

GENTRIFICATION AND LANGUAGE: A CRITICAL DISCOURSE ANALYSIS OF HOUSING SOCIETY NAMES AND SOCIAL CLASS IN PAKISTAN

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Abstract

Housing societies continue to expand day by day in all corners of the country due to the growing population and industrialization and commercialization. Even though, in the villages many societies were developed as development project. The connection between language and gentrification in PAKISTAN, it will be investigated that how the private housing societies gave names to their societies like DHA, Ali Waris City, Airport Enclave etc. these names are not neutral expressions but they are effective discourse to bring some differentiation between individuals. It is secret ideology that causes the retention of these types of names. Through the critical discourse analysis, theoretical frame work of three-dimensional model of Fairclough (text, discursive practice, social practice) will be applied in analyzing the naming practices of housing societies and what is the reason of such naming practices. About the names of housing societies in other regions in Pakistan will be included in housing society names and the promotional taglines will be examined in a bid to determine the dominant lexical patterns, semantics and ideological discourses of gentrification, neoliberal urban development, and elite identity formation. The research paper will be relevant to sociolinguistics and CDA because it will provide a new and context-specific study of urban discourse in Pakistan.

INTRODUCTION

As a result of urbanizations and rapid population growth, in Pakistan the actual state development is on the rise, in particular the big cities such as, Karachi, Islamabad, Lahore, Rawalpindi and other cities the activities of the private housing societies are redefining the urban landscapes, usually aimed at the elite and middle classes. In addition to physical development, language has also become an important symbolic resource in marketing and justifying their act.

The lexical items used in nomenclature such as Defence Housing Authority (DHA), Bahria Town,

Blue world City, Commander City, Ali Waris City prominently are the ones which cause segregation of the society based on the criteria of modernity, security, luxury, religious trait, these names indirectly lock out the lower-class people or opponent sect group.

This linguistic phenomenon coincides with the idea of gentrification, when urban areas are used and re-planned to benefit high classes. This idea separate the society into lower and upper classes.

The same sort of concept is disregarded by the researcher in Pakistan on the other hand

increasing research on language and gentrification in the urban development upgrades the worth of linguistics application and gentrification in Pakistan. This paper bridges the gap by critically reviewing and analyzing the role of housing societies names as a representative of the class difference and the ideological power of Pakistan.

Statement of the Problem

Although a giant real state in the city, which is dominated by the private housing societies, takes little notice on the role of naming practices that strengthens the stratification of the classes in the society. They leave out lower class of the society in their ideology when preserving names of societies. In Pakistan primarily study is on economic or lawful facets of housing developments that are overlooked in language that are power and ideology. Consequently, there is evident absence of CDA research, which discuss how societies make names of elite identity or religious, nationalism and strengthen the discourses of gentrification.

Research Objectives

- Determine the prevailing patterns of lexical and semantic in naming housing societies in Pakistan.
- Analyze the way the English and hybrid names are indexing the social class, prestige, religious and modernity.

Research Questions

- Which kind of lexical items are the most commonly used in the names of the housing societies in Pakistan?
- In what ways are these names linguistically used to construct social class and exclusiveness of the elite?
- What is the role of the English in symbolic power and differentiation of classes in urban Pakistan?

Significance of the Study

Scholarly the research adds to the field of CDA, sociolinguistics and urban discourse in Pakistan and opens up to the future research.

Social meaning: It generates the impression of linguistics iniquities and symbolic marginalization in the development of cities.

Contextual meaning: It offers original the research on language and gentrification in a Pakistani setting.

Scope and Delimitation

The study will focus on:

List of private housing societies in the big cities of Pakistan.

Languages English and English based names on advertisement and websites which are used officially.

The research does not include the perceptions of the residents but conducts textual and discursive analysis only.

Literature Review

5.1 Gentrification as a Discursive Process and Global Process.

The recent literature of gentrification is no longer framed as a local, Western, urban process; instead it attempts to conceptualize gentrification as a global process guided by neoliberal capitalism, state intervention and symbolic power. According to the scholars, modern gentrification is a two-level process: the material and the discursive, in which the central role belongs to language, branding, and representation to justify spatial inequality (Lees et al., 2022). The change especially applies to Global South cities, where the gentrification process frequently takes the form of new-build constructions as opposed to the redevelopment of the pre-existing areas.

Those projects that were published since 2019 focus on the idea that gentrification discourse makes elite spatial practices acceptable as a natural part of development and modernization. As an example, Shin et al. (2021) propose that the accounts of urban redevelopment tend to conceal the presence of displacement and exclusion through what they refer to as foregrounding about the concepts of progress, safety, and competitiveness internationally. Such discursive framing is essential when such an approach as housing societies is being advocated in such a

situation as in Pakistan, to solve urban chaos, although it strengthens the division of classes.

Language serves as a legitimizing process in this process. Fairclough (2019) notes that neoliberal urban discourse is based on the use of lexical options that de-politicize inequality, and convert exclusionary practices into viewpoints that are neutral or desirable. Therefore, the problem of gentrification cannot be explained without looking at the language techniques that perpetuate the issue.

5.2 Gentrification in the Global South

Such process of gentrification in the Global South is considerably different to its counterpart in the Global North because of informality, lack of a proper regulatory framework, and historical inequalities based on colonial governance. Recent studies emphasize that gentrification in the South Asian cities is frequently executed through the process of elite enclave development instead of the upgrading of neighborhoods (Lees and Phillips, 2021). These enclaves are often built on the peri-urban land that replaces the rural or low-income populations and alters the urban expansion patterns.

Privatized housing developments in South Asia may be connected with speculative investment instead of housing demand, which also leads to socio-spatial polarization. According to Datta (2020), these developments produce what he describes as the aspirational geographies that appeal to the middle and upper-class communities who want to symbolically be out of reach of informality and congestion. This observation holds especially true in the case of Pakistan where housing societies are sold as a place of insulation and order in a modern society.

The place of the cultural symbolism in the Global South gentrification is also highlighted by scholars. Instead of using only economic indicators, developers use cultural and linguistic hints as evidence of exclusivity and prestige (Ghertner, 2021). These clues tend to rely on global imaginaries that can appeal to the wants and desires of local elites, and the reinforcement of class difference by symbolism.

5.3 Urban Development and Housing Societies, Pakistan

The process of urbanization in Pakistan has been influenced by high population growth, migration of rural to urban areas and chronic lack of investment in the areas of housing. According to recent research, the housing societies that have become prevalent in urban development are those that are privately operated, especially those that started to become more common since the beginning of the 2000s (PIDE, 2020). The state institutions, military-linked authorities, and influential real estate players tend to facilitate these developments, where the limits between the state and the private governance are unclear (Hasan, 2021).

The empirical studies indicate that housing societies contribute to the worsening socio-spatial inequality through the concentration of infrastructure and services behind gated enclaves and ignoring their localities (Malik et al., 2024). Nonetheless, these societies create symbolic boundaries in addition to physical exclusion that demarcate the inhabitants with the overall urban population. Hasan and Raza (2019) assert that the segregation of gated housing in Pakistan creates moral boundaries between the respectable citizens and the urban poor and make segregation a safety and responsibility issue.

Even with such understanding, the urban studies in most of the Pakistani cities have been done along the economic, legal, and planning lines with little reference on the language. The names of societies are frequently referred to as the descriptive terms, but seldom addressed as the discursive ones. The gap restricts our knowledge of the way of how the inequality of classes is naturalized and reproduced on the level of the everyday language

5.4 Pakistan Language, Power and Social Class.

In Pakistan, a language takes central position in the structure of classes. English is a powerful language that is linked to education, governance, and the elite position whereas Urdu is at the middle level, with regional languages usually taking the peripheral role (Rahman, 2020). A recent sociolinguistic study substantiates the fact

that socioeconomic mobility and institutional power are strongly linked with the access to English (Shamim and Rashid, 2019).

These language hierarchies are reproduced and reinforced in cities. Ahmed and Ali (2021) show that the presence of English dominant signage and branding in Pakistani urban centers indicates elite property and exclusion, especially in business and residential property developments. The presence of society names, mostly in English, is what Blommaert (2020) refers to as lingo landscaping, in which language in the built environment is an index of power relations.

Symbolic dominance of English in names of housing societies is also in line with discourses of modernity globally which are neoliberal. Smart, Executive, and International are words that appeal to the global norms and cosmopolitan identity and place residents in a transnational elite culture. According to Javed and Khan (2023), these language preferences are not simply aesthetic, yet they are strongly ideological, which supports the idea that the only possible way of living is progressive and modern living that could be attained through the consumption of elite goods and services.

5.5 Naming Practices as Discursive Strategy

Naming is an effective semiotic performance that constructs the perception and social meaning. The recent research of critical toponymy underlines that a place name is a political instrument, which is loaded with power relations and histories (Rose-Redwood et al., 2019). When applied to the situation of housing societies, the name acts as a marketing tool that makes residential places appear to be desirable commodities and conceals the practice of exclusion.

The housing society names used in Pakistan regularly rely on three prevalent discursive motifs, including militarized power (e.g., Defence), religious or moral symbolism (e.g., Bahria), and global modernity (e.g., Smart City). These are themes that are in tune with elite imaginaries of security, legitimacy and progress. Anjum and Hameed (2020) argue that these types of naming foster trust and desire, especially among middle-

class consumers who want to achieve social mobility.

Moreover, the fact that local languages are almost totally absent when it comes to naming societies in houses represents a larger trend of linguistic eradication. This removal helps to create what Pennycook (2021) terms as semiotic inequality in which some languages are locked out of spaces of power. The preference toward English and elite forms of the language makes the local identities invisible, favoring the names of the society and establishing hierarchies in language.

5.6 Urban Studies and Critical Discourse Analysis.

Critical Discourse Analysis (CDA) provides a powerful tool in the analysis of how language structures and maintain social inequality. Recent studies in CDA focus on the necessity to contextualize discourse in terms of wider socio-political contexts, specifically, when investigating neoliberal urbanism (van Dijk, 2021). CDA helps researchers not only to study the attributes of the text but also the relations of power which are inherent in the production and circulation of discourses.

Articles in Urban CDA, which were published after 2019, show that the real estate discourse is a key factor in the justification of gentrification. As an example, Zhang and He (2022) demonstrate that urban branding storytelling presents elite projects as common goods at the expense of displacement and exclusion. The critical interrogation of the encoding of power of classes in ostensibly neutral linguistic decisions is possible with the application of CDA to naming the housing society in Pakistan.

Although it is relevant, CDA has not been exploited in the Pakistani urban studies. This research paper bridges this methodological gap by using CDA to code the names of society houses putting linguistic analysis within the Pakistani social and economic and cultural context.

5.7 Blog and Research Positioning.

The literature reviewed has shown that gentrification is a material process and a discursive process, and the role of language in defining urban inequality is very critical. Although the symbolic

aspects of gentrification have gained prominence in the literature of global and regional studies, the Pakistani literature has not engaged in the systematic analysis of linguistic processes of creating class differentiation in housing societies. Combining Critical Discourse Analysis with urban and sociolinguistic insights, the given study presents itself as an interdisciplinary contribution by predicting language as one of the key drivers of gentrified Pakistan today. The following section describes the methodological paradigm followed to understand housing society names as discursive practices of social category.

Theoretical Framework

This study is based on Critical Discourse Analysis and it relies on:

The three-dimensional model proposed by Fairclough (text, discursive practice, social practice)

These paradigms make it possible to analyze the way language creates social hierarchies and justifies the elite space.

Research Methodology

This study converts its interest and attention on the analysis of HOUSING SOCIETY with regard to how they serve as language signals of gentrification and social stratification.

It is in this methodology that toponymy of power in real state discourse will be focused.

The theoretical model of Fairclough three-dimensional framework of CDA that examine the text in the context of its linkage as a description of textual level, discursive level (production, distribution, and consumption), and social analysis will serve as a point of analysis of the text. This framework reveals the names that are English in dominant positions in the elite housing societies which establish hierarchies in postcolonial societies.

The paradigm and approach of the research are presented in Chapter 9.1: Research Paradigm and Approach.

The paradigm used in the study is critical-interpretive because language has been identified as a location of power and ideology (Fairclough, 1995). It takes a qualitative inductive approach,

where themes and patterns are developed around the data and not predetermined hypotheses are tested. The study is descriptive and exploratory and seeks to uncover the ideological labor under wraps that is conducted by the society names.

9.2 Research Design

It is desk based analysis with multimodal analysis of the visual elements (logos, advertisements, billboards, posters, banners).

the main data will be the names of the housing societies, their official branding, and marketing materials. The secondary data are advertisements in real estate, official websites, brochures, and media reports.

9.3 Population and Sampling

Population: Population entails all the privately held housing development societies and gated communities in the big cities of Pakistan especially Lahore, Islamabad-Rawalpindi, and Karachi where the elite real estate development is most visible.

Sampling Technique: The sample of societies that are examples of gentrification and class exclusiveness was taken through the purposive (non-probability) method. Criteria for inclusion:

The societies that were formed or developed considerably after 2000 (after the liberalization era).

English sounding or prominent use of English names.

Relations with prestige, safety, or western-style lifestyles.

Existence in the real estate marketing.

Sample Size: 08 housing societies were chosen which are a combination of:

Bureaucratic programs (e.g., Defense Housing Authority - DHA Lahore, Islamabad, Karachi).

Civilized societies dominated by the private developers.

This sample guarantees the coverage of cities, types of developers, and price range.

9.4 Data Collection

Data collection was done by using the following methods:

Records and Digital Collection (2024-2025)

- Websites of housing societies (ex: dha.gov.pk).
- Real estate portals (Zameen.com,).
- Advertisement, promotion fliers and bill boards.

- Promotional videos in the form of social media pages and YouTube of the chosen societies. All data were ethically processed citing the open sources and using no personal personal information.

Analysis:



Figure 1 Farhan Ali Waris City

The model of Fairclough looks at the three interrelated levels of discourse the text (linguistic and semiotic attributes), discursive practices (processes of production and consumption) and social practices (larger ideological and power systems). When applied to the given images and texts, which seem to be advertisements of real estate housing schemes in Pakistan (Farhan Ali Waris City and an alleged SDA-approved DHA City Sector M-9 scheme), the analysis shows how the images and texts create the discourse of aspiration, affordability, and development and possibly conceal economic inequalities and risks.

Text Level (Description and Interpretation of Linguistic/Visual Features)

Vocabulary and Naming: The passages are written in aspirational and authoritative words to create the feeling of trust and desirability. As an example, the use of bureaucratic, official language in Image 1 (Payment Schedule for Farhan Ali Waris City)

(the use of such words as Booking, Allocation, Confirmation and Final Payment of Land) imitating official financial documents and suggesting its legitimacy and organization, the branding FAW Farhan Ali Waris City includes the name of a notable Shia religious leader (Farhan Ali Waris, a Noha reciter), combining religious-cultural attractiveness with commercialism.

Grammar and Structure Sentences are instructional and declarative, e.g. Even every installment must be paid before 10th of each month which makes the reader an obedient customer.

Level of Discursive Practice Production, Distribution and Consumption This level is concerned with the actual production, distribution and consumption of goods and services, that is, this level is associated with the material production, distribution and consumption of goods and services.

This level examines the production, interpretation, and circulation of the discourse

referring to the intertextuality and genre conventions.

Production: Intertextuality The naming of FAW City after Farhan Ali Waris is associated with his religious fame, which might be directed to Shia communities in Pakistan as trust-building. Production entails the utilization of digital tools (e.g. brochures, videos) as in the case of YouTube updates on the development progress and the more focus is placed on the boundary wall work in full swing to quash doubts about unfinished projects.

Distribution and Consumption: Posts through social media (Facebook, Instagram, YouTube) and physical stores (e.g. Sukkur address), address to middle-income consumers in Pakistan who need investments. Terms such as Book your plot in 8500 PKR #MonthlyEasyInstallmentplan contain hashtags to be viral in spread, which presupposes that consumers are digitally smart and aspirational. Consumption is interpretive: purchasers can interpret affordability (low

installments) as an opportunity, but fail to notice such provisions as utility charges, when demanded, which postpones costs.

Social Practice Level (Socialcultural Context and Ideological Effects)

Ideological Embedding: The materials popularize neoliberal ideologies of wealth-building through housing as a reachable and attainable dream during Pakistan urbanization and the pressures on the nation. The proximity of FAW City to Nooriabad on M-9 links to national development discourses (e.g. motorways as development), whereas the linkage to a religious figure strengthens communal identity and faith in a society in which religion has a say in decision-making.

All in all, these materials commodify land through discourse and advance ideologies of aspiration while perpetrating power relations in the property market in Pakistan.

1. Icon valley Housing Scheme

Floor	Area (Sq. Ft.)	Price (PKR)	EMI (PKR)	All Monthly Installment (PKR)
Ground	875	10,170,000 - 10,670,000	2,243,000 - 2,247,000	1,000,000 - 1,000,000
First	900	9,470,000 - 9,770,000	2,177,000 - 2,243,000	1,400,000 - 1,000,000
Second	900	8,470,000 - 8,470,000	2,000,000 - 2,413,000	1,270,000 - 1,400,000

NOTES:
 * All prices are in PKR.
 ** Prices include taxes, but exclude...
 *** The actual installment of one year and the second year...
 **** Estimated amount payable by...
 ***** Estimated amount payable by...

ICON VALLEY DEVELOPERS | Brought to you by zameen.com

The provided image is a promotional flyer for **Icon Valley Housing Scheme Phase - I**, a residential project in Lahore, Pakistan, developed

by Icon Valley Developers and marketed via Zameen.com (Pakistan's leading real estate portal). The society is located on Raiwind Road, Lahore,

and targets middle-income buyers amid Pakistan's housing shortage.

1. Text Analysis (Fairclough: Description Level; Micro-Structure)

Linguistic Choices and Vocabulary:

The name "Icon Valley" and phrases like "Iconic Lifestyle" and "Where icons live" (from developer materials) use "icon" as a metaphor for exclusivity, status, and superiority. This elevates residents to "iconic" status, implying elite distinction.

Positive loaded terms: "Free Furnishing Available for Limited Units," "Uninterrupted power supply & security surveillance," "Prime location charges to be applied." These highlight luxury (security, power backup) and urgency (limited units) to create desire.

Visual Design (Multimodal Elements) :

- The image shows modern, uniform townhouses with brick accents, manicured lawns, parked cars, and a sunset sky—symbolizing serenity, prosperity, and Western-inspired suburban ideals.
- Gold/yellow banners for promotions evoke luxury and value.

2. Discursive Practice (Fairclough: Interpretation Level; Production and Consumption)

Intertextuality and Genre: This draws from Pakistani real estate advertising conventions—easy installments, gated communities, and promises of security/modernity (common in DHA, Bahria Town ads).

Production and Ideological Positioning: Produced by developers/marketers to target aspiring middle-class/overseas Pakistanis. Flexible plans (e.g., 48 months) position the project as "affordable luxury," addressing housing crises while commodifying homes.

Consumption: Viewers (potential buyers) interpret it as empowerment ("own your dream home easily"), but it manipulates through FOMO (fear of missing out) via "limited units" and disclaimers.

3. Sociocultural Practice

Ideological Reproduction:

Class Aspiration and Exclusion: Promotes gated, secure living as ideal, reinforcing Pakistan's class divide. Gated societies like Icon Valley create "elite enclaves" for middle/upper classes, excluding lower-income groups through high costs (even with installments, totals exceed 9-10 million PKR). This "ghettoises the elite" (as seen in similar Pakistani ads), perpetuating inequality by idealizing segregation for "peace of mind."

2. Casa Serena



1. Text Analysis (Fairclough: Description Level; Micro-Structure)

The given picture is a marketing flyer of a residential project in Lahore, Pakistan, called Icon Valley Housing Scheme Phase - I, and created by Icon Valley Developers and sold through Zameen.com (the most popular real estate website in Pakistan). The society is situated in Raiwind Road, Lahore and it aims at middle-income consumers, as Pakistan faces housing deficit.

1. Text Analysis (Description Level; Micro-Structure) (Fairclough).

Choices of Language and Vocabulary:

The name of the entire area, which is the Icon Valley, and cliches such as Iconic Lifestyle and Where icons live (developer materials) rely on use of icon as a metaphor of exclusiveness, status, and superiority. This brings the residents to the level of an icon, which means high-end status.

Positive loaded words: Free Furnishing Available to Limited Units, the continuous supply of power and security surveillance, prime location charges will be charged. These underline luxury (security, power backup) and urgency (limited units) to make desire.

Visual Design (Multimodal Elements):

- There are contemporary and homogeneous townhouses with a brick accent, trimmed lawns, parked vehicles, and a setting sun- symbolize calmness, affluence, and Western-inspired suburbanism.

- **Promotional banners are gold/yellow and create a perception of luxury and value.**

Discursive Practice (Fairclough: Interpretation Level; Production and Consumption)

Intertextuality and Genre: It is based on the Pakistani real estate advertising traditions - easy payments, gated communities, and security/modernity guarantees (as in the DHA, Bahria Town advertisements).

Production and Ideological Positioning: This was produced by the developers/marketers to appeal to the aspiring middle-class/ over seas Pakistanis. Flexible plans (e.g., 48 months) position the project as an affordable luxury, which has to deal

with housing crises and at the same time commodify homes.

Consumption: It is perceived as empowerment by viewers (potential buyers), who view it as owning (easy) their dream home but is manipulated through FOMO (fear of missing out) through the use of limited units and disclaimers.

Sociocultural Practice

Ideological Reproduction:

Class Aspiration and Exclusion: Values gated and safe living as ideal, which supports the Pakistani an class division. Gated communities such as Icon Valley provide high-income communities (middle/upper classes) with elite enclaves, locking out lower-income populations due to high prices (even with installments, reaches in 9-10 million PKR). It continues to promote inequality by romanticizing segregation as a way to have peace of mind and in this way ghettoizes the elite (as in the case of other Pakistani ads).

Casa Serena

Text Analysis (Description Level; Micro-Structure) (Fairclough).

Nominal Choices: Linguistic Choices:

The title of Casa Seven, is a combination of Spanish (Casa meaning house/home) and a number (Seven), which suggests the exotic luxury, sophistication and maybe completeness/perfection (seven as a culturally relevant number in several traditions). This imported nomenclature alienates the project to the local vernacular, and identifies it with aspirational global living (e.g. like La Casa Villas or Spanish-themed developments in Lahore).

2. Discursive Practice (Fairclough: Interpretation Level; Production and Consumption)

Genre and Intertextuality: The picture belongs to the genre of Pakistani gated community advertisements (e.g., the entrance of Bahria Town, DHA, Lake City, or Icon Valley). It makes intertextual allusions to luxury real estate imagery, such as grand gates as portals to the elderly worlds, which are found in advertisements, promoting secure, modern living.

Production: It is probably a creation of developers/marketers that are aimed at the upper-middle-class consumers (local professionals, expatriates of Pakistan). The night shot conceals underdeveloped places by emphasizing the already developed infrastructure to create trust and immediacy.

Consumption: The viewers perceive it as a portal to a higher status (your dream home awaits) with the visual enticement of desire. The presentation of in-groups by Van Dijk takes place as a positive attribute of a group (residents as belonging to a sophisticated and secure casa -home/family), which implicitly opposes out-groups in the unsecured, lower-class cities.

The speech uses the visual ideology to shape the society into a commodity that is branded.

Sociocultural Practice:

Ideological Reproduction:

Exotic Aspiration and Class Discrimination: The use of the word Cassa conveys Western/Spanish meanings of villa type of luxury that would attract

the rising middle-class population in Pakistan who want to differentiate themselves with the conventional houses. This strengthens the culture of hybridity in Pakistan of neoliberalism, in which foreign names are an indicator of modernity and status.

Segregation and Security as Ideology The imposing gate signifies exclusion - the exclusion of the in-group against perceived city dangers (crime, overcrowding). These images in the context of the fast urbanization and inequality in Pakistan make the gated enclaves look like solutions to the security challenges, sustaining the class division (the elite within vs. the informal settlements without).

This visual discourse is a good example of how the exotic naming and glamorous imagery in Pakistani housing promotions ideologically create gated luxury as the standard of the good life, and propagate the urban development of power inequalities. CDA reveals it to be much more than aestheticism—a tool that creates social strata.

3. 1947 Housing Scheme



The given image is a computer-generated advertising poster of 1947 Housing, a gated residential community in Islamabad, Pakistan (developed by the 1947 Group, and aimed at middle to upper-middle-class customers with plots and villas). It illustrates an iconic entrance door arch which is based on the ancient Egyptian architecture (pylons with columns), decorated by the logo 1947 housing and a crown-like sign.

The application of the three-dimensional model by Norman Fairclough (textual description, discursive practice, sociocultural explanation) can

elicit how the name and the visuals appeal to the concept of nationalism and also uphold the system of exclusion based on classes in the housing market within Pakistan.

1. Text Analysis (Fairclough: Description Level; Micro-Structure)

Nominal Choices: Linguistic Choices:

- 1947 Housing is named after the year 1947, when Pakistan gained its independence with British rule and it is used with the direct reference to the national pride, historical evidence, and foundation legacy. The name of the "Housing" is

simple and practical, but combined with 1947, it makes the project a symbol of patriotism- the sense is that the inhabitants are a part of a new nation-building process.

- The symbol in the logo is a crown like badge, which indicates the royalty or elite ancestry, a mix of the ancient piety and the modern exclusivity.

Vision/Visual: This involves the capacity to perceive and mentally envision objects as they exist in reality. <|human|>Visual/Visual: This is the ability to perceive and imagine objects in their real form.

Architecture and Composition: The grandiose and pyramid-shaped arc is inspired by the Egyptian motifs (e.g., the Luxor temples), and it helps to express the sense of eternal magnificence and permanence. This exotic historicism makes the society an archaic triumph.

Dynamic Details: The traffic is dynamic and has modern SUVs, which portray accessibility, wealth, and community liveliness. The palms and greenery of Lush tropics is set against a blue sky and a serene sky, perfecting an idea of pollution-free green oasis over urban chaos.

Color Palette: Warm beige stone, the colors of the rainbow (green and blue) and naturalization of luxury by the use of warm colors create a sense of optimism, growth, and purity.

In general, this discourse creates a patriotic nomenclature and images to present housing as a nationalistic dream, which conceals commodification.

Discursive Practice (Fairclough: Interpretation Level; Production and Consumption)

Genre and Intertextuality: Adopts Pakistani real estate CGI promotions (e.g. like Capital Smart City or Park View City entrances), intertextually adopts themes of the past (e.g. 1947 is seen to echo independence stories in ads such as that of the

Pakistan day). It steals the worldly luxurious developments with the use of ancient motifs as prestige.

Production: Developed by producers/marketers as a form of nationalism (e.g. military personnel, expatriates in Pakistan) as Islamabad continued to grow. The pre-construction render creates hype, where the focus is made on the vision rather than the reality.

Consumption: Potential consumers are viewing it as a call to own a part of history thus creating a sense of attachment due to nationalism. The in-group schemas depicted by Van Dijk demonstrate positive categories (residents as patriotic elites in the safe, modern nation-within-a-nation) with an implicitly differentiated category of non-residents that is not part of this heritage.

The practice makes the discourse empowering, however, it plays around with idealized imagery to make sales.

Sociocultural Practice

Ideological Reproduction:

Nationalism and Patriotism: In 1947, the independence struggle in Pakistan is commodified with the housing being part of national identity so that the profit of the individual can be justified. This plays into post-colonial ideologies where developments are rebuilding the nation, however, this is mostly benefiting the elites.

Class Exclusion and Aspiration: The monumental entrance is a symbol of division- between the rich people, the inside, and the masses, the outside. It supports neoliberal ideologies in the context of housing inequality in Pakistan (millions of slum dwellers) whereby the state cannot offer people security and greenery, which private gated societies offer, thus becoming a continuity of social stratification.

4. Airport Enclave



This is the Critical Discourse Analysis (CDA) of the Airport Enclave Housing Scheme Community Centre Image.

The given picture is a computer-generated illustration of the Community Centre in the Airport Enclave (or Airport Enclave Villas or associated with the Khudadad City), a residential housing society gated, located around the New Islamabad International Airport, Pakistan. It was designed by Land Linkers Pvt Ltd and AXS Pakistan Pvt Ltd and is aimed at the middle to upper-middle-class buyers (and overseas Pakistanis) with in-payable villas and plots in installments. A white building with slats that run vertically, vast glass windows, gardens, palm trees, flowering plants and parked luxury cars are displayed, and with a clear sky, the image it tries to promote is of modern-day luxury and community amenities.

Text Analysis (Fairclough: Description Level; Micro-Structure)

Nominal Choices: Linguistic:

Airport Enclave is a blend of Airport (with emphasis on location, in relation to Islamabad international Airport) and Enclave (in French/English, meaning an enclosed, exclusive area). This appeals to the sense of prestige, and safety, as well as seclusion- that is, a bubbled space of the elite around a global center.

The signage goes by the name Community Centre, which implies inclusivity and social amenities, which make the exclusivity of enclave less sharp.

Discursive Practice (Fairclough: Interpretation Level; Production and Consumption)

Genre and Intertextuality: In keeping with Pakistani gated society advertisements (e.g., Top City-1, Mumtaz City along the same airport corridor), which have CGI facilities such as community centres to create desire. Cites international tendencies in respect to the developments that are airport-related in the name of connectivity.

Production: Marketers/developers will focus on buyers who are conscious of location (near the airport, motorways such as M-1/M-2, Srinagar Highway). The render focuses on the finished facilities to create the trust and sales in a saturated market.

Consumption: It is perceived by the viewers as a way of access to the modern, connected life with references to the upward mobility. The lens developed by Van Dijk presents a positive in-group image (residents as cosmopolitan, safe inside elites in an enclave): out-groups are observed in overcrowded and less-connected urban neighborhoods.

The commodification of place and security is employed by the practice of visuals that are used to play around with the image of access.

3. Sociocultural Practice

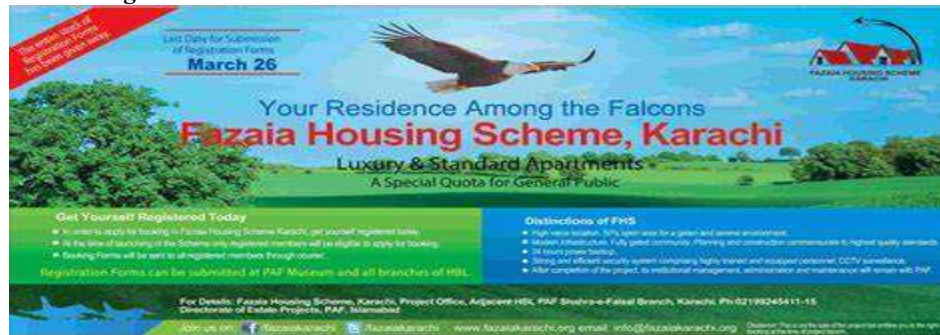
Ideological Reproduction:

Connectivity and Globalization: "Airport" links the project with international travels/mobility, attracting the overseas Pakistanis and business classes- reaffirming neoliberal ideologies in which the access to global nodes indicate development and investment opportunities.

Exclusivity and Segregation: The ideology of Enclave rationalizes gated isolation as the desired protection against perceived threats (traffic, pollution, insecurity) in the city. It maintains the divide between the wealthy and the impoverished since it establishes affluent pockets within the context of wider inequality in the Pakistani context of rapid urbanization of its airports.

This advert discourse appeals to the power structures of urban Pakistan and promotes their ideological sale of segregated location based luxury as the key to the good life through the appeal to the mobility desires with the use of Airport Enclave and glamorous renders. It is exposed by CDA as a device of maintaining class inequalities within the neoliberal housing markets.

5. Fazaia Housing Scheme



The images advertise Fazaia Housing Scheme Karachi which is a residential estate that is built by the Pakistani Air Force (PAF). Image 0 displays a modern, monumental entrance gate to a developing community with palm trees and open field; Image 1 promotes luxury/standard apartments with eagle as a motif and Your Residence Among the Falcons slogan; Image 2 is a contrast to the DHA City Karachi, which implies the same level of aspiration. It is named Fazaia (meaning air/sky + ia suffix) which is a direct reference to the PAF, making the scheme an air force project.

Text Analysis (Description Level; Micro-Structure) Fairclough.

Nominal Choices: Words: Words:

"Fazaia" reminds us of the sky, air travel and PAF identity (falcons/eagles as a symbol of air power). Such descriptions as Your Residence Among the Falcons (Image 1) ironically raise residents to the status of elite falcons- of freedom, being on watch and superiority.

Housing Scheme: This is a bureaucratic/welfare program, which is typical of military projects. Superimpositions such as "KARACHI" and logos

by the developers give prominence to location and authority.

The influences exerted by media imagery and visual elements are closely linked to the individual's perceptions, experiences, and comprehension of the advertisement.

Visual and Multimodal Elements:

The effects that are caused by the media imagery and the visual elements are directly associated with the perceptions, experiences, and understanding of the advertisement in an individual.

Grandeur and Aspiration: Monumental gate (Image 0) is designed with layers that create the effect of power and stability; eagle (Image 1) supports military pride; hands holding a house in DHA comparison (Image 2) give the impression of security and accomplishment of dreams.

Developmental Imagery: There is sparse landscaping and open land with potential, and bright skies and greenery romanticize bliss in the Karachi urban environment.

Symbolism: Falcon/eagles are metaphors of elite protection; branding supported by the military is a guarantee of order.

The discussion makes the military intervention a normal way of ensuring high-quality, orderly living.

Discursive Practice (Fairclough: Interpretation Level; Production and Consumption)

Genre and Intertextuality: Conforms to Pakistani military housing promotions (e.g. DHA by Army, Askari by Army subsidiaries). Allusions PAF welfare convention; parallels to DHA place Fazaia on the same prestige level as civilians.

Production: PAF/marketers appeal to the staff and middle/ upper-class civilians (including overseas Pakistanis) in search of safe investments. Images are used to highlight power to develop trust, particularly after the past scandals (e.g., the joint-venture problems solved by providing refunds).

Consumption: The audience perceives as a right to such a military lifestyle as access to military-grade- reliable, disciplined. Van Dijk emphasizes the positive in-groups (residents out as falcons of PAF protection, patriotic elites), othering civilian/private developments as more unreliable. The art of military prestige is commercially packaged.

Sociocultural Practice (Fairclough: Explanation Level; Macro-Structure)

Ideological Reproduction:

Military Authority and Trust: Fazaia is borrowing the reputation of PAF in terms of

discipline/professionalism to validate the project by suggesting that it provides better security/planning than the developers of the project privately. This leads to ideologies as armed forces are used to symbolize national integrity in times of corruption in the civilian world.

Class Aspiration and Inclusion/Exclusion: Initially a welfare system among staff of PAF, democratisation of the system to include civilians makes elite military living more aspirational, but preserving hierarchy (military control adds to high standards).

Nationalism and Protection: Falcon/sky motifs identifies housing with the defense patriotism; gated design is a promise of avoidance of insecurity in the city.

The Army schemes such as Fazaia should be compared to DHA (Army) or Askari as military schemes in the context of 2026 housing shortage, real estate speculation in Pakistan, which maintains ideologies of institutional privilege. It carries military welfare to civilian markets strengthening the power imbalances as it tackles affordability.

This discussion is based on selling military-supported security as aspirational living through the use of Fazaia and symbolic visuals, which serves as an instrument in stratified urbanization. CDA reveals the naturalization of the role of armed forces on civilian housing, merging welfare and commodification.

6. River Front



1. Text Analysis (Fairclough: Description Level; Micro-Structure)

Linguistic and Nominal Choices:

The interviewee will explain the process of language acquisition in his mother tongue.

Nominal: The interviewee will provide details of how he learned his native language.

Premier Choice Heights consists of the word premier (first/best/superior), the word choice (of selective discernment and agency), and the word Heights (reminding of elevation, status, and panoramic views). This places the project as the best, luxurious alternative -better than others- whereby it attracts consumers who want to be distinguished.

- There are no other slogans, but the branding supports hierarchy and exclusivity.

Discursive Practice (Fairclough: Interpretation Level; Production and Consumption)

Genre, Intertextuality: Sells Pakistani high-rise promotions (such as lake-view developments such as Lake City Lahore or Emaar oceanfront in Karachi), promoting CGI representations of completed high-end lifestyle. Makes reference to the global trends (Dubai-inspired waterfront towers) typical of aspirational developments.

Production: It is a product designed by the marketers of Premier Choice International to appeal to upper-middle-class consumers (local, overseas Pakistanis) in a competitive market such as Islamabad/Rawalpindi or Lahore. Lake emphasis puts focus on scarcity, creating hype in the pre-launch sales.

Consumption: The viewers discern the empowerment (your premier choice) to the high living.

Aspirational branding commodifies status and nature through the practice.

Sociocultural Practice (Fairclough: Explanation Level; Macro-Structure)

Ideological Reproduction:

Superiority and Consumer Choice: The superiority of Premier Choice appeals to neoliberal ideologies of individual agency housing as a smart upgrade of investing/lifestyle hides how this type of initiative is designed to serve the needs of the wealthy.

Escape and Exclusivity: The image of Lake/high-rise suggests escape off the concentration of urban life, which bolsters gated/high-rise enclaves as the answer to urban ills. The term Heights raises the residents both socially and physically.

Global Apex: International connectivity of the developing (Dubai influences) makes domestic developments to be smudged with foreign luxury, which targets the cosmopolitan classes.

Such images/titles perpetuate ideologies of social distinction through privatized luxury in the context of the 2026 urban sprawl in Pakistan (cities such as Lahore/Islamabad), as in Icon Valley (iconic status), Casa Seven (exotic perfection), or Fazaia (institutional prestige). It hides environmental expenses (artificial lakes) and lockout (inflated prices).



7. Sindh Employees housing Scheme

The given picture is a bilingual (Urdu/English) advertisement poster of DHA City (Karachi) with a large entrance gate, palm trees, broad roads, and text (mentions that it is located at the M-9 Motorway (Super Highway)). The poster has the logo of the Sehba Akhtar Development Authority (SDA) placed at the top, Urdu text admiring the project " - Approved by Sindh Development Authority, and refers to the DHA City), and contacts. DHA City Karachi is a massive and a master-planned residential housing project by the Defence Housing Authority (DHA), an organisation that is administered by the Pakistan Army, and which is on the outskirts of Karachi on the M-9.

The use of the three-dimensional model of the textual description, discursive practice, sociocultural explanation, by Norman Fairclough.

1. Text Analysis (Fairclough: Description Level; Micro-Structure)

Nominal Choices: This step requires the student to select the correct word to replace the incorrect word.

Linguistic Choices: This phase involves the student picking the right word that substitutes the wrong word.

- DHA City is a short name of Defence Housing Authority, which reminds of military defence (security, discipline) and size (City means comprehensive, self-sustaining development). Urdu discussion insists on sanction by "SDA" (probably falsifying or identifying with Sindh authorities to be legal).

- Positive loaded words: mnZwr shdh (approved), location on M-9 (connectivity) and images of grandeur assure prosperity.

2. Discursive Practice (Fairclough: Interpretation Level; Production and Consumption)

Genre and Intertextuality: This is a common feature of Pakistani military housing advertisements (e.g., Fazaia, Askari), in which gates take on a symbolic role of leading to elite space. Appeals to M-9 connectivity and approval, intertextually to the known reputation of DHA.

Production: It is probably marketer-produced (not authorized or affiliate) to capitalize on the fame of

DHA City. Large SDA logo can be abused (there is no distinguished Sehba Akhtar Development Authority, just DHA City, which is Army-controlled).

Consumption: Customers perceive it to be safe and prestigious investment. Van Dijk points out positive in-group (residents as lowly protection under umbrella of defence), othering civilian developments as an inferior development.

It uses military authority as the market appeal, which may be deceiving through the brand "SDA."

3. Sociocultural Practice (Fairclough: Explanation Level; Macro-Structure)

Ideological Reproduction:

Military Prestige and Security: "DHA" commercializes the image of the Army as disciplined/ reliable, so the project is promoted as secure in the city where there is a lack of security, which strengthens ideologies where military organizations are superior to civilian ones.

Class Aspiration and Exclusion: "City" scale offers green middle/upper classes (civilians can now apply) the future of gated segregation.

Results and Discussion

The review of the promotional content of real estate projects in Pakistan (including those that are religious-oriented (Farhan Ali Waris City), military-oriented (Fazaia, DHA City) and iconic (Icon Valley, Premier Choice Heights) reveals a consistent discursive approach: the securitization of the security, status and identity.

4.1. The Aspiration and Language of Legitimacy.

The Textual Level analysis shows that there is excessive use of what is referred to as the authoritative vocabulary across all samples. Pakistani real estate market inherently suffers the lack of trust and this lack of trust can be mitigated using terms like Approved, Allotment, and SDA-authorized.

Visual Semiotics of Power: The motif of the monumental gate (that appears in 1947 Housing, Casa Serena and DHA City) serves as a form of semiotic perimeter. It is not just physical security, but it is a symbol of some kind of threshold into a much better category.

Naming Conventions: We find that there is a derailment of local vernacular to Exotic Hybridity (Casa Serena, Premier Choice) and Nationalist Nostalgia (1947 Housing). These names are used to other the urbanized mayhem that already exists and place these cultures in a position of modernity, westernization or a patriotically superior place.

4.2. Discursive Practices: Association Trust.

The Discursive Level emphasizes how developers use existing social institutions to gain the so-called instant credibility:

Institutional Borrowing: Fazaia and DHA City projects take advantage of the fact that the Pakistan Armed Forces have a reputation of being disciplined. In contrast, Farhan Ali Waris City makes use of the religious/cultural capital of fame (celebrity) to create a culture of trust in the community.

CGI as Ideological Weapon: The use of high-end CGI (Computer Generated Imagery) in Airport Enclave and River Front forms a "perfect future" reality. The practice is a form of manipulation of consumption through selling a vision which blurs the present reality of undeveloped land or environmental destruction (e.g., artificial lakes).

4.3. Social Practices: The Elite Ghettoization.

These discourses create Neoliberal Segregation at the Sociocultural Level. The discourse legitimizes the state to fail in delivering the public good such as safety and clean water by positioning gated communities as the only possible solution to the chaos and insecurity in the urban environment.

In-Group/Out-Group Dynamics: According to the model introduced by Van Dijk, the ads invariably feature the resident as the Progressive Insider (The Falcon, The Icon, The Patriot) and implicitly Other the rest of the city as the Congested, Unsafe Outside.

Recommendations

According to the results of this CDA, the following recommendations can be given to the policymakers, urban planners, and consumers:

Marketing Claims Regulation.

The concerned authorities (LDA, CDA, SBCA) ought to require that the promotional material be clear on which photography and which is CGI renders. The ambiguous authority logos (as in the case with the logo of the SDA associated with DHA City) must be controlled effectively to avoid deceiving the consumers in terms of approvals of the projects.

Breaking the association between Housing and Institutional Prestige.

The shift towards deinstitutionalization of real estate is needed. Housing becomes religious or even military in nature and this brings about social stratification within the city structure. The future developments should be promoted based on sustainability and inclusiveness not on exclusive enclave basis.

Social and Environmental Impact Disclosure.

Waterfront and green claims (i.e. River Front Islamabad) must be followed with compulsory disclosures of environmental impact. When it is discussed in a way that advocates on artificial nature, the degradation of local water tables and habitat destruction of indigenous ecosystems are often camouflaged.

Consumer Literacy Programs

Media literacy campaigns must be introduced so that potential buyers can read between the lines of the real estate talk to see that in most cases, Easy Installments is a trap that hides the true nature of the cost such as utility bills and Premium location that leads to debt in the long run.

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