POLITICAL AGENDA AND SETTING IN CAMPAIGN ADVERTISEMENTS OFDIAMER BHASHA AND MEHMAND DAM FUND: A CRITICAL DISCOURSEANALYSIS

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**Abstract:**

*Pakistan faces a growing water crisis due to population growth and climate change, despite its advanced irrigation system. The Diamer Bhasha and Mohmand Dams have been proposed to address this issue, aiming to secure water resources for agricultural, industrial, and domestic needs. Both rural and urban areas, including Gilgit-Baltistan and Sindh, are significantly impacted by water scarcity.*

*The Diamer Bhasha and Mohmand Dam Fund Campaign was launched in July 2018 by Chief Justice Saqib Nisar to mobilize resources and awareness. Initially proposed in 2006 under Pervez Musharraf, the project has faced delays due to high costs, preparatory requirements, and geopolitical tensions. India’s objection to World Bank funding, citing the dams' proximity to disputed Kashmir, has further complicated progress, making the project a recurring political promise.*

*This paper uses Fairclough’s Critical Discourse Analysis (CDA) framework and semiotics to examine the campaign advertisements. It explores the interplay between fundraising efforts and implicit political agendas, analyzing how nationalistic rhetoric and urgency are employed to secure public support. Drawing on Hyland’s discourse theory, the study reveals hidden dimensions within these campaigns, contextualizing them as both developmental initiatives and political tools aimed at shaping public perception.*

**Key words:** Climate Change, Critical Discourse Analysis, Political Agenda, Public Perception, Semiotics