

IMRAN KHAN'S CLIMATE LEADERSHIP DISCOURSE: BALANCING LOCAL INITIATIVES WITH GLOBAL CLIMATE JUSTICE

¹MUHAMMAD JAVED ASHRAF,²MAHREEN IRSHAD,³MUHAMMAD ASIM KHAN,⁴TANZEELA ARSHAAD,

¹ M.Phil. Scholar, Department of Political Science, Government College University Faisalabad, Pakistan. (ranajavedashraf23@gmail.com)

² Visiting Lecturer, Department of Political Science and International Relations Government College Women University Faisalabad, Pakistan. (mahreenirshad@gcwuf.edu.pk)

³ M. Phil Scholar, Department of Applied Linguistics, Government College University Faisalabad, Pakistan. (asim1412@gmail.com) (Correspondence)

⁴ M.Phil Scholar, Department of Pakistan Studies, Government College University Faisalabad, Pakistan. (tanzeeliasialtanzeeliasial@gmail.com)


Abstract

This work critically analyzed Imran Khan's leadership discourse on environmental issues using Van Dijk's Socio-Cognitive Model of Critical Discourse Analysis (CDA). The aim of the research was to examine how the Ten Billion Tree Tsunami and Smart Forest projects, which are local programmes, are linguistically positioned and integrated into global sustainability goals that put equity, innovation, and partnerships at their core. The research used qualitative research design and examined eight monumental speeches made by Imran Khan in national and international platforms. The data was based on the transcripts collected from public sources, and the data was analyzed by employing thematic and comparative approaches in order to find the linguistic framing, ideology and socio-political perspectives present within the political discourse. Research also demonstrates that Khan's speeches perform discursive crafting story of work and urgency where local actions are connected to the climate governance through metaphor, intergenerational appeal and a call for action. Khan explained how the discourse places the country in front on combating environmental issues while posing as a global spokesperson for equity in the fight against climate change. Highlighting connections between local action and global goals, the speeches reveal how nature-based solutions complement advanced technologies to become part of a shared global vision for change. The study advances the knowledge on the use of communication in leadership to bridge cultural gap between local and global leadership and governance plus transform structural inequalities in design for collective action for environmental restoration.

Keywords: Leadership discourse, Van Dijk's Socio-Cognitive Model, Critical Discourse Analysis, climate governance, Ten Billion Tree Tsunami, Smart Forest initiative, equity, sustainability, collaboration.

INTRODUCTION

Pakistan is one of the most 'climate risk' prone nations; it has been ranked among the top 10 in the Global Climate Risk Index (GCK, 2020). Severe storms, drought, and forest loss endanger not only the environment, but also economic and social wellbeing of the country as well. However, Pakistan being the seventh largest contributor to the global climate change cause, contributing less than 1% of greenhouse gas emissions, it suffers from its consequences in the worst way possible, highlighting the importance of leadership and policy level interventions (United Nations Development Programme [UNDP], 2021). Imran Khan's period witnessed a relatively new trend in environmental administration in Pakistan. They indeed introduced revolutionary measures such as the Ten Billion Tree Tsunami under his administration aimed to forest and control deforestation and contribute to rehabilitate degraded ecosystems (Ministry of Climate Change, 2021). Further, The Electric Vehicle Policy and the Renewable Energy Policy were implemented to cater the need of green Economy in Pakistan and also to decrease carbon footprint of the country. It also conforms to the framework agreed in the Paris Agreement signed by Pakistan and shows the country's intentions to contribute a positive way to combating climate change internationally (UNFCCC, 2021).



Climate change is one of the greatest and most profound global issues of the current millennium era that requires urgent resolution accompanied by charismatic executives' actions and sentiments. In the current global context of sustainable development, Pakistan has become a subject of study under the incumbent Prime Minister Imran Khan who champions environmental sustainability agenda at national and international levels. As reflected in this paper, Khan's leadership best illustrates how discourse is used as a mechanism for the construction of certain realities while rallying supporters for mass mobilisation and pegging advocacy agendas on certain policies. This research adopts CDA to analyze the discursive and dominating modes of re- presentation of rhetoric appeals and ideologies underpinning Khan's climate change discourse and their congruency with the policy reforms envisioned towards sustainable development in Pakistan.

Language is used in formulating environmental problems, creating leadership discourses as well as molding collective agency (Fairclough 2003). Imran Khan through his speeches, political manifestos, and trips abroad has stressed a need for combating Climate change as can be seen below. His endeavors including the Billion Tree Tsunami project and the Clean Green Pakistan program give a good source of studying the relationship between discourse and action in relation to sustainable development (Government of Pakistan, 2021). This paper analyses the linguistic means used by Khan and cautions the reader on the oversimplification of national interest, global environmental obligations, and local socio-political systems.

From a discourse analytical perspective it will be seen that the Prime Minister of Pakistan in his speeches and public statements has created a discourse largely drawing on responsibility, intergenerational justice and global cooperation constructing the subject position of Pakistan as an active subject in climate change mitigation. His rhetorical strategies, from metaphors to appeals and calls, do more than mobilize the homeland: the country emerges as a leader of sustainability. These discursive strategies, however, need to be analyzed with a view to revealing the ideological presuppositions and relations of power associated with them (van Dijk, 1993). In line with the use of CDA, this paper analyses Khan's language in relation to the construction of climate change, construction of leadership profile, and infliction of a policy action. He further propagates solutions regarding socio-economic disparities and governance deficits that are inextricable from climate change in Pakistan, which the paper also analyzes. In this regard, the study adds to the existing body of knowledge on environmental communication, political leadership and sustainable development.

Significance of the Study

This research has immense relevance as it seeks to closely analyze several areas of cross-connection such as leadership and language with a focus on climate policy of Pakistan headed by Imran Khan. Through CDA, it reveals how the discourse generated by Khan forms environmental discourses and constructs policy reforms as legitimate and mobilizing worldwide support for sustainable development. Living in a country that is sensitive to climatic change, it is important to develop critical strategies that will enable the analysis of leadership discourse to determine its effectiveness in or for policy and the public. In addition to that, this study adds to the existing literature on environmental communication with insights on how language might be used constructively to advocate for sustainable development future in the Global South.

Problem Statement

While acknowledging climate change as a prominent world problem, the part of the political leadership in constructing and managing environmental issues using strategic discourse is not well understood, especially in countries in development such as Pakistan. During the leadership of Imran Khan the good sustainability project like the Ten Billion Tree Tsunami and Clean Green Pakistan have been started. Nevertheless, the success of all these efforts will not only depend on their application but on how they are sold and pitched to the domestic and international public. The issue here is in identifying how, through discourse, the construction of climate leader ship, and the rallying of public support and policy legitimisation is accomplished given contexts of social economic adversity and the

demand for US global leadership. This study aims to fill this void by adopting the Critical Discourse Analysis (CDA) to analyze the linguistic weaponry, rhetoric of ideology, and power relations inherent in Khan's climate discourses and their impact on sustainable development in Pakistan.

Research Questions

- 1) What role do linguistic framing, ideological alignment, and technological advocacy play in shaping Pakistan's leadership narrative within the global sustainability and socio-economic development frameworks?
- 2) How does Imran Khan's leadership discourse, as analyzed through Van Dijk's Socio-Cognitive Model, construct urgency and responsibility in addressing global and local environmental challenges, such as climate change and sustainability?
- 3) How do the speeches of Imran Khan connect local initiatives, such as the Ten Billion Tree Tsunami and Smart Forest initiatives, to global climate governance, and what strategies are employed to align these with international priorities of equity and collaboration?

LITERATURE REVIEW

The relationship between political leadership and environmental talk is an emerging research theme in examining how the government incarnates action towards climate change. Discourse even where it is an interaction that formulates the environmental problems as moral, economic or social necessity working hand in hand with the political leaders to champion for policies for change (Dryzek, 2013). These interconnections between language and leadership have been explored in a range of settings to examine the role of discourse in configuring the international sustainable development agenda. For example, in putting forward the concept of a 'discourse coalitions,' Hajer (1995) notes that the framing of climate change as an issue means that its issue definition must be institutionalized with the help of a common narrative among policymakers media and the public.

Theoretical Framework

Van Dijk's Socio-Cognitive Model of Critical Discourse Analysis is a framework that combines the two ideas of language, cognition and social contexts. This model is particularly suitable for explaining relations between discourse, leadership and the wider socio-political environment. It makes it possible to investigate how linguistic decisions and cognition characteristics represent and construct the contexts that discourse producers and consumers inhabit. Some of the features of Van Dijk's model are that it concentrates on the discursive structures, that is, ways in which certain semantic tools like metaphors, lexical choices, and rhetorical devices conceive concepts like climate change, youth participation, development cooperation and so on. It also explores cognitive aspects, and how these mental structures, the beliefs, ideologies and perceptions which people develop are also socially constructed and encoded through discourse, especially in the context of how leaders such as Imran Khan of Pakistan seeks to change and shape mental maps of D-8 member states and audiences further away. Also, the model considers social settings to provide analysis of the socio-political and economic settings of discourse, including power relations, injustices, and cooperation among developing countries.

Drawing on the nature and function of Discourse Power, Van Dijk's model is useful to examine, how Imran Khan builds positive leadership narratives that are also congruent with the global and regional approaches to solve local issues. It reveals hidden assumptions and hierarchies, which can occur in speeches, for instance, when it is possible to discuss the need for equal distribution of vaccines or present an analysis of modern world economic relations. The model is also concerned with audience considerations, and here, it is illustrated how the mental models that exist in Khan's discourse incline the audience towards specific ways of understanding topics such as development, innovation, and cooperation among the global actors. Additionally, it pays attention to the structural and situated nature of discourse to demonstrate how discourse reflects as well as generates socio-political and economic circumstances in the D-8 member countries.

In the case of applying Van Dijk's model, such general topics as equity, innovation, and collaboration become the macrostructures to comprehend the global discourse. Conventional components or techniques, termed microstructures referring to 'youthful population' and 'knowledge-based economies', are thus studied to understand and explain how they maintain the collective unification and the goals. The cognitive and social interaction is also examined to understand how such discourse of Khan recreate and inform similar paradigms of commonality at work in the D-8 nations especially in terms of support, trade and technology. As opposed to traditional CDA, Van Dijk's Socio-Cognitive Model expands on the experience of studying the relationships between discourse and cognition, as well as social context. It provides a rich understanding of the ideological, cognitive and structural elements of Imran Khan's leadership discourse and therefore provides a strong theoretical framework for this research.

Critical Discourse Analysis in Environmental Communication

Critical Discourse Analysis (CDA) affords the linguistic analyst a reliable method for studying how power, politics, ideology and social relations are reproduced or transformed through language (Fairclough, 1992). From literature that employs CDA in environmental contexts, it is seen how leaders employ language to justify their actions and conform to international standards (Hulme, 2009). For example, Carvalho (2007) provides an analysis of how environmental talk in the media and the political arena achieves the legitimization or rather the silencing of particular ways of interpreting the world. As such, such findings should prove useful in pursuing the leadership rhetoric in the Global South where climate change overlaps with socio-economic marginality.

Leadership and Environmental Policy in the Global South

This research argues that lack of resources, governance and socio-economically related challenges, which are familiar to leadership in the third world developing countries remain major hurdles in combating climate change. Research on environmental governance in South Asia show the ways in which discursive constructions of political responsibility portray international aid and collaboration as desirable and national actions as self-evidently right (Khan and Khan, 2020). For instance, Modi claims about Indian climate change accommodate nationalism and developmental equity to mediate parochial concerns with assimilationist obligations (Ghosh, 2017). The same trend can also be discerned in Pakistan where even up to the beginning of the current decade, leaders have continued place environmental processes within the larger overall developmental process.

Pakistan's Climate Policies and Discursive Strategies

While the issues of environment and policies in context of Pakistan have still remained a negligible domain for research but are gradually gaining importance. Nasir et al, (2021) present a discursive analysis of the Pakistani discourse on renewable energy policies; they explain how Pakistan presents itself as a modern developing nation through language. Similarly, Baig and Zahid (2020) explore the discursive construction of the Billion Tree Tsunami project and conclude that it can be considered as nation branding, alongside the depiction of local environmental issues. Still, these studies often miss out on what happens where discourse, leadership, and policy meet, and therefore the gaps in understanding how leaders such as Imran Khan Frame climate action to legitimate reforms and rally supporters.

The Role of International Forums and Global Narratives

The events like the UN Climate Change Conferences, are important in setting the tone of the climate leadership discourse. These chiefs from the developing nations have a tendency of presenting their dilemmas as they try to assume positions of warriors for sustainable development (Najam 2015). An examination of speeches made by the leaders from countries in South Asia for example, lexicon of justice equity and responsibilities were seen to dominate the speeches made by leaders in the region (Patnaik, 2018). The same message emerges from Imran Khan's speeches at international forums where he presents Pakistan's efforts as a virtue and service to the cause of climate change.

As in the case of any discourse environment policy, there is ample literature on the subject, but there are scarce in respect of exploring and critiquing political leadership's discourse on the climate governance in Pakistan. Previous research frequently includes a policy approach or analysis of the effects of measures undertaken, but it omits the discursive practices and epistemological perspectives that constitute them. Moreover, an emphasis of such rhetoric is only given a limited treatment with regards for reception by both domestic and international audience as well as its application and impact on the framing of sustainability discourse within the Global South. This study seeks to address these gaps by using CDA to analyze Imran Khan's climate leadership and advance knowledge of environmental communication and sustainable development.

Methodology

This research will utilize a qualitative research method in line with Van Dijk's Socio-Cognitive Model of Critical Discourse Analysis (CDA). The structure of design discussed above allows for studying different connections between language, cognition and social practices in the context of discursive leadership. Therefore, the research centers on prime minister of Pakistan Imran Khan's speeches to understand how dominantly, dependent on the particular language and socio-political contexts, these narratives are constructed.

Data Collection Methods

The primary data for this research include eight major speeches given by the Prime Minister Imran Khan mostly at national and global forums. These speeches were intended and chosen based on the following thematic areas that have been deemed incomplete in the study: Climate change, environmentalism, and regional integration. The speeches were collected from official transcripts easily accessed online, and, in cases where possible, checked against media accounts of the speeches given.

Sample and Sampling Technique

The selected sample has comprised eight speeches made in the period 2018-2021. To increase the variability and relevance of these speeches, the present research included speeches only based on purposive sampling. The selected speeches were made for different occasions, for instance, World Economic Forum, Middle East Green Initiative Summit, D-8 Summit and the national tree planting projects such as Ten Billion Tree Tsunami. This sample encompasses the framework of the sustainability and global equity discourse when led by Imran Khan.

Data Analysis Method

The current study utilizes CDA and follows Van Dijk's Socio-Cognitive Model, which is developed of three broad interconnected levels to analyze Prime Minister Imran Khan's speeches. At the discourse structures level (microstructures), factors like the use of certain metaphors and rhetorical devices and lexicon to do with, say, climate change, equity or innovations are studied. The cognitive dimensions address the dynamics of institutional patterns of thinking - namely beliefs, ideologies and mental models funded and impacted through the speeches - paying particular attention to how Khan's speech addresses domestic but also international audiences in order to create common purpose and collective action. At the social contexts level (microstructures) the analysis assesses the socio-political and economic factors that give rise to the discourse and which are influenced by it, issues such as inequalities and power relations at the international level.

Thematic analysis is employed to identify recurring patterns across the speeches, focusing on six key aspects: discourse, politically, epistemologically, technologically, pedagogically, politically economically and globally. Although coding and categorization is done with the aim of finding out meaningful information from the text, for comparative analysis of the narrated is done so that to compare the similarities and differences in the strategies of the sample. Subsequently, the results are discussed to uncover how leadership speaking demarcates itself and organizes leadership narration, manipulates the audience psychology and ensures global sustainability goals' compatibility

with Pakistan's actions. This multi-dimensional approach affords an understanding of the complexity of language and cognition, socio-political realities in leadership discourse.

Data Analysis

The analysis section of the data gives a rhetorical approach and thematic patterns of Imran Khan's speeches as per the following Framework of the study: Van Dijk's Socio-Cognitive Model of Critical Discourse Analysis. In this analytical view, the relationship between linguistic framing, identification with ideologies, and techno political promotion is examined concerning the four levels of discourse organizations, cognitive operations, sociopolitical representations, and technology.

Table 1 *Analysis Table for the Speech: "Imran Khan Launches 'Clean Green Pakistan' Campaign" launched the campaign Monday October 8, 2018 during a ceremony in the capital*

Aspect of Analysis	Focus Areas	Examples from Speech
Linguistic Framing	Constructing urgency and public responsibility	"The campaign is meant to reduce pollution and to provide a clean and green country to future generations." "Cleanliness will be made a part of the syllabus in grades 1 to 5."
Ideological Alignment	Promoting sustainability and civic engagement	"All government and non-governmental organizations (NGOs) should play their role in making Pakistan clean and green." "Volunteers will help the government monitor improvement made on the ground during the campaign."
Economic and Political Context	Linking environmental initiatives with socio-economic progress	"The government will start waste-to-energy projects around the dumping sites to create electricity from solid waste." "Tehsils that perform well during the cleanliness campaign will receive a reward every two months."
Technological and Ecological Advocacy	Encouraging sustainable solutions and community involvement	"Public can send pictures of places that need attention to a WhatsApp number." "The task force will develop a strategy for the safe disposal of wastes, including industrial and hospital waste."
Policy Implications	Outlining actionable and measurable commitments	"Ensure every residence has a toilet in the next five years." "The task force will observe cleanliness days, weeks, and months to involve NGOs and the public in the drive against pollution."
Global Relevance	Framing local actions within global environmental goals	"Pakistan is committed to making Pakistan a green country free of pollution." "Green Clean Pakistan: Finally, a govt owns to a long-neglected but very critical issue."

Putting pollution and degradation of the environment in the Speaking Part of the speech, lays great stress on the need to reply on these issues as steps that need to be taken right now. It incorporates inter-generational calls to promote public responsibility on a sustainable future in line with sustainability and participatory governance paradigms. Transporting the area of civic engagement, institutional support, and community-monitor through technology with an incorporation of sustainability and environmentally responsible initiatives of technology in restoration. As it links environmental projects to socio-economic growth within the country through waste to energy and

incentivized local performance it proves their feasibility and advantage. Targets that are easy to comprehend and measure such as sanitation improvement, cleanliness campaigns come under policy oriented action oriented strategy. Also, the speech links the measures to the worldwide sustainability agenda and supports Pakistan's commitment to follow ecological objectives on the national and global levels.

Table 2 *Analysis for the Speech: "Leading by Doing - Pakistani PM Imran Khan on the Urgent Need for Climate Action" at World Economic Forum*

Aspect of Analysis	Focus Areas	Examples from Speech
Linguistic Framing	Constructing urgency and leadership	"Climate change is one of the defining global challenges of our time." "Pakistan is the fifth most climate-impacted country in the world." "We are now implementing the 10 Billion Trees Tsunami initiative."
Ideological Alignment	Promoting equity and shared global responsibility	"Climate action by developing countries must be based on Equity and Common but Differentiated Responsibilities." "Developed countries must fulfill their \$100 billion annual pledge for climate finance."
Economic and Political Context	Addressing economic vulnerabilities and systemic challenges	"Developing countries have been hit hardest by the COVID-19 pandemic." "Green Stimulus created 85,000 COVID-safe green jobs and aims to scale to 200,000 jobs."
Technological Advocacy	Innovating through nature-based and technological solutions	"Recharge Pakistan initiative will turn catastrophic floods into opportunities for recharging aquifers." "Sensors will discourage the felling of trees under the Protected Areas Initiative."
Policy Implications	Shaping perceptions and actionable solutions	"Shift to 60% clean energy and 30% electric vehicles by 2030." "World's first zero-emissions metro line powered by methane from cattle dung."
Global Relevance	Connecting local actions with global climate efforts	"Pakistan's climate adaptation needs range from \$7 billion to \$14 billion annually." "Pakistan is pursuing innovative financing like 'Debt for Nature' swaps and 'Nature Bonds.'"

The speech raises the sense of urgency and Pakistani leadership in mitigating the climate woes by yelling out its pains and actions. Drawing concepts like 'defining global challenges' and presenting possibilities like Green Stimulus, it steers, towards understanding how green recovery can address not only the economic disaster but the environmental one as well. Closely adhering to principles of equity, the speech condemns the developed nations for financial default while presenting Pakistan as champion of reasonable measure for the third world. By combining natural and artificial approaches, it makes a favorable impression of Pakistan as a progressive country. Policy approaches to implementing climate change, such as tangible sustainability goals, give more substance and authority to Pakistan's course of climate-compatible development. Located in the framework of the climate change policy, the speech highlights the relation between local actions and international actions suggesting that new sources of finance for climate action should be created by focusing and adopting complex cooperative approaches.

Table 3 *Analysis Table for the Speech: "At Green Initiative Summit, PM Imran Urges World to Take Climate Change More Seriously"*

Aspect of Analysis	Focus Areas	Examples from Speech
Linguistic Framing	Constructing urgency and leadership	"Climate change is one of the biggest crises the world faces today." "Pakistan is among the 10 countries most vulnerable to climate change." "We, as a country, for our own survival, must do whatever is in our reach."
Ideological Alignment	Promoting equity and shared responsibility	"Just 10% of the world's countries are responsible for emissions causing environmental damage." "The PM underscored the need to reinforce national as well as global emphasis against [the] existential threat."
Economic and Political Context	Addressing vulnerabilities and leveraging opportunities	"Pakistan's future climate adaptation costs are estimated at between \$6 billion and \$14 billion annually." "Collaboration with the US International Development Finance Corporation (DFC) to support investment in climate mitigation."
Technological Advocacy	Innovating through nature-based and technological solutions	"Sensors will discourage the felling of trees under the Protected Areas Initiative." "Green jobs related to improving our environment are expected to rise to 200,000 by next year."
Policy Implications	Highlighting actionable commitments	"Shift 60% of all energy production to clean sources by 2030." "Replace 2,400 MW of coal projects with 3,700 MW of hydroelectricity."
Global Relevance	Global Relevance	"PM Imran highlighted ongoing collaboration with the US and other stakeholders on climate change." "Explore the possibility of enhanced bilateral engagement through investment in climate mitigation and adaptation in Pakistan and the developing world."

The speech narrates climate change as a crisis and declares Pakistan as a leader that is proactive about it. First, they engage everyone and allow everyone to be responsible; second, the focus on enumerated global emissions injustice encourages people to be responsible and unite on an international scale. Through association of the country's economic weaknesses with climatic issues in the speech, work and finance partnership ideas are presented as the possible remedy. It highlights Pakistan's novelty through technology and nature-based solutions and sending back powerful signals of progressive and modern leadership. Some concrete policy steps that span these fields include transition to clean energy and massive afforestation which increases the believability of the Pakistan's sincerity on sustainability. The speech also repositions Pakistan within the international development agenda focusing on partnerships and collective efforts to for climate change response.

Table 4 Analysis Table for the Speech: "PM Imran Khan Approves Two Policies to Combat Climate Challenges" at National Climate Change Policy 2021 and National Wildlife Policy 2021

Aspect of Analysis	Focus Areas	Examples from Speech
Linguistic Framing	Constructing leadership and credibility	"Pakistan established its credibility as a Green Champion." "Our government in Khyber Pakhtunkhwa undertook the initiative of one billion tree tsunami, and now the whole world is following our footsteps."
Ideological Alignment	Advocating equity and global responsibility	"The world must help developing countries to deal with the problem." "The international community is acknowledging Pakistan's realistic and tangible steps to mitigate impacts of climate change."
Economic and Political Context	Addressing environmental governance and coordination	"Directed the establishment of a think tank to coordinate efforts between various ministries." "Directing the Ministry of Climate Change to review targets and formulate new goals."
Technological and Ecological Advocacy	Promoting preservation and innovation	"Declared a special zone in Margalla Hills as a leopard preservation zone." "Approved the establishment of a Wildlife Information Center at Islamabad's Marghazar Zoo."
Policy Implications	Highlighting actionable solutions and measurable outcomes	"Approved the National Climate Change Policy 2021 and National Wildlife Policy 2021." - "Fast-tracking the steps required to preserve the natural environment."
Global Relevance	Framing Pakistan as a global leader in climate action	"The international community is acknowledging Pakistan's realistic and tangible steps to mitigate impacts of climate change." "Now the whole world is following our footsteps."

The speech reinforces the Pakistan's position and esteem as far as climate change is concerned and depicts the country as a model as concerns sustainability endeavors such as the Ten Billion Tree Program. It also brings out equity for international burden sharing by coordinating Pakistan's agenda with that of global responsibility and cooperation. The prioritization of the environmental governance framework is in line with aspects such as institutional engagement, goals that are dynamic and involving policies that are as well dynamic. They are environmental protection and innovation, making use of technology and education on Bi-diversity and wildlife. As specific actions, government policies that include the concept of sustainability prove the existence of measurable immediate actions such as the preservation of national parks and the creation of the wildlife zones. With regard to the role, positioning Pakistan as a global leader and an innovator, its active and effective participation encourages and contributes to the global climate efforts to support the international image of the country and position it to endorse the climate objectives.

Table 5 Analysis Table for the Speech: "PM Imran Launches Pakistan's Maiden Smart Forest Initiative" at Ravi Urban Project

Aspect of Analysis	Focus Areas	Examples from Speech
Linguistic Framing	Constructing environmental urgency and opportunity	"Water scarcity, deforestation, and glacier melting are the biggest environmental challenges for the country." "Massive forestation is vital to save the country for the coming generations."
Ideological Alignment	Promoting sustainability and intergenerational equity	"If we want to hand over a green and clean Pakistan to our next generation, tree plantation is the foremost solution." "The Ravi project is not only important for Lahore but for the entire country."
Economic and Political Context	Linking environmental initiatives with economic benefits	"The Ravi River Urban Project will address major environmental problems faced by Pakistan in addition to generating \$40 billion in revenue." "Construct three barrages and filtration plants to ensure clean water provision."
Technological Advocacy	Using technology for environmental monitoring and solutions	"Sensors will be installed to discourage the felling of trees." "The growth of every plant will be monitored in collaboration with the tech giant Huawei."
Policy Implications	Outlining actionable measures for environmental recovery	"Plant 10 million trees in Rakh Jhok Forest as part of the Ravi Urban Development Authority project." "Expand forest cover to decrease temperatures and address water scarcity, untreated waste, and pollution."
Global Relevance	Addressing national challenges with global implications	"The untreated waste not only affects Lahore and its surroundings but also has repercussions for Sindh as Ravi, with its polluted water, eventually becomes part of the Indus River."

The speech depicts environmental challenges as real crises that require certain actions in the present tense simultaneously with establishing technological prospects - like the Smart Forest program. It complies with global sustainable development cultures that of afforestation, intergenerational welfare and fairness in resource utilization. Environmental projects are presented as dual vocations with environmental and financial outcomes recalculated as societal needs linking them to concepts such as revenue generation, provision of water free from pollution, etc. Implementing of sensors and monitoring system is portraying Pakistan not only proactive and confident but also technologically advanced in the field of environmental control. Technical and tangible activities such as afforestation and distribution of water management structures that show a rational approach to environmental rehabilitation improve the organizational image and leadership. The speech relates state and local problems, for example, the polluted water, to the national and international problems, hence linking the environmental problem to form a large problem which requires everyone's solution.

Table 6 *Analysis Table for the Speech: "PM Imran Seeks Global Funding for States with Low Carbon Emission" Pakistan hosts main ceremony of World Environment Day 2021*

Aspect of Analysis	Focus Areas	Examples from Speech
Linguistic Framing	Constructing responsibility and urgency	"The rich countries responsible for huge carbon emissions have the responsibility to at least provide funds." "The United Nations Decade is an opportunity for the world to correct its course."
Ideological Alignment	Advocating equity and interdependence	"Covid-19 has made it clear that the world is interdependent with nothing bound by borders." "Pakistan has minimal contribution to carbon emissions yet bears the brunt of its impacts."
Economic and Political Context	Linking environmental efforts with socio-economic benefits	"Ten Billion Tree Tsunami has provided 85,000 jobs so far." "The United Nations Decade will help create millions of new jobs by 2030."
Technological and Ecological Advocacy	Integrating innovative solutions for environmental restoration	"Recharge Pakistan will divert floodwater to wetlands for recharging water tables." "Mangrove forestation will absorb carbon and support healthy ecosystems."
Policy Implications	Outlining actionable measures and national priorities	"Developed 15 national parks with special guards trained for protection." "Plan to switch 30% of vehicles to electric transmission and ensure 60% of power generation through renewable resources by 2030."
Global Relevance	Advocating international collaboration and recognition	"World leaders and UN officials praised Pakistan's Ten Billion Tree Tsunami initiative." "Pakistan hosted the main ceremony for World Environment Day, signaling its global leadership."

Emphasized in the speech, it is also the world's responsibility but the developed countries cannot neglect their role of funding the rest of the world in dealing with climate issues. They use timely call to actions concerning ecosystem degradation such as the United Nations Decade on Ecosystem Restoration. It is in line with the regulations and ideas of the societies of the identified countries among which the principles of equity and interdependence are sounded critiquing the cultures of unfairness and highlighting the necessity of joint approaches to addressing dangers. We know that climate change is an utmost important social and economic issue hence the focus of this speech we shall be discussing on how change physical climate can be an economic boon for everyone. Being a part of 'clean, green and beautiful Pakistan initiative, It also focuses on the innovations and natural approaches like mangrove plantation and wet land restoration. Comprehensive strategies and targeted pledges appear as the structured framework of climate action in Pakistan, improving its authority. In terms of such language, the speech represents Pakistan as a positive example and a partner in speaking for climate fairness and world climate cooperation.

Table 7 *Analysis Table for the Speech: "Imran Khan Says Climate Change is One of Humanity's Biggest Crises" Amnesty International hosting of World Environment Day on 5 June*

Aspect of Analysis	Focus Areas	Examples from Speech
Linguistic Framing	Highlighting the urgency and denial of the climate crisis	"Climate change is one of humanity's biggest crises." "This crisis was quite visible 20 years ago, but somehow we were all in self-denial."
Ideological Alignment	Promoting sustainability and shared responsibility	"60 per cent of the country's energy would come from renewable sources by 2030." "Pakistan is taking steps to combat climate change and reduce its carbon emissions by planting billions of trees."
Economic and Political Context	Emphasizing national actions with global significance	"Converting coal projects to hydroelectricity." "Planting billions of trees to combat climate change."
Technological Advocacy	Integrating renewable energy into the national agenda	"60 per cent of the country's energy would come from renewable sources by 2030."
Policy Implications	Outlining actionable measures to address the climate crisis	"Planting billions of trees and converting coal projects to hydroelectricity."
Global Relevance	Situating local efforts within regional and global frameworks	"Pakistan is taking steps to combat climate change." Mention of the MGI summit's regional programmes and establishment of the Green Initiative Foundation.

The speech conceptualizes climate change as a paramount threat that needs collective actions and instant responses; its history is described as a denial. This ties Pakistan efforts to global sustainability philosophies with passion on use of renewable sources of energy, afforestation and global stewardship. Thus, it emphasizes the performance of local actions internationally as well as the Pakistani action of shifting from coal to hydroelectric power, as part of global emissions reduction efforts. The speech celebrates Pakistan's progressive-minded leadership via pledges to the shift to clean energy and embracing technology in environmental solutions. Policy steps are painted as being practical and making significant changes to the country status in climate management in Pakistan. Stakeholders of the 'New Global Order' integrate the speech of the Prime Minister of Pakistan into regional and global formations like the Middle East Green Initiative and annex Pakistan as an active and willing participant in the collective efforts to reduce climate costs.

Table 8 *Analysis Table for the Speech: Prime Minister Imran Khan Proposes a Five-pronged Roadmap for D-8 in the 10th Summit*

Aspect of Analysis	Focus Areas	Examples from Speech
Linguistic Framing	Constructing urgency and opportunity	The world is at a defining moment" (urgency and transformation). "Youthful population of D-8 countries is a key asset" (positive framing). "Expand intra-D-8 trade from \$100 billion to \$500 billion by 2030" (goal-oriented discourse).
Ideological Alignment	Promoting shared values and collective identity	Emphasis on "equitable vaccine distribution as a global public good" (shared global responsibility). "Harness technology and innovation" (modernization and development ideology).
Economic and Political Context	Addressing inequalities and systemic challenges	"COVID-19 disproportionately harmed developing nations" (highlighting global inequities). "Debt relief and return of stolen assets" (critique of systemic imbalances). "D-8 as a development bloc promoting knowledge-based economies and cultural exchanges" (collective empowerment narrative).
Technological Advocacy	Positioning innovation as a driver of progress	"Develop a Youth Engagement Strategy for cultural, scientific, and entrepreneurial exchanges." "Enhance cooperation in knowledge-based economies and rapid digitalization" (technological advancement as a cornerstone).
Policy Implications	Shaping perceptions and practical solutions	"Promote food security and health cooperation." "Support developing countries' financial challenges through debt relief and SDR redistribution."
Global Relevance	Connecting local efforts with global priorities	"Call for equitable vaccine distribution and enhanced production" (global health equity). "Support developing countries' financial challenges through debt relief and SDR redistribution" (economic fairness).

The speech establishes a temporal perspective of immediacy and contingency, call-to-action and measures on and milestones in the quantitative way, to support credibility and collaboration of D-8 nations. It makes their ideologies synonymous with the global trend that seeks to restore equity, modernity and innovation, thus creating the much needed working identity on the basis of fairness and mutual benefit. The speech denounces the current deformities of the global economy, calling for structural adjustments such as debt annulment and equitable distribution of vaccines and presents D-8 as a block, which is facing and countering challenges to bring change and improve developmental address. It paints D-8 as progressive with technology as well as seeing the youths as capable of reshaping the world and therefore the group. Food security, health cooperation and financial reforms policies are presented as interlinked and aligned with the commonly shared goals of D-8 citizens. Placing D-8 activities in the international tasks such as health equity and economy substantiation, the speech emphasizes the active participation of the bloc in the development of various international solutions stressing the essentiality of the D-8 role in the contemporary world.



DISCUSSION

Structural and discursive elements of language, political stance, and technological initiatives are particularly essential for defining Pakistan's leadership narrative in the context of international sustainability and social-economic development as it is reflected in speeches of Pakistani Prime Minister Imran Khan. In terms of language use, the speeches are built around specific linguistic constructs that perform the work of creating urgency and a sense of responsibility; and metaphors included in the pragmatic schemas respectively involve the explicit use of inclusiveness. For instance, the following phrases are: "climate crisis is one of human's existential threats;" and "as a country, for our own sake, we must do all we can." Through framing, links to the international processes have been made where local initiatives like the Ten Billion Tree Tsunami and the Clean Green Pakistan campaign contribute to the discursive powers of Pakistan in the climate change domain, refer to it as responsible global actor.

Political-social support sustains Pakistan's enthusiasm for equity and cooperation as international relations promote fairness and mutual dependency. Theorist speeches address structural injustices: the lack of implementation of climate finance commitments by developed countries and place Pakistan as a representative of the Global South. Slogans like "climate action by developing countries has to be guided by equity as well as Johannesburg common but differentiated risks" help justify Islamabad's actions on a global level. This ideological position not only enhances Pakistan's authority to speak for climate justice, but it also brings into focus its contribution to create global cooperation and distribution justice.

Technological advocacy also strengthens Pakistan's story by framing modernization and innovation as key to its sustainable story. A good example of an innovative approach includes the use of sensors to track deforestation, the use of renewable energy, and the use of digital applications for community-driven environmental surveillance is an example of Pakistan. The "Recharge Pakistan" example of utilizing flood events and turns them into opportunities to recharge water table and enhance ecosystem health and services is typical of the technology- and nature-based approaches. The following efforts also pay tribute to the fact that the Pakistan strategies are geared toward today's challenges hence supporting the leadership in sustainable practices.

Altogether, the use of linguistic framing, ideological alignment and technological advocacy put forward Pakistan as a climate change leader nation. These speeches are building a narrative of responsibility, capability and progress by connecting local actions to global standards, stressing equity and partnership, as well as using innovation. Thus, this multifaceted approach serves not only to strengthen the authority of Pakistan in international environment but also to coordinate its developmental objectives with the general trends and principles of sustainable development and socio-economic evolution of the world.

As per the socio-cognitive model proposed by Van Dijk, it reveals how policies on environment and sustainable developmental goals are represented by Imran Khan's leadership discourse in term of urgency and responsibility via linguistic framing, ideological scaling and practical solutions. In the linguistic sense, the speeches focus on the urgency of climate crises; whence they employ phenomenal media of imagery and words that appeal to the entire congregation's sense of action. Some of the phrases as 'climate change is one of humanity's biggest crises' or 'we, as a country, for our own survival must do whatever is within our capacity ,' depict the reality of climate change's threat to environment . Such a sense of urgency is further amplified by associating provincial actions, like 'Clean Green Pakistan' and the '10 Billion Trees Tsunami,' with global discourses that describes Pakistan as a front-line state fighting climate change.

The same discourse also uses the aspects of ideological Affordance that relate to identification of shared global responsibilities and equity. Khan challenges institutionalized injustices: 'Developed nations have not paid what they promised to climate fund,' making Pakistan a face of the Global South. For instance, when asserting Pakistan's narrative of "equitable vaccine distribution as a global

public good” in the D-8 Summit speech, Pakistan is positioning itself compliant with the global rules of engagement. This helps, not only to highlight the linked nature of global environmental and socioeconomic problems but also to enhance the credibility of Pakistan as an advocate of fair solutions.

Technological advocacy becomes part of advocacy to demonstrate how Pakistan has been innovative in solving environmental problems. Programs like using sensors for monitoring the trees under the Smart Forest and the Recharge Pakistan project that turn floods into opportunities for recharging ground water shows that Pakistan is divided equally on technology and nature based solutions. These measures demonstrate the progressive outlook on the further development of the country, combining innovative technologies with ancient methods of ecological protection from various bad natural consequences.

Regarding the responsibility, all speeches of Khan included quantifiable goals and tangible plans of actions. Measures such as estimated plans of increasing share of renewable power by 2030 and alteration of coal schemes to hydroelectricity speak volumes of strategic change. For instance, job creation through green jobs, for example; the Green Stimulus and the creation of wildlife zones gives a real face on social-economic impact of environmental intervention. To such extent, these commitments can do positive impacts not only on Pakistan’s credibility but also on marking Pakistan as an active member of the sustainable movements.

Through assigning local practices and initiatives to the international processes, the speakers emphasize the interdependence of the environmental problems and the need for collective approaches. Pakistan is hosting the World Environment Day, and even in world forums it has a voice repeated its commitment in the climate change governance. Linguistically and ideologically appealing and instrumentally massively supported by the use of technology, Khan’s leadership discourse does narratives responsibility, contingently environmental, and proactively sustainable.

In his selective speeches, Imran Khan localizes global climate actions like the Ten Billion Tree Tsunami and the Smart Forest Initiative aligning them with equity and global cooperation frameworks. Combined with linguistic framing and ideological compatibility, Mohammed Khan’s policy formulation provides a narrative framework for Pakistan as an active participant in both regional and international environmental management. Linguistic framing is demonstrated in the speech of Kahn as he tries to convey the theme of the need for serious action against climate change but also points at the possibility of the radical change. The following expert statements for instance: climate change is one of humanity’s biggest crisis (Table 7) and; massive afforestation is imperative to save the country for the coming generations (Table 5) all point towards environmental degradation as a real and significant threat. At the same time, positive framing of initiatives like the Smart Forest Initiative as a ‘two in one’ concept for ecology and the economy (Table 5) present a progressive image of Pakistan. However, by situating these local projects within broader global trends, Khan stages Pakistan’s efforts in line with global climate targets.

Khan is typical of spin-doctoring Pakistani policy-making by continuously presenting Pakistan’s actions in tackling environmental issues as equitable and internationally Palma responsible. For example, he lambastes the developed nations for not fulfilling these promises on the climate finance yet approving policies that harm climate goods while offering Pakistan as a representative of developing nations (Table 2). Building from this, his advocacy stand of ‘equitable vaccine distribution as a global public good’ (Table 8) also expands this appeal call towards fairness of responding to both health and environmental challenges. These local endeavors such as the Ten Billion Tree Tsunami are represented to be in the best interests of the global endeavor and of Pakistan, in principle embodying first and foremost the sustainable intergenerational and co-operative ethic (Table 1, Table 4). Adoption of technology solutions in local interventions is one of the main ways used to address international guidelines. The Smart Forest Initiative on the use of sensors in tree monitoring and Huawei partnership (Table 5) demonstrates how Pakistan harness innovation to boost the


effectiveness of conservation programmes. Along the same vein, the Recharge Pakistan project which replaces flood hazards by opportunities for aquifer recharge reveals how Nature- Based Solutions and Techno-Logical Solutions are interwoven within the nation's framework of thinking (Table 6). All these efforts have a similar tune with other international frameworks supporting sustainable development through the implementation of inventions.

Moreover, all of the speeches that have been made by Khan are backed by clear policy initiatives that link local efforts to global standards. Measures like increasing the share of renewable energy generation up to 60% by 2030 (Table No.2), conversion of coal projects into hydro power projects (Table No. 7) is a proof about clean energy transition plans of the Pakistan. The creation of the wildlife zones and national parks under the National Wildlife Policy 2021 (Table 4) shows that this measured positive contribution to conserving of biodiversity further underlines Pakistan's as a leader of climate efforts throughout the world. In this way, Khan does a great job describing local activities in the context of climate regime complexity. The World Environment Day ceremony (Table 6) indicates that the squandered years can still be averted by Pakistan, which has taken on a leadership role to host a major event and support the United Nations Decade of Ecosystem Restoration (Table 6). The speeches stress the interconnectivity, and the given example of local investment under the campaign of the Ten Billion Tree Tsunami, which provides detailed information on how certain local activities positively affect the world's ecology and create job opportunities for millions by 2030 (Table 6).

Accordingly, to fit in with international agendas, Imran Khan's rhetoric utilizes a dual structural approach whereby Pakistani successes are linked to international campaigns. Having improved the forest cover in the Khyber Pakhtunkhwa province from Ten Billion Tree Tsunami planting which was 6% as per the table 4, Khan has been put Pakistan in a strategic place in the governance of climate in international system. He calls for balanced allocation of resources for development; innovative resource mobilization techniques like the 'Debt for Nature Swap' (Table 2); and addresses structural injustices, in order to promote collective effort. Further, Khan underlining the reinforcing aspect of local initiatives relating socio-economic development. For example, Ravi River Urban Project being expect to yield an estimated \$40 billion in revenue as is shown in table including numbers (Table 5) : shows how affords model of sustainable development whereby there is promotion of economic development together with the rehabilitation of the environment. The strategies serve also the purpose of Pakistan's leadership narrative, as well as the embedding of local activities into the larger universal framework of sustainability. By means of these discursive strategies, the leadership of the PTI and its chairman Imran Khan establishes continuity between local environmental activism and global climate policy. Khan has articulated these efforts as innovative, equitable and collaborative so as to present Pakistan as [a new model of sustainable development] as well as developing country leading on climate equity. Thus, synchronization of the activities at the local level with global goals contributes to the positioning of Pakistan as a worthy participant in combating the complex climate change processes.

FINDINGS OF THE STUDY

The research shows how Imran Khan's leadership discourse can link Pakistan's local environment to the global climate governance using appropriate language, using the right political and ideological affiliations, and incorporating new concepts and practices. Khan familiarizes these local endeavors such as the Ten Billion Tree Tsunami and Smart Forest Initiative with global sustainable development goals, by building a story he wants to tell where Pakistan is at the forefront of taking positive actions to mitigate environmental problems. These are depicted as "climate change is one of humanity's biggest crises" (Table 7) while maintaining practical, grand strategies like shifting 60% of energy production to renewable sources by 2030 (Table 2). Technology like, use of sensors in Smart Forest Initiative mentioned in Table 5 not only improve the efficiency of the local projects but also matches up to the global theme of thinking in terms of innovative solutions regarding the environmental issues to emphasis on Pakistani thinking towards future.



Most critically, equity and partnership form part of Khan's speeches as key principles for TCI. In reaching out for innovative mechanisms for addressing such issues as a 'Debt for Nature swap' (Table 2) and fair distribution of vaccines (Table 8), which his administration has adopted since coming into office, he thoroughly appreciates imbalance in allocation of resources. It is established in the study that association of environmental initiatives to socio-economic returns - specifically, employment generation prospect of the Ten Billion Tree Tsunami (Table 6) and revenue generation potential of the Ravi Urban Project (Table 5) - enhances the prospect of the models as paradigm of sustainable development. Second, through staging mega events such as the World Environment Day ceremony (Table 6) and linking up Pakistan to the UN Decade on Ecosystem Restoration, Khan elevates the country to a higher stature of leadership. Besides, this discourse also rebuilds the image of Pakistan and promotes the idea of equal burden for all and collective responsibility in linking climate change, policy, and action.

These findings are complementary with previous studies that have highlighted the role of leadership language in positioning national actions as global in the environmental area. Following Fairclough (2013) and Van Dijk (2008), the target linguistic management and ideological positioning that create leadership stories appropriate to global podiums are accentuated. This fact can be observed in Imran Khan's speeches who connects the Ten Billion Tree Tsunami to the UN Decade on Ecosystem Restoration which is also lined up in the previous research about how the leadership's speeches construct the links between national and international policies. Moreover, his stress on the distribution and cooperation is also relevant to Dryzek (2013) who pointed out how systemic global injustice has to be addressed in the sphere of environmental governance. Through supporting liberal solutions such as "Debt for Nature" swaps and linking development gains to environmental projects, Khan's rhetoric is discussed here as providing substance to other authors like Bulkeley and Newell (2010) about the need to involve material incentives for climate policy to attract international support. However, these twenty-one strategies aspire to boost Pakistan's credibility on the international level; the conclusions are evident: the major weakness of rhetoric over the sustainable development is seen in the insufficient experience in the actualization of commitments, which is expounded in earlier critiques of developing countries' environmental diplomacy (Bäckstrand et al., 2017). Consequently, despite the fact that Khan uses the discourse to tell a positive story of collective responsibility and innovation, the success of that story depends on the continued practice and international recognition of such programs.

The study findings are most consistent with Van Dijk's Socio-Cognitive Model of CDA, where discourse features, cognition and context coexist to construct leadership discourses. This study shows that in this research area of analysis, immediacy and obligation can be framed through language by using metaphors like 'defining global issues' (Table 2) and pledges inclusive of massive tree planting and transitioning towards renewable resources (Table 5) which Imran Khan has used in his speeches. These complement Van Dijk's view of discourse to manage mental models, achieving the domestic and international audiences' intention to interpret Pakistan's environmental actions as global. By siting local efforts like the Ten Billion Tree Tsunami in international discourses like UN Decade on Ecosystem Restoration (Table 6), this relativization appears consonant with Van Dijk's concept that ideologies - and beliefs that are widely held - buttress collective mobilisation. In addition, one can identify how other technological advocacy, for example, tree monitoring sensors described in Table 5, employ cognitive dimensions to advocate for new technology which international community would expect from a developed and equitable country. The speeches also encompass global structuralized injustice and call for cooperation in the world which again implies what Van Dijk said about Discourse being manifest and integrated in socio-political relations. But as is also noted in the study, they expose a disjunction that exists between an organization's discourse and its practice thus implying a disconnection in the socio-cognitive alignment in terms of whether leadership rhetoric is optimally getting it right in terms of the socio-political outcomes that it promises to deliver. Such a contention promises to be useful in furthering the socio-cognitive framework in that such a shortcoming in leadership rhetoric can be viewed as problematic

CONCLUSION

The van Dijk's socio-cognitive model of critical discourse analysis was adopted to examine the linguistic patterns of framing for Imran Khan, the socio-cognitive responses for the environmental and socio-economic issues. The paper reveals how speeches of Khan build the discourses of the urgency and responsibility and present Pakistan as a responsible country concerning the climate change regime. Thus, provincial Apex Committees of the Ten Billion Tree Tsunami and Smart Forest projects were legitimized by presenting them as pursuit of not only ecological objectives but also economic growth as well as the connection between the national actions and the global paradigms of equity and sustainability. Technological solutions incorporated and intergenerational fairness also provide a strong foundation of Pakistan's compliance with the contemporary global governance frameworks.

Finally, the study demonstrates what type of language resources Khan uses in his speeches and how his words create social representations and a collective future vision to engage domestic and international actors. Meanwhile the focus on the global structures of injustice, and the call for solidarity relate to the principles of justice international on one hand, the performative gestures represented by the rhetorical commitments more often stress discrepancies between promises and concrete actions on the other hand. This correlate with Van Dijk's theoretical postulation about how or rather the extent to which discourse plays a part in constructing the social, political reality as well as the shared belief systems. To some extent, it advances knowledge of the use of leadership discourse in a connection between local practices, on the one hand, and global sustainability imperatives, on the other, stressing the function of rhetoric to facilitate engagement with collisions essential for collaborative governance based on shared responsibility. Further research could extend on such discourse for understanding the effects on policy execution and perceptions from the populace-more work can be done to assess the correlation between leadership communication and quantifiable results.

References

1. At Green Initiative Summit, PM Imran Urges World to Take Climate Change More Seriously. (n.d.). *Green Initiative Summit*. Retrieved from <https://www.thenews.com.pk/latest/804206-pm-imran-khan-shares-wef-video-praising-pakistans-climate-action-plan>
2. Baig, S., & Zahid, A. (2020). Exploring the rhetoric of Pakistan's Billion Tree Tsunami project: Nation branding through environmental initiatives. *Environmental Policy and Governance*, 30(2), 114-126.
3. Carvalho, A. (2007). Ideological cultures and media discourses on scientific knowledge: Re-reading news on climate change. *Public Understanding of Science*, 16(2), 223-243.
4. Dryzek, J. S. (2013). *The politics of the earth: Environmental discourses*. Oxford University Press.
5. Eckstein, D., Künzel, V., & Schäfer, L. (2020). *Global Climate Risk Index 2020*. Germanwatch.
6. Fairclough, N. (1992). *Discourse and social change*. Polity Press.
7. Fairclough, N. (2003). *Analyzing discourse: Textual analysis for social research*. Routledge.
8. Ghosh, A. (2017). Climate leadership in the Global South: The case of India. *Global Environmental Politics*, 17(3), 103-122.
9. Government of Pakistan. (2021). *Ten Billion Tree Tsunami project: Progress report*. Ministry of Climate Change.
10. Gupta, J. (2014). *The climate change challenge and the failure of democracy*. Routledge.
11. Hajer, M. A. (1995). *The politics of environmental discourse: Ecological modernization and the policy process*. Oxford University Press.
12. Hulme, M. (2009). *Why we disagree about climate change: Understanding controversy, inaction, and opportunity*. Cambridge University Press.
13. Imran Khan Launches 'Clean Green Pakistan' Campaign. (2018, October 8). *Clean Green Pakistan Campaign*. Retrieved from <https://www.dawn.com/news/1438760>

- 
14. Imran Khan Says Climate Change is One of Humanity's Biggest Crises. (n.d.). *World Environment Day Speech*. Retrieved from <https://www.dawn.com/news/1438760>
 15. Khan, I. (2021, October 25). Speech at the Green Initiative Summit.
 16. Khan, M. A., & Khan, F. (2020). Framing environmental policy in South Asia: Leadership, narratives, and policy implementation. *Asian Journal of Political Science*, 28(1), 45-67.
 17. Leading by Doing - Pakistani PM Imran Khan on the Urgent Need for Climate Action. (n.d.). *World Economic Forum Speech*. Retrieved from <https://www.weforum.org/stories/2020/11/leading-by-doing-pakistani-pm-imran-khan-on-climate-change>
 18. Ministry of Climate Change. (2021). *Pakistan's Renewable Energy Policy 2021*. Government of Pakistan.
 19. Najam, A. (2015). Pakistan and global climate politics: A moral perspective on shared responsibility. *Pakistan Journal of Environment and Development*, 3(1), 15-29.
 20. Nasir, S., Rehman, A., & Khan, T. (2021). Discourse analysis of Pakistan's renewable energy policies: Bridging local realities and global commitments. *Energy Research & Social Science*, 75, 102022.
 21. Patnaik, S. (2018). Climate justice in South Asia: Rhetoric and realities. *South Asian Journal of Environmental Law and Policy*, 24(4), 76-93.
 22. PM Imran Khan Approves Two Policies to Combat Climate Challenges. (2021). *National Climate Change Policy and National Wildlife Policy*. Retrieved from <https://www.brecorder.com/news/524851>
 23. PM Imran Launches Pakistan's Maiden Smart Forest Initiative. (n.d.). *Ravi Urban Project Speech*. Retrieved from https://en.wikipedia.org/wiki/Billion_Tree_Tsunami
 24. PM Imran Seeks Global Funding for States with Low Carbon Emission. (2021). *World Environment Day Ceremony*. Retrieved from <https://www.weforum.org/stories/2020/11/leading-by-doing-pakistani-pm-imran-khan-on-climate-change>
 25. Prime Minister Imran Khan Proposes a Five-pronged Roadmap for D-8 in the 10th Summit. (n.d.). *D-8 Summit Speech*. Retrieved from <https://www.thenews.com.pk/latest/804206-pm-imran-khan-shares-wef-video-praising-pakistans-climate-action-plan>
 26. United Nations Development Programme. (2021). *Climate action in Pakistan: Annual report*.
 27. United Nations Framework Convention on Climate Change. (2021). *Nationally Determined Contributions: Pakistan*.
 28. van Dijk, T. A. (1993). *Elite discourse and racism*. SAGE Publications.