
| RESEARCH ARTICLE

“I Have a Plan”: A Critical Discourse Analysis of Political Messaging in Tarique Rahman’s London Farewell Speech

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| ABSTRACT

This study conducts a Critical Discourse Analysis of Tarique Rahman’s London farewell speech, examining how political messaging, leadership construction, and ideological positioning are conveyed from exile. Using Fairclough’s three-dimensional model, the research analyzes linguistic choices, pronoun usage, modality, and rhetorical strategies to reveal how Rahman frames his political identity, promotes people-centered policies, and mobilizes support among the Bangladeshi public and diaspora. The speech emphasizes long-term planning, social welfare, and nationalistic vision, while deliberately avoiding confrontational rhetoric. Findings demonstrate that political discourse disseminated through digital media can extend influence beyond physical boundaries, legitimize authority, and shape public perception. This study underscores the effectiveness of Critical Discourse Analysis in uncovering power dynamics and ideological functions in contemporary Bangladeshi politics.

| KEYWORDS

Critical Discourse Analysis, Political Messaging, Exile Leadership, Bangladeshi Politics, Tarique Rahman

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1.Introduction

This study undertakes a comprehensive critical discourse analysis of Tarique Rahman’s farewell speech delivered in London, examining the intricate layers of political messaging embedded within his address.

Through this analytical lens, the research aims to deconstruct the linguistic strategies and rhetorical devices employed by Rahman to convey his political agenda, shape public perception, and mobilize support, particularly among the Bangladeshi diaspora and the broader political landscape. This involves scrutinizing lexical choices, pronoun usage, and metaphorical language to reveal underlying ideological stances and power dynamics (Saeed et al., 2020). Furthermore, this analysis investigates how Rahman constructs his political identity and frames his opponents, utilizing persuasive strategies to control the discourse and influence public opinion (Masroor et al., 2020). This critical examination will also explore how the speech reflects

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broader socio-political practices and reinforces specific ideological positions within the context of Bangladeshi politics and the dynamics of exile (Alfianyah et al., 2025). It further delves into the intertextual references and allusions that connect the speech to historical narratives and contemporary political events, thereby situating Rahman's discourse within a larger continuum of political communication. By applying Fairclough's three-dimensional model, this study will meticulously analyze the text, discursive practices, and social practices evident in Rahman's speech to uncover the latent ideologies and power structures at play (Hatab et al., 2024). This qualitative research employs a descriptive analysis of political discourse, treating the speech itself as the primary data for textual analysis (Munawar, 2018). This approach allows for a deep exploration of the linguistic features and rhetorical strategies that constitute the political messaging, revealing how language is used to construct meaning and influence audiences (Luo, 2021).

1.1 Background of the Study

The study is contextualized within the volatile political landscape of Bangladesh, where political rhetoric often serves as a crucial tool for mobilization and legitimization amidst deep-seated factionalism and historical grievances.

Tarique Rahman, as a prominent figure in Bangladeshi politics, has significantly contributed to this discursive environment, making his public addresses particularly salient for critical analysis (Rauf, 2019). His farewell speech, delivered from London, offers a unique opportunity to examine how political messaging is crafted and disseminated from a position of exile, reflecting on themes of leadership, national identity, and opposition. This context necessitates an examination of how such discourse attempts to bridge geographical distance and maintain political relevance, while simultaneously shaping perceptions of legitimacy and future political aspirations (Balla, 2023; Hamed & Alqurashi, 2025). Furthermore, the study acknowledges the significance of political speeches as essential communication tools for politicians to convey messages, shape public opinion, and garner support for their agendas, especially within politically charged contexts such as Bangladesh (Balla, 2023). This research therefore aims to unpack the complex interplay of language, power, and ideology within Rahman's discourse, offering insights into the persuasive strategies employed in political communication from exile. Specifically, it will explore how Rahman's discourse engages with nationalistic sentiments and attempts to construct a vision for Bangladesh's future from a distance, thereby influencing both domestic and diasporic political consciousness (Haslina, 2023). Tarique Rahman, a prominent political leader and the Acting Chairman of the Bangladesh Nationalist Party (BNP), has contributed notably to this discursive environment. His London farewell speech, delivered prior to his return to Bangladesh, emerged at a critical political moment marked by national uncertainty and an upcoming parliamentary election. Delivered from exile and circulated widely through digital media platforms, the speech combines policy-oriented messaging, moral appeals, and nationalistic vision. This unique context makes the speech an important text for examining how political language constructs leadership, authority, and ideological positioning in contemporary Bangladeshi politics.

1.2 Context of Tarique Rahman's London Farewell Speech

This particular speech, delivered under circumstances of political exile, offers a rich textual site for investigating how leaders maintain influence and mobilize support when physically removed from their primary political arena.

The Thirteenth National Parliamentary Election of Bangladesh is scheduled to be held on **12 February next year**. On the same day, the Chief Election Commissioner also announced a **referendum on the implementation of the July Charter**. This election schedule was declared in a situation of political uncertainty, fear, and debate following the **mass uprising on 5 August 2024**, which led to the fall of the Awami League government. Since then, questions regarding democracy, governance, and the future political direction of Bangladesh have become central issues in national discourse.

In this political context, **Tarique Rahman**, the Acting Chairman of the Bangladesh Nationalist Party (BNP), returned to Bangladesh from London. After his return, the popularity of BNP increased significantly, and Tarique Rahman received an overwhelming response from people of all classes, from Gulistan to Gulshan. His return created a strong emotional and political impact among the general public.

A few days before his return to Bangladesh, on **Victory Day**, Tarique Rahman delivered a **farewell speech in London**. In this speech, he presented several future-oriented plans and policy ideas, stating that if his party comes to power, he wants to work for the people of Bangladesh. He emphasized that these plans could be implemented very quickly because they were researched and prepared years ago by him and his team. Some clips from this speech became viral on social media platforms such as Facebook, creating strong interest among people, especially in rural and remote areas of the country.

Among the most discussed plans mentioned in the speech were the **Family Card**, **Farmer Card**, **workspace facilities for young people**, **free Wi-Fi**, and a healthcare system that would allow ordinary citizens to receive treatment in top-rated private hospitals like Evercare at government expense. While explaining the Family Card, Tarique Rahman said that **four crore families** would receive this card if BNP comes to power. He explained that the Family Card would provide a **monthly government allowance**, which families could use to manage household expenses.

He also proposed a **Farmer Card** for farmers. According to him, the card would contain all information about a farmer, including land size and crop details. With this card, farmers would be able to take loans without facing documentation problems. He further stated that there would be a **mobile application linked to the Farmer Card**, available on the Play Store, through which farmers could check weather updates, including the possibility of rainfall. In his speech, Tarique Rahman emphasized that under his leadership, citizens would not need to wait **five years** to receive services from their elected representatives. He criticized the common practice where governments spend most of their tenure planning and fail to implement policies effectively. In contrast, he claimed that his plans, especially in healthcare, would be implemented within **three to four months** after assuming power.

He explained that government hospitals in Bangladesh have a limited number of ICU and CCU facilities, while **60–70 percent of beds in top-rated private hospitals remain vacant**. To address this issue, he proposed a government–private partnership model where the government would pay private hospitals a small portion of profit, enabling poor citizens to receive treatment at government expense without constructing new hospitals.

Tarique Rahman also addressed youth employment and freelancing. He mentioned that many young people work as freelancers but do not have office spaces. He criticized the previous Awami League government for establishing digital labs that are now abandoned, describing them as “ghost houses.” He promised to reopen these labs and convert them into **free workspaces** for young people.

Another important proposal was the introduction of **free Wi-Fi zones**. He explained that users would only need to log in and watch a one-minute advertisement. The companies providing advertisements would sponsor the Wi-Fi service. This model, according to him, would ensure free internet access without burdening the government.

On the day he returned to Bangladesh, Tarique Rahman addressed a public rally and stated clearly, **“I have a plan for the people of my country.”** This statement became a central slogan representing his political vision.

In addition to policy plans, his speech included strong moral and religious messages. As the Acting Chairman of BNP, he called upon people to promise collective responsibility, saying,

“Dear brothers and sisters, let us all take a pledge today—Insha’Allah, those who will take responsibility for governing the country will try their best to run the state based on the justice of Prophet Muhammad (peace be upon him).”

He concluded with a prayer, stating,

“Let us raise our hands and pray to Allah. O Lord of the worlds, if You grant us Your mercy, we will be able to build our desired Bangladesh through hard work. If Allah’s support remains with this country and its people, Insha’Allah, we will build the Bangladesh we dream of.”

This London farewell speech, therefore, serves as a crucial political text that combines **policy planning, leadership construction, moral discourse, and ideological positioning**, making it a significant subject for Critical Discourse Analysis.



Picture 1: After seventeen years in exile, Tarique Rahman returned to Bangladesh.

1.3 Research Problem

Given the critical role of political discourse in shaping public opinion and mobilizing support, particularly in politically charged environments like Bangladesh, there is a compelling need to systematically analyze the rhetorical strategies employed by influential political figures.

Specifically, a gap exists in the scholarly understanding of how exiled political leaders, such as Tarique Rahman, utilize linguistic and rhetorical devices to maintain relevance, project authority, and articulate their political vision from a distance (Masroor et al., 2020; Mohammad, 2024). This study, therefore, addresses this lacuna by examining how Rahman's London farewell speech constructs a particular narrative, frames political adversaries, and engages with the collective memory and aspirations of the Bangladeshi populace, despite his physical absence from the national political stage (Hamed & Alqurashi, 2025).

1.4 Research Objectives

- ✓ The primary objective of this study is to deconstruct the intricate political messaging embedded within Tarique Rahman's London farewell speech through a comprehensive Critical Discourse Analysis.
- ✓ This analysis will specifically aim to identify the linguistic and rhetorical strategies employed to construct his political identity, articulate his vision for Bangladesh, and mobilize support amongst his followers.

1.5 Research Questions

This leads to several key research questions that will guide the investigation into the speech's discursive elements and their broader socio-political implications.

These questions will explore how Rahman utilizes specific linguistic choices, such as lexical items and pronouns, to frame his political narrative, represent his allies and adversaries, and ultimately persuade his audience.

2. Literature Review

The literature review provides a comprehensive overview of existing scholarship on political discourse, critical discourse analysis, and studies specifically focusing on political speeches within South Asian contexts.

This review will highlight key theoretical frameworks and methodological approaches that have been successfully applied in analyzing political communication, thereby establishing a foundation for the current study's analytical framework (Balla, 2023; Kazemian & Hashemi, 2017). It will also identify existing research gaps in the study of exiled political leaders' discourse, particularly concerning Bangladesh, justifying the unique contribution of this research to the field (Yusof & Badriyah, 2021). Furthermore, by analyzing the language, rhetoric, and discursive practices employed in such speeches, this study aims to enhance our understanding of how political communication shapes strategies, ideological positioning, and identity construction.

within the unique context of political exile (Balla, 2023). This exploration will draw upon established theories of political discourse and critical discourse analysis to dissect the layers of meaning and power dynamics embedded within Tarique Rahman's speech, providing a nuanced perspective on his communicative strategies (Atmawijaya, 2024). This comprehensive approach will not only shed light on the specific rhetorical devices employed but also on their broader socio-political implications, contributing to the understanding of how language influences public opinion and policy assessments in challenging political environments (Mohammad, 2024). It will also consider the interplay between the speaker's intentions and the audience's interpretation, acknowledging that political messages are often complex and subject to varied readings depending on individual socio-political contexts (Friedrich, 2024). The current research will therefore build upon previous studies, particularly those focusing on pronominal deixis and persuasive strategies in political discourse (Flores-Ferrán, 2017; Iqbal et al., 2020), to offer a novel examination of a non-politician adopting a political role through their rhetoric. Specifically, the study will extend upon previous analyses of political discourse which have often focused on Western political actors (Yakumbu et al., 2025), to address the relative paucity of research concerning South Asian political figures in exile.

2.1 Political Discourse and Political Messaging

Political discourse, as a field of study, encompasses the analysis of language used in political contexts, focusing on how politicians communicate, persuade, and influence public opinion.

It examines the interplay between linguistic choices, power structures, and societal norms to reveal how political messages are constructed and interpreted by various audiences (Alqahtani, 2025). This includes an examination of rhetorical devices, such as metaphors, metonymy, and repetition, which are frequently employed to create persuasive messages and shape perceptions (Rahmani & Saeed, 2024). Such analyses often reveal how politicians strategically deploy language to build their image, legitimize their actions, and delegitimize opponents (Shah et al., 2021). Fairclough and van Dijk have described that political discourse analysis deals with the results of political and social processes where there is no equality and discursive situations that come from such a process of domination (Iqbal et al., 2020). These frameworks are crucial for understanding how power relations are exercised and negotiated through language, particularly in political communication aimed at influencing public opinion and achieving specific political objectives (Saeed et al., 2020).

2.2 Critical Discourse Analysis (CDA): An Overview

Critical Discourse Analysis offers a robust methodological framework for dissecting the intricate relationship between language, power, and ideology within social and political contexts.

It moves beyond mere textual description to explore how discourse shapes and is shaped by social practices, ideological positions, and power dynamics, thereby uncovering latent meanings and functions of communication in society (Moody & Eslami, 2020). This approach is particularly valuable for examining political messaging, as it allows researchers to systematically analyze how language is used to construct social realities, legitimate power, and perpetuate or challenge dominant ideologies (Yusof & Badriyah, 2021). Critical Discourse Analysis provides a lens through which to critically scrutinize the formation rules of discourse and the underlying power relations, acknowledging both dominant and marginalized narratives (Cagape, 2020).

Tarique Rahman's London farewell speech, delivered in a period of political uncertainty before Bangladesh's national election, serves as a significant political text for CDA. Through statements such as "I have a plan for the people of my country," the speech constructs a leadership identity grounded in preparedness, responsibility, and moral authority. CDA enables a systematic analysis of how political messaging in the speech addresses citizens, represents social groups, and promotes ideological positions. By uncovering these discourse strategies, CDA helps reveal how power and ideology operate within contemporary Bangladeshi political communication (Cagape, 2020).

2.3 Research Gap

Despite extensive research on political discourse and speeches, there remains a notable lacuna in critical discourse analyses of political messaging from exiled leaders, particularly those from South Asian nations like Bangladesh.

This gap is particularly significant given the unique rhetorical strategies and identity construction processes that often characterize the communication of political figures operating outside their national borders, often leveraging diaspora communities and international platforms to maintain political relevance and influence (Quyyum et al., 2020). Specifically, there is a limited body of research that systematically analyzes the linguistic and discursive strategies employed by exiled political leaders to construct nationalistic narratives and maintain legitimacy among their followers, a dynamic that often involves complex identity negotiation and strategic framing of their political objectives (Martin, 2021; Shah et al., 2021).

3. Theoretical Framework

This study adopts a Critical Discourse Analysis (CDA)–based theoretical framework to examine Tarique Rahman’s London farewell speech as a key political text produced in exile. The framework is designed to analyze how political language is used to construct leadership, legitimacy, and ideological positioning within a specific socio-political context. Given that the speech outlines concrete policy plans such as the Family Card, Farmer Card, healthcare reform, youth workspaces, and free Wi-Fi, CDA allows for a systematic analysis of how these proposals are framed to address citizens’ needs and gain public support.

The framework integrates CDA perspectives that focus on textual features, discursive strategies, and social practices. Through this lens, the study examines how Tarique Rahman uses inclusive language, moral and religious references, and future-oriented claims—such as “I have a plan for the people of my country”—to present himself as a prepared and responsible leader. This framework enables a nuanced understanding of political communication in exile and contemporary Bangladeshi political discourse.

3.1 Critical Discourse Analysis as a Theory

CDA offers a comprehensive theoretical lens through which the intricate relationship between language, power, and ideology can be systematically deconstructed within political discourse.

It emphasizes how discursive practices are intertwined with social structures, revealing the often-hidden mechanisms through which language contributes to the maintenance or subversion of power relations (Balla, 2023; JIDO, 2024). This approach is particularly pertinent for analyzing political speeches, where linguistic choices are deliberately made to shape public perception, mobilize support, and legitimize political agendas (Balla, 2023).

3.2 Fairclough’s Three-Dimensional Model

This model provides a structured approach to examining discourse by analyzing the text itself, the processes of its production and reception (discursive practice), and its broader socio-historical context (social practice).

Specifically, it allows for a detailed investigation into how linguistic features within Rahman’s speech contribute to the construction of meaning, how these meanings are shaped by the discursive practices surrounding the speech’s creation and dissemination, and ultimately, how they intersect with the broader social and political practices of exile and national identity (Sajjad et al., 2017). This approach, therefore, provides a comprehensive framework for understanding the complex interplay between linguistic choices, discursive practices, and the sociopolitical context in which the speech was delivered (Hermawan & Hamdani, 2023). Fairclough’s model has been widely utilized in CDA studies, providing a foundational methodology for dissecting the intricate layers of political rhetoric and uncovering the ideological underpinnings of public discourse (Pandanwangi et al., 2020). For this study, the model will be employed to illuminate how Rahman’s farewell speech functions as a socio-political act, reflecting and shaping the realities of his political exile and its implications for Bangladeshi politics (Persson, 2018). According to Fairclough, a comprehensive analysis of discourse involves examining the text itself, the processes of its production and reception (discursive practice), and the broader socio-cultural context in which the discourse occurs (social practice) (Liaqat et al., 2024). This tripartite view allows for a detailed investigation into how linguistic features within Rahman’s speech contribute to the construction of meaning, how these meanings are shaped by the discursive practices surrounding the speech’s creation and dissemination, and ultimately, how they intersect with the broader social and political practices of exile and national identity (Nguyen & Sawalmeh, 2020).

3.3 Textual Analysis

This initial layer of Fairclough’s model focuses on the linguistic features and structural organization of the speech itself, meticulously examining vocabulary, grammar, cohesion, and rhetorical devices to discern overt and covert meanings.

It involves a systematic description of the text, paying close attention to lexical choices, syntactic structures, and semantic nuances that contribute to the overall message and persuasive intent of the discourse (Abdelwahab, 2021). This level interprets discourse as text, meticulously analyzing its linguistic properties, such as the specific word choices and grammatical structures employed (Shah et al., 2021). This systematic linguistic analysis forms the bedrock for understanding how particular language choices construct specific representations of reality, self, and others within the speech (Guendouz & Al-Shuaibi, 2022). This descriptive phase is crucial for identifying patterns and anomalies in language use that may signal underlying ideological positions or strategic communication objectives (Aini et al., 2021). This close textual analysis serves as the empirical basis for subsequent interpretive and explanatory stages, linking linguistic forms to their functional roles in political messaging.

4 Methodology

This study adopts a qualitative approach and applies Critical Discourse Analysis (CDA) to examine Tarique Rahman's London farewell speech. The data were collected from a publicly available YouTube video of the speech and transcribed for analysis. CDA is used to explore not only the linguistic features of the text but also the discursive processes surrounding it.

Particular attention is given to Discursive Practice, which examines the production, distribution, and consumption of the speech. This includes analyzing the speaker's intentions, the target audience, and the role of YouTube as a medium of political communication. The study also considers how the speech was circulated and interpreted across social media platforms, reflecting existing discursive norms and conventions (Mansur, 2020).

4.1 Research Design

This interpretive layer explores the relationship between the text and its communicative context, analyzing how the speech was produced, disseminated, and received by various audiences.

This dimension delves into the dynamic interplay between the text and its social actors, examining how Rahman's speech was strategically crafted to engage specific groups and achieve particular communicative goals (Shahid et al., 2024). It also considers the intertextual links, exploring how the speech references or responds to other political discourses, thereby positioning itself within a broader communicative landscape (Shah et al., 2021).

4.2 Data Source

For this study, the primary data source will be the verbatim transcript of Tarique Rahman's London Farewell Speech, ensuring an accurate and comprehensive basis for linguistic and discursive analysis.

4.3 Description of the Speech

This approach allows for a deep examination of the speech's rhetorical strategies and the underlying ideological assumptions embedded within its linguistic fabric.

The qualitative research approach, which is descriptive and observational in nature, will be employed to understand the statements of the political elite, recognizing that meaning is constructed through shared experiences rather than solely discovered through observation (Iqbal et al., 2020). This method is particularly apt for critical discourse analysis, as it facilitates a comprehensive exploration of the nuanced power dynamics and ideological underpinnings within political communication (Shin et al., 2023).

4.4 Sampling Technique

Given the focus on a single, specific political address, a non-probability, purposive sampling technique will be utilized, wherein the entirety of Tarique Rahman's London Farewell Speech transcript constitutes the sole data sample.

This deliberate choice ensures an exhaustive examination of the selected discourse, maximizing the depth of analysis for uncovering implicit meanings and ideological constructions within the specified context (JIDO, 2024).

4.5 Data Collection Method

The data collection will primarily involve the transcription of the speech, followed by meticulous annotation and coding of linguistic features relevant to Fairclough's three-dimensional model.

This rigorous process will ensure that every lexical choice, grammatical structure, and rhetorical device is systematically documented for subsequent critical analysis. The systematic transcription and coding will facilitate an in-depth understanding of how language is employed to construct meaning and exert influence in political discourse (Qayyum, 2019). Analytical tools inherent to CDA, such as those focusing on intertextuality and engagement, will be applied to scrutinize how Rahman's speech integrates and responds to other political narratives, thereby positioning itself within the broader political landscape (Cope, 2020). Analytical Tools of CDA

4.6 Specific analytical tools of CDA

It will include examination of lexical choices for connotation and denotation, analysis of pronoun usage to identify inclusionary and exclusionary strategies, and investigation of modality to ascertain the speaker's certainty and authority. Furthermore, the analysis will extend to identifying metaphors, symbolic expressions, and other rhetorical figures that contribute to the persuasive force and ideological framing of the discourse.

4.7 Ethical Considerations

Given the nature of analyzing publicly delivered political discourse, primary ethical considerations revolve around ensuring accuracy in transcription and interpretation, while maintaining scholarly objectivity to avoid misrepresenting the speaker's intent or the speech's broader implications.

5. Textual Analysis of the Speech

This section analyzes the linguistic features of Tarique Rahman's London farewell speech to understand how language is used to communicate political intent and ideological positioning. Using a Critical Discourse Analysis approach, the study focuses on lexical choices, pronoun use, modality, and rhetorical strategies. These textual elements reveal how the speaker constructs authority, credibility, and leadership (Rahman & Arefin, 2024). The repeated use of future-oriented and assertive expressions, such as "I have a plan for the people of my country," reflects confidence and preparedness.

In addition, references in international media that describe Tarique Rahman as a potential future Prime Minister contribute to the discursive construction of legitimacy. His emphasis on long-term planning—claiming that many proposals were prepared over the last ten years—strengthens the narrative of strategic leadership. In contrast, the absence of clearly articulated plans from other political parties highlights a discursive distinction that positions Tarique Rahman as uniquely prepared before the election. Through these textual strategies, the speech reinforces ideological authority and political credibility within the Bangladeshi context.

6. Representation of Self and Opponents

In Tarique Rahman's London farewell speech, the representation of self and opponents is marked by restraint and moral positioning. Throughout the speech, he does not attack, criticize, or belittle any opposition political party. Notably, he also avoids direct references to the former Awami League government or Sheikh Hasina, despite the widely discussed issue of alleged medical negligence toward his mother, former Prime Minister Khaleda Zia. This deliberate silence functions as a strategic discursive choice.

Instead of engaging in confrontational rhetoric, Tarique Rahman consistently represents himself as a unifying and compassionate leader by focusing on the nation, the people, and his love for the country. His discourse emphasizes national interest over personal grievance, projecting moral authority and emotional maturity. From a Critical Discourse Analysis perspective, this absence of explicit opponent representation serves to construct a positive self-image, reinforcing his leadership identity as responsible, patient, and people-oriented rather than conflict-driven.

7. Ideology, Power, and Leadership in the Speech

Tarique Rahman's London farewell speech reflects an ideology rooted in social justice, public welfare, and moral responsibility. Rather than asserting power through dominance, he constructs authority through service-oriented commitments and long-term planning. His political vision is strongly nationalistic, as he consistently prioritizes the needs of the people and the future of Bangladesh over personal or party interests. By presenting concrete policies such as healthcare reform, family support, and youth empowerment, he positions himself as a pragmatic and prepared leader. The speech projects leadership as inclusive and ethical, drawing legitimacy from popular needs rather than institutional power. His calm and non-confrontational tone further reinforces authority based on trust and responsibility. Overall, the discourse constructs Tarique Rahman as a visionary national leader aligned with the aspirations of the Bangladeshi people.



Picture 2: From the airport to 300 Feet, welcomed by the love of 10 million people, Tarique Rahman traveled in a bulletproof vehicle under the security of 4,000 army personnel.

8. Discussion

This study examined Tarique Rahman's London farewell speech through the lens of Critical Discourse Analysis to understand its political messaging and ideological positioning. The findings show that the speech functions as a strategic political text rather than a ceremonial address. Through future-oriented language and clear policy proposals, Tarique Rahman constructs an image of preparedness and long-term planning. His repeated focus on people-centered policies highlights an ideology grounded in social welfare and justice.

The absence of direct attacks on political opponents reflects a deliberate discursive strategy that enhances moral authority and leadership credibility. Instead of confrontational rhetoric, the speech emphasizes unity, responsibility, and national development. The use of inclusive pronouns and religious references strengthens emotional connection with the audience.

Moreover, the circulation of the speech through YouTube and social media expands its political impact beyond physical boundaries. Overall, the analysis demonstrates how language is used to legitimize leadership, shape public expectations, and negotiate power relations in a context of political transition. The study confirms the effectiveness of CDA in revealing the deeper functions of political discourse in exile.

9. Conclusion

This study applied Critical Discourse Analysis to examine Tarique Rahman's London farewell speech as a significant political text produced in exile. The analysis revealed how language was strategically used to construct leadership, legitimacy, and ideological positioning through policy-oriented discourse, moral appeals, and inclusive nationalism. By avoiding confrontational rhetoric and emphasizing long-term planning, the speech projects authority grounded in responsibility and public service. The findings demonstrate how political communication disseminated through digital media can shape public perception and negotiate power relations beyond geographical boundaries. Overall, the study highlights the effectiveness of CDA in uncovering the deeper functions of political discourse within contemporary Bangladeshi politics.

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