

THE LINGUISTIC CHOICES USED IN THE WALL CHALKING IN SIALKOT: A CRITICAL DISCOURSE ANALYSIS

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Abstract

This study explores the linguistic and ideological dimensions of wall chalking in Sialkot through the framework of Critical Discourse Analysis (CDA), with particular reference to Teun A. van Dijk's concept of the Ideological Square (T.A. & Dijk, 2015). Wall chalking is a widespread form of informal public discourse in Pakistan and serves as an accessible medium for political, commercial, educational, and ideological communication (Ahmed & Ahmed, 2020). Despite its strong presence in urban spaces, limited academic attention has been given to the linguistic structures and ideological meanings embedded in these public texts. The study adopts a qualitative research design and employs purposive sampling to collect a total of 30 wall-chalks from different areas of Sialkot. The purposive sampling in qualitative research design embraces the flexible and cohesive principles of qualitative inquiry (Ahmad & Wilkins, 2025). The collected data is categorized into political, commercial, educational, and ideological/sectarian wall chalking. The analysis is conducted at both macro and micro levels. At the macro level, the study examines thematic structures and dominant social concerns reflected in the texts, while at the micro level it investigates lexical choices, nominalization, rhetorical strategies, positive self-representation, and negative other-representation. The analysis demonstrates that wall-chalking is not neutral expressions but strategically constructed texts that shape identities, reinforce power relations, and influence public perception. The findings reveal that commercial wall chalking constitute the largest proportion of the collected data, indicating their extensive use as a low-cost advertising strategy. However, political and ideological wall chalking exhibit stronger persuasive and

Keywords: Linguistic Choices, Wall Chalking, Micro & Macro Analysis, CDA, Van Dijk' Ideological Square 1998

1. Introduction

Language plays a crucial role in shaping social realities, identities, and power dynamics within a society. In public spaces, discourse reflects underlying ideologies that are embedded in everyday communication. One such form of public discourse is wall chalking, a widespread street-level practice that serves as an informal yet influential means of communication. It is commonly used to convey political, commercial, religious, and social messages, aiming not only to inform but also to persuade, influence public opinion, and construct ideological perspectives.

From the perspective of Critical Discourse Analysis (CDA), language is viewed as a form of social practice that both reflects and reinforces power relations (Fairclough, 1995). Similarly, Van Dijk (1998) emphasizes the role of discourse in creating ideological divisions between groups, often framed as “Us” versus “Them,” through his concept of the Ideological Square. In this sense, public texts such as wall chalking are far from neutral; these are deliberately crafted to promote specific agendas, identities, and structures of power.

Wall chalking is a prominent and influential form of public discourse that occupies visible spaces in urban environments and interacts directly with the daily lives of people. Unlike formal channels such as newspapers, television, or digital media, wall-chalking is immediate, easily accessible, and difficult to ignore. This makes an effective means of communicating messages to a broad and diverse audience (Jaworski and Thurlow, 2010; Khan, 2015). In Pakistan, especially in urban areas like Sialkot, wall chalking has developed into a long-standing practice. Various groups including political parties, businesses, educational institutions, religious organizations, and social bodies use walls as platforms to deliver messages intended to inform, advertise, or persuade the public.

From a sociolinguistic viewpoint, wall-chalking is important because it represents grassroots-level communication that reflects local ideologies, cultural norms, and social power structures. These texts and discourses are semiotic contexts drawn by the social structures and social practices (Fairclough, 2023). These texts go beyond simply delivering information; they actively participate in shaping identities, maintaining social hierarchies, and negotiating power relations within communities (Rahman, 2017; Dijk, 2018). For instance, political wall-chalking often attempts to construct images of authority, credibility, and leadership, while simultaneously discrediting opposing groups. In contrast, commercial chalking relies on persuasive language to attract customers by emphasizing value, urgency, or quality. Religious and sectarian messages, on the other hand, tend to reinforce group identity and shared beliefs, sometimes drawing boundaries between different communities.

CDA offers a useful framework for examining such texts as socially embedded practices rather than neutral forms of communication. It views language as a tool that both reflects and shapes power relations and ideological positions. Within this framework, Van Dijk’s socio-cognitive approach highlights how discourse often creates polarized representations of social groups, distinguishing between “Us” and “Them.” Through this lens, wall chalkings can be analyzed to reveal how specific word choices, rhetorical techniques, and sentence structures contribute to ideological meanings and influence public perception.

The study of wall chalkings in Pakistan is particularly relevant because it reveals the close relationship between language, ideology, and local socio-political realities. In cities like Sialkot, where political activity, educational competition, and commercial engagements are prominent, wall-chalking serves as a reflection of societal priorities and concerns. They illustrate how different groups compete for visibility and influence within shared public spaces.

Additionally, wall chalkings are constantly changing in response to political developments, market trends, and social events. This dynamic nature allows them to capture shifting public concerns and evolving ideological positions over time. By analyzing these texts, researchers can better understand how language functions not only as a mean of communication but also as a tool for persuasion, identity construction, and ideological expression.

In Pakistan, wall chalking is a common feature of urban landscapes and functions as an economical and accessible communication tool. In the city of Sialkot, such writings appear in various forms, including political slogans, commercial advertisements, educational promotions, religious expressions, and even sectarian messages. Despite their prevalence and visibility, the linguistic patterns and ideological meanings embedded in these texts have not been extensively explored in academic research.

This study, therefore, aims to examine the linguistic features of wall chalkings in Sialkot through the framework of Critical Discourse Analysis, with a particular focus on Dijk (2018)'s socio-cognitive approach.

Statement of the Problem

Wall chalking is one of the most visible and influential forms of public discourse in urban Pakistan, particularly in cities like Sialkot. It is widely used by political groups, commercial organizations, educational institutions, and religious communities to communicate messages, influence public opinion, and establish ideological positions. Despite its strong presence in public spaces and its impact on social interaction, wall chalking has received limited scholarly attention within the fields of sociolinguistics and critical discourse analysis (CDA). Most existing studies on discourse and ideology focus on formal media platforms such as newspapers, television, and digital communication, while informal street-level discourse remains underexplored in Pakistani context. Consequently, the linguistic features, persuasive strategies, and ideological meanings embedded in wall-chalking has not been systematically analysed, particularly in relation to how it constructs identities, reinforces power relations, and creates social polarization.

In Sialkot, wall-chalking reflects a wide range of political, commercial, educational, and ideological concerns. These public texts employ specific lexical choices, rhetorical techniques, and stylistic patterns to attract attention and shape public perception. However, there is a lack of research examining how these linguistic choices contribute to ideological representation and social influence through Van Dijk's socio-cognitive framework and the Ideological Square. Therefore, this study aims to address this gap by investigating the linguistic characteristics and ideological functions of wall-chalking in Sialkot through CDA. The research seeks to explore how language used in wall-chalking reflects broader social realities, power structures, and ideological divisions within the urban public sphere.

1.2 Research Objectives

This research study aims:

1. To identify the types and frequencies of the wall chalking used in Sialkot.
2. To analyze the linguistic choices of the wall chalking through Critical Discourse Analysis, applying Van Dijk's framework.

1.3 Research Questions

This study answers the following questions:

- Q1. What types of wall-chalking are used in Sialkot and how frequently does each type occur?

Q2. What linguistic choices are employed in the wall chalking of Sialkot as analyzed through Van Dijk's Critical Discourse Analysis framework?

2. Literature Review

Language is not merely a tool of communication; it also functions as a mechanism through which power, ideology, and social identities are constructed and maintained. Within public spaces, discourse reflects dominant social structures and ideological positions that influence people's perceptions and interactions. One important form of such public discourse is wall chalking, which serves as a visible and accessible means of communication in many urban societies, particularly in Pakistan. Wall-chalking communicates political, commercial, educational, religious, and ideological messages and therefore provides valuable material for discourse analysis and sociolinguistic investigation (Fairclough, 1995).

The theoretical foundation of this study is rooted in Critical Discourse Analysis (CDA), which views language as a social practice closely connected to ideology and power relations. According to Norman Fairclough (1995), discourse both reflects and shapes social structures, meaning that language contributes to the production and reproduction of power in society. Fairclough (2013) further explains that public discourse is rarely neutral because linguistic choices often carry hidden ideological meanings that influence audiences consciously or unconsciously. In this context, wall-chalking can be interpreted as ideological texts that construct specific social realities through persuasive and symbolic language.

Similarly, Teun A. van Dijk (1998) emphasizes the relationship between discourse, cognition, and ideology through his socio-cognitive approach. His concept of the Ideological Square explains how discourse tends to create polarization between groups by emphasizing positive representations of the in-group ("Us") while highlighting negative aspects of the out-group ("Them") (Dijk, 1998). This framework is particularly useful in analysing political and ideological wall-chalking and here language is strategically used to construct authority, credibility, nationalism, or religious identity. Van Dijk (2006) further argues that discourse can function as a form of manipulation by influencing public beliefs and controlling social cognition through rhetorical strategies and lexical choices.

Research on linguistic landscapes and public discourse also provides significant insight into the communicative role of wall writings. Jaworski and Thurlow (2010) describe public texts as components of "semiotic landscapes", where language, images, and spatial arrangements collectively construct meaning within urban environments. According to their perspective, public writings are not random expressions but socially embedded signs that reflect ideological, cultural, and economic realities (Jaworski & Thurlow, 2010). Wall-chalking therefore becomes part of the broader linguistic landscape that shapes public perception and social interaction.

In Pakistan, wall chalking has become a widespread form of informal communication. Language in Pakistan is deeply connected with ideology, identity, and political power. Public discourse often reflects social divisions based on politics, religion, and class (Rahman, 2017). Similarly, Khan (2015) explains that political wall-chalking in urban Pakistan functions as persuasive tools that attempt to construct political legitimacy, influence voters, and create ideological alignment among the public. These studies indicate that wall-chalking is not only communicative practice but also instrument of ideological influence.

Commercial discourse has also been widely examined from a discourse analytical perspective. Advertising language frequently uses persuasive lexical choices, repetition, slogans, and rhetorical techniques to attract audiences and encourage consumption. Fairclough (2013) suggests that commercial discourse increasingly shapes public communication by combining persuasion with everyday language practices. In wall-chalking, commercial advertisements often emphasize affordability, urgency, and quality through concise and eye-catching linguistic structures designed to maximize public attention.

Religious and sectarian discourse represents another important dimension of wall-chalking. Such messages typically reinforce collective identity and shared beliefs while distinguishing one group from another. Wodak and Meyer (2009) viewed that discourse contributes significantly to the construction of social identities and ideological boundaries. Religious wall-chalking frequently employs emotionally charged and symbolic language that strengthens group solidarity and moral authority (Wodak & Meyer, 2009).

Despite the growing scholarship on discourse, media, and linguistic landscapes, limited research has specifically focused on wall-chalking in Pakistan through the lens of Critical Discourse Analysis. Most previous studies have concentrated on newspapers, television, or digital communication, leaving informal urban discourse relatively unexplored. Furthermore, few studies have applied Van Dijk's socio-cognitive framework to analyse how ideological meanings are constructed through the linguistic features of wall-chalking in local Pakistani contexts such as Sialkot.

Therefore, this study seeks to fill this research gap by examining the linguistic and ideological dimensions of wall-chalking in Sialkot. By applying Critical Discourse Analysis and Van Dijk's Ideological Square, the research aims to explore how lexical choices, rhetorical strategies, and discourse structures contribute to persuasion, identity construction, and ideological representation in public spaces.

3. Research Methodology

The research methodology section comprises research design, data source, sampling technique, data interpretation, details of data sources and categorisation of wall-chalking data.

3.1 Research Design

This study follows a qualitative research design, as it enables a detailed examination of textual data and helps interpret the underlying ideological meanings within discourse.

3.2 Data Source

The data for this study is drawn from wall chalkings gathered from various locations in Sialkot.

3.3 Sampling Technique

The study employs non-random technique based on purposive sampling, a non-probability method in which samples are selected on particular criteria relevant to the research objectives (Guarte & Barrios, 2006). Through this technique, the data is collected based on data availability or convenience and the results also prone to the sampling and don't generalize the entire population.

3.4 Sample Size

A total of 30 wall chalkings have been chosen for analysis in Sialkot from different areas. This sample size is considered sufficient for qualitative research, as it allows for an in-depth examination of linguistic patterns and ideological meanings within the selected data.

3.5 Data Interpretation

This section comprises the information of the data types and the total number of wall-chalking of each type from different areas of Sialkot.

3.5.1 Primary Data of Wall-Chalking

The primary data for this study consists of wall-chalking collected from various public locations in Sialkot, including commercial markets, roadside walls, educational surroundings, and residential areas.

The selected samples represent different communicative purposes such as political persuasion, commercial advertisement, educational promotion, and ideological expression. These wall-chalkings have been photographed and documented as naturally occurring public texts for qualitative analysis through Critical Discourse Analysis (CDA).



Figure.1 Wall-Chalking Instances Collected from Different Areas of Sialkot

The above Figure.1 shows the image instances of different types of wall chalking collected from different areas of Sialkot. These show various chalkings of different fields and the proportions vary of all chalking types.

3.5.2 Categorization of Data

Table 1

Types of Wall-Chalking

Sr. No	Categories of Wall-Chalking	Total Numbers
1	Political	4
2	Commercial	16
3	Educational	6
4	Beauty products	0
5	Ideological/Sectarian	4

This categorization of data in the above Table 1 explains the types that are political, commercial, educational, beauty products, and ideological with the total numbers. The data presented in the table indicates that commercial wall chalkings constitute the largest proportion, accounting for more than half of the total sample.

This suggests that wall chalking is primarily used as a low-cost advertising strategy to promote products and services. Educational chalkings also appear with a second largest noticeable percentage reflecting the competitive nature of academic institutions in attracting students.

In contrast, political and ideological/sectarian chalkings are comparatively fewer in numbers, yet they carry strong ideological meanings and persuasive intent.

Overall, the distribution of data highlights that commercial purposes dominate, wall-chalking also serves as a significant medium for ideological expression and social influence.

3.6 Theoretical Framework

This study is grounded in Van Dijk's (1998) concept of the Ideological Square, which is a key component of Critical Discourse Analysis (CDA). According to Van Dijk, ideological polarization in discourse is reflected through four main strategies:

1. Highlighting positive aspects of the in-group ("Us")
2. Highlighting negative aspects of the out-group ("Them")
3. Downplaying negative aspects of the in-group ("Us")
4. Downplaying positive aspects of the out-group ("Them")

This analytical framework is applied at two distinct levels:

3.6.1 Macro Level

- The overall topic or theme of the discourse
- The broader semantic structure (macro-structure)

3.6.2 Micro Level

- Choice of vocabulary (lexicalization)
- Context-specific meanings (local meaning)
- Logical connections within the text (local coherence)
- Use of nominalization
- Stylistic features
- Rhetorical techniques

4. Data Analysis, Results and Discussion

This research section comprises the Macro and Micro analysis of the data while applying Van Dijk's (1998) Critical Discourse Analysis. It further comprises results and discussion and answers both the research questions which follow:

Q1. What types of wall-chalking are used in Sialkot and how frequently does each type occur?

Q2. How can Van Dijk's Critical Discourse Analysis framework be applied to analyse the linguistic choices in the wall chalking of Sialkot?

Firstly, the total data of wall-chalking is analyzed at macro level to answer the first research question about wall chalking types, their categories, frequencies and percentages and to find out the most commonly and frequently used wall-chalking categories.

Secondly, how do the linguistic choices of wall chalking in Sialkot construct ideological meanings through Van Dijk's Critical Discourse Analysis framework?

4.1 Macro Analysis

At the macro level, the analysis focuses on the overall themes and topics of wall chalking while answering the question:

Q1. What types of wall-chalking are used in Sialkot and how frequently does each type occur?

Table 2

Distribution of Wall-Chalking Categories into Frequencies and Percentages

Wall-Chalking Categories	Frequency	Percentage
Political	4	12.5%
Commercial	16	56.25%
Educational	6	18.75%
Beauty products	0	0%
Ideological	4	12.5%

Note. Percentages and frequencies are calculated from the total number of wall-chalking instances (N = 30)

4.1.1 Results

Table 2 presents the distribution of wall-chalking categories identified in Sialkot. A total of 30 wall-chalking instances were analysed. The findings reveal that commercial wall chalking was the most dominant category, accounting for 16 instances 56.25%. This indicates that wall chalking is primarily used as a low-cost advertising medium for promoting local businesses, products, and services.

The educational category ranked second, with 6 instances 18.75%, suggesting that educational institutions also utilize wall chalking to publicize admissions, tuition services, and academic programs. Political and ideological wall chalking each constituted 4 instances 12.5%, reflecting their relatively limited presence during the period of data collection. Political wall chalking mainly represented campaign messages and party promotion, whereas ideological wall chalking conveyed religious or social messages.

Notably, no instances of beauty product wall chalking 0% was observed, indicating that this category was absent from the selected sample.

4.1.2 Discussion

The findings demonstrate that commercial wall chalking is the predominant form of public wall discourse in Sialkot, highlighting its significance as an inexpensive and highly visible advertising strategy. This dominance suggests that local businesses rely extensively on public spaces to reach potential customers, particularly where conventional advertising may be costly.

The moderate presence of educational wall chalking reflects the competitive nature of educational institutions and private academies, which use wall inscriptions as a promotional tool.

In contrast, the comparatively lower frequencies of political and ideological wall chalking implies that these messages are either more event-specific or less frequently displayed than commercial advertisements within the selected locations.

The absence of beauty product wall chalking indicates that businesses in this sector may prefer alternative marketing platforms, such as social media, digital advertising, print media, or commercial signboards, rather than wall chalking.

4.2 Micro Analysis: Linguistic, Ideological & Communicative Focus

At the micro level, the analysis examines the specific linguistic features used within the wall chalking to construct meaning and influence audiences. Across different categories, variations in language use can be observed.

Table 3

Linguistic Analysis of Selected Wall-Chalking in Sialkot Using Van Dijk's (1998) Critical

Type of Wall Chalking	Extract / Description	Linguistic Focus	Ideological / Communicative Function
Educational	“Success through education” promotional slogan	Motivational lexical choices	Promoting academic success and institutional identity
Political/Ideological	Image-based patriotic mural with national symbols	Symbolic and persuasive discourse	Constructing nationalism and collective identity
Commercial	1. “Easy load / 25GB internet package” advertisement 2. Mobile service and recharge advertisement	Promotional and persuasive vocabulary Numerical and directive language	Attracting customers and commercial engagement Encouraging public consumption
Religious/Ideological	“Astaghfirullah” religious inscription	Religious lexicalization	Reinforcing moral and religious identity
Ideological/Social	Motivational quote regarding pride and self-respect	Emotive and rhetorical language	Influencing social attitudes and identity construction

Discourse Analysis Framework

The table 3 reveals that different categories of wall-chalking employ distinct linguistic strategies depending on their communicative objectives. Educational and commercial chalking mainly focuses on persuasion and attraction, whereas political, religious, and ideological chalking emphasizes identity construction, ideological representation, and social influence.

Further, the results are described in reference to Van Dijk's (1998) CDA framework below:

4.2.1 Lexical Choices

Political wall chalking frequently employs strongly evaluative vocabulary, including terms like “leader”, “success”, “change”, and “corruption”, to shape audience perception.

4.2.2 Nominalization

There is a noticeable use of nominalization, where actions are transformed into nouns, often obscuring agency and responsibility.

4.2.3 Positive Self Representation

The groups behind the chalking depict themselves in a favorable light, presenting qualities such as patriotism, honesty, and competence.

4.2.4 Negative Other Representation

Opposing groups are characterized negatively, often described as corrupt, ineffective, or untrustworthy.

4.2.5 Rhetorical Strategies

Various persuasive techniques are utilized, including slogans, repetition, striking wording, and other forms of rhetorical emphasis to enhance impact.

The analysis demonstrates that wall-chalking is not neutral expressions but strategically constructed texts that shape identities, reinforce power relations, and influence public

perception. The analysis further reveals that commercial wall-chalking constitute the largest proportion of the collected data, indicating their extensive use as a low-cost advertising strategy. However, political and ideological wall chalking exhibit stronger persuasive and ideological characteristics. Furthermore, the study highlights the role of persuasive language, evaluative vocabulary, and rhetorical devices in constructing ideological polarization between social groups.

4.3 Findings

The findings in reference to the first research question about wall chalking types, their categories, frequencies and percentages and to find out the most commonly and frequently used wall-chalking categories reveal that commercial wall chalking is the most frequent type in Sialkot, followed by educational wall chalking, while political and ideological messages occur less frequently, and beauty product wall chalking is absent in the analysed corpus. These findings suggest that wall chalking in Sialkot functions predominantly as a commercial communication practice, with secondary roles in education, politics, and ideology. The language used in these chalkings is highly persuasive and carries strong ideological undertones. A clear pattern of ideological polarization between different groups is evident. Commercial wall chalkings rely on appealing and promotional language to attract attention. Religious and sectarian chalkings primarily focus on reinforcing group identity.

The findings in reference to the second research question about Van Dijk's Critical Discourse Analysis framework application to analyse the linguistic choices employed in the wall chalking of Sialkot also show that different categories of wall chalking construct distinct thematic structures. Political wall chalking is mainly centred around themes of leadership, power, and political dominance, often promoting a collective identity of supporters. Commercial wall chalking focuses on advertising products and services, highlighting attraction, affordability, and urgency. Educational wall chalking emphasizes academic success, admissions and institutional reputation, aiming to attract students. In contrast, ideological/sectarian wall chalking reflects themes of identity and group affiliation. These macro level themes demonstrate how wall chalking functions as tools to represent social, political, and economic concerns.

5. Conclusion

The study concludes that wall chalkings in Sialkot should not be viewed as mere informal expressions; rather, they function as organized ideological texts. This research contributes to the fields of sociolinguistics, discourse analysis, and urban linguistic studies by providing insight into how everyday public discourse reflects broader socio-political and cultural realities in Pakistan. It also establishes the usefulness of Van Dijk's socio-cognitive approach in uncovering ideological meanings embedded within informal urban texts.

Through deliberate linguistic choices, these writings contribute to the construction of identities, the reinforcement of power relations, and the shaping of public opinion. Furthermore, Van Dijk's Ideological Square proves to be an effective analytical tool in uncovering patterns of positive self-representation and negative representation of others within public discourse.

5.1 Significance of the Study

This study is significant for several key reasons. First, it enhances understanding of how informal public discourse operates as a channel for ideological communication. While considerable research has been conducted on formal media such as newspapers, television,

and social media, wall chalking remains relatively unexplored despite their strong presence in urban areas like Sialkot (Jaworski and Thurlow, 2010; Fairclough, 2013)

Second, the study sheds light on the linguistic strategies used to shape social identities, influence audiences, and establish power. By applying Van Dijk's Ideological Square within the framework of Critical Discourse Analysis, it demonstrates how language features such as word choice, grammatical structures, and rhetorical devices can contribute to the construction of ideological differences between groups (Van Dijk, 1998; Van Dijk, 2006).

Third, the findings offer practical value for policymakers, educators, and researchers. A deeper understanding of how wall chalkings communicate and influence can support the development of effective public awareness campaigns, educational initiatives, and community-based programs. Furthermore, this research contributes to academic discussions in the fields of sociolinguistics, discourse analysis, and urban studies in Pakistan, and may serve as a foundation for future studies in similar contexts.

Finally, the study highlights the evolving nature of public discourse and its role in shaping social attitudes and behaviors. By focusing on wall chalkings in Sialkot, it provides insight into local political, commercial, and religious concerns, offering a meaningful perspective on how everyday language reflects and constructs social reality.

5.2 Recommendations

The following recommendations are proposed in context to the findings:

- The universities, language teachers and scholars shall bring the linguistic landscape studies into research as it is the important component of urban and rural communication to shape the public opinion and social identities.
- This study will help to bring awareness about multiple areas of life among public, institutions, and agencies.
- This study will contribute in policy building to regulate and monitor wall-chalking use for political, commercial, and sectarian messages for any specific objective.
- This study also contributes to the adaptation of ethical and linguistic practices in public advertisement and messages to avoid misleading, offensive, or hate based discourse and ideologies.

5.3 Limitations and Delimitations

- This study is limited to 30 wall-chalking samples which do not represent all forms of chalking in Sialkot and this can be delimited while increasing the sample size based on purposive sampling technique.
- Only five wall-chalking categories were included for data analysis, i.e. commercial, educational, political, ideological and beauty products' chalking. The categories can broaden for large scale research study.
- Geographically, the limited areas were selected for data collection which can be delimited while expanding the representative sample areas for large scale research study.
- The present study is qualitative discourse analysis supported by descriptive frequencies and percentages and did not include quantitative research paradigm. It can be delimited while conducting surveys, interviews, audience perceptions that how do they interpret wall-chalking.
- The data analysis is run only applying Van Dijk's (1988) Critical Discourse Analysis framework, applying more or other comparative theoretical frameworks can delimit the research for complementary interpretations.

- The frequent removal, replacement and temporary placements of wall-chalking represent only the limited discourse available for short time and data collection period which can be periodical research to show more areas and regular shift of wall-chalking communication.

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