Language since its origin has remained very much important for human beings. Current study pays attention to the written language of males & females writers in Pakistani newspapers. It can be seen very aptly that how much differences are found among them. Data collection was done through articles, written by males & female writers, paying need to the use of polite & impolite forms, competitiveness & compulsion in the use of language. Female writers were founded to use more polite forms where male were founded frequently user of impolite form. Compulsion & competitiveness were also abundantly founded in their language.

Keywords: Language, gender differences, male and female

Role of Cultural / Ethnic Diversity in the Development of Pakistani Children

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Abstract

This globalized planet is becoming multicultural day by day. Multiculturalism has direct impact not only on a child's behavior but also on its psychological, social, religious and educational development. The motive of this paper is to mark the role of cultural or ethnic diversity in the development of Pakistani children. This study includes important research on normal development of a Pakistani child in context of the multicultural society around. Cultural norms and values can affect the meaning, development and exhibition of social, psychological, religious and educational behaviors such as sociability, shyness, cooperation, tolerance, aggression, religious-defiance and educational-compliance as well as the quality and function of social relationships generally with whole cultural or ethnic diverse population around and specifically with peers from that lot. The population of the study is innate Pakistani children having cross-cultural collaboration as a key benefit for development. So, "culture" is the main idea that should be kept in mind. Methodology for this paper is comparative study between two groups i.e. group 'A' and group 'B' of ages 10-15 years. 15 children are in each group. Group 'A' children have interaction with ethnic and cultural diverse population in their educational institutions as peers and in residential areas as well. While group 'B' children lack all these interactions in educational institutions and residential areas as well. This research has preponderance of survey and methodological innovation as well as challenges of current research. A survey has been conducted to understand the development in behavior of the children due to cultural and ethnic diversity. The culturally guided social interaction exercises including evaluations and responses likely serve as an important arbitration of ethnic or cultural influence on children's behavior, relationships and developmental patterns. In this article, we focus on children's social, psychological, religious and educational functioning and peer relationships in different cultures, from contextual development perspective.

Keywords: Innate Pakistani children, sociability, shyness, cooperation