

A thriving culture of buzzwords

conflict
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So long as the lists of buzzwords and attractive body language of puppets are catchy, public opinion will remain confused

By Khalid Durrani

Like other human abilities, intellect has also been on sale since the last two centuries. The launching of white man's onslaught on Africa, Asia and the two Americas, was carried under the banner of catchy buzzwords, such as freedom, democracy, civilisation and concern for the poor. Since then, many wolfish ideas have been making global rounds in sheep's clothing. Many buzzword-producing industries thrive in Centers of Excellence, set up by the West. Today, the Western media industry is a multi-billion dollar game leaving oil and gas to a secondary position.

Contemporary buzzwords are, in fact, the real face of Information Technology. It is through the magic of buzzwords that the world has been made to believe that terrorism, which gave America a blood and destruction bath, was born on September 11, 2001 in New York.

Imperialism invaded Afro-Asia and the Americas for the good of the "savages"—this is how the ancient civilisations possessing knowledge and riches have been described by the Western intelligentsia. According to Western historians, the West conquered East to 'culturise' it, to educate it and to expose it to modernisation, so as to safeguard it. With phrase and terminology showing compassion, it played a game of word power.

Pakistan, too, has had its own share of buzzwords. Senior citizens will bear out that soon after the establishment of the new state, the following buzzwords were unleashed: "Freedom from Hindu, English yoke"; "The Conspiracy Theory"; "The Evil Plot To Destroy Our Ideology"; "The Liberation of Kashmir, Junagarh and Hyderabad"; "The Hoisting Of The Green Flag Over Lal Qila In Delhi"; "The Rule of Sunnah Laws"; and "The End of Socio-Economic Exploitation And

Tu Ayigi".

But when a bolt from the blue suddenly hit the people, they awoke to find a new drama called "Martial Law". This tyrant law has always helped imperialists to ruthlessly crush and subdue natives into submission. The new leader, a gift of the colonial legacy, was General Ayub Khan. His buzzwords included "Save Pakistan", "Clean the Country", "Down with Politicians" and "Military Courts For Accountability". Surrounded by handpicked generals and so-called intellectuals, he formed a court of *nauratans*. A dictator to the core, Ayub announced "Basic Democracy" to be the new future of Pakistan. A new capital was selected and constructed, beautiful and scenic, soon to become a bastion of power and terror. It is this city in which Machiavellian dramas have been staged, which have effected the lives of the countrymen—for good, bad or worse.

Labeled as a "Nijat Dahinda" and "Mehmood Ghaznavi" by the Pakistani ulema and political parasites, Ayub ruled, his philosophy being loot and plunder of the country's assets, while most of his energy was spent on creating a new breed of industrialists/capitalists from amongst his generals, his kith and his courtiers. Venturing on foreign tours (pool-sides being his favorite resort), he gagged public opinion and shackled it in the worst dungeons of the country. Ayub's other buzzwords were "Democracy At Grassroots Level", "Friends Not Masters", and "Spread Of Sycophancy And Intellectual Dishonesty".

Arming himself with the title of "Marde Mujahid", this self-styled Field Marshal launched a half-hearted proxy war with India over Kashmir to invite the wrath of his masters. A bonfire was lit of his words, deeds and book on the streets of the country. But before he 'faded' he handed power to another of his stuff.

buzzwords were "Roti, Kapra Aur Makan", "New Pakistan"; "People Are The Fountainhead Of Power", "Liberation of Kashmir", "Unity of Muslim World", "Attaining Nuclear Technology", "Nationalisation of Industries & Finance", "New Economic Order For The Third World."

Initially supported by the West, Bhutto soon won their enmity, over his strong stance on Afghanistan. He refused the use of the Indus Valley route for the Big Game, a war to be thrust over the Hindukush mountains, causing colossal death and destruction in the Muslim state of Afghanistan for the imperialist West. Surrounded by inept and corrupt party leaders, mercenary bureaucracy and the enemy within, he succumbed to the intrigues of his lustful Army Chief and was killed in cold blood. General Ziaul Haq alias "General Von Garth" took hold of power; abolished the country's constitution; and imposed the curse of Martial Law once again. Ruthless, he obediently worked on the use of Pakistani geo-locale for America's operations in the Hindukush Range against Afghanistan. For this macabre circus of death and destruction, his buzzwords were "Islamic Jihad Against Communist Infidels"; to become "Ameerul Momeneen of Muslim Ummah"; "To Islamise Each Aspect Of Life In Pakistan"; setting up a "Majlis Shoora"; and "Death To Bhutto And His Peoples Party," at all costs.

But Zia pursued "Deen" in theory only. He flourished in heroin and arms trade until Uncle Sam thought of eliminating him in thin air while his legacy chanted "Marde Momin Marde Haq—Ziaul Haq".

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National Health", "Horses And Stables For Polo-Playing Hubby".

Her short stint of power was cut by the establishment's jackboot on "most corrupt" charges. She called for her political career's disaster and got it.

The "Iron Man" to jump on the empty saddle was a true legacy of General Von Garth, supported by a sizeable crowd of the establishment. Nawaz Shareef started his *chaudrahal* with fanciful buzzwords to show his *awami* face. Fond of a variety of dishes viz *paya*, *brain masala*, *nihari*, *katakat*, *murgh choley*, *kabab* etc he loved to play cricket and hit boundaries (on rubber balls). Bank/DFI loan dishes were his favourite!

Both the above young political figures of the country have been very lucky devils. Each was elected twice to the mantle of power and, in rich tradition of the past, each time they repeated disgraceful performances. Both runaways are now stationed in alien lands, where they daydream of return to their native country to rule once again.

From Karachi skies parachuted and landed the Eagle. A general, qualified, as a commando and toughie, Pervez Musharraf. His first buzzwords were "Pakistan is saved", followed by "Accountability Of The Corrupt" and "Recovery Of Looted Wealth", "Devolution of Power",

"National Reconstruction" and "The Final Dialogue On Kashmir". Shuttling around the globe, rubbing shoulders with world leaders, this chummy of Uncle Sam has doled in billions for Pakistan's bankrupted kitty, courtesy the Donors.

He promises general elections for a democratic rule (in another time and space) and wants his name to be remembered as Pakistan's Ata Turk. He has proved to be a very trusted and "Courageous

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Such were the inspiring buzzwords of yesteryears, which kept the ignorant masses asleep, full of hope, a la Rip Van Winkle style for years, cheering successive leaders with "abad" and "Wo Subh Kabhi

country. Ayub's other buzzwords were "Democracy At Grassroots Level", "Friends Not Masters", and "Spread Of Sycophancy And Intellectual Dishonesty".

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A gruff, no-nonsense general whose buzzwords were "Death To The Corrupt", "A Legal Frame Work Order" and holding of "General Elections". The fourth was his immense love for "Qaumi Tarana". His political clumsiness and corrupt associates led to the division of the country. But he will long be remembered for giving Pakistan its first free and fair elections. Zulfiqar Ali Bhutto, a young charismatic, visionary and popular leader succeeded him as a civilian CMLA. His popular

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The bugle of democracy in Pakistan was once again blown by Uncle Sam to calm down the rising tide of masses. Uncertainty and fears were fast brewing for the coming big bang. General elections were announced and the results favoured (marginally) Benazir Bhutto and her Pakistan Peoples Party. Also came in the dowry, Asif Ali Zardari, the mustached spouse of the "Daughter of the East". The buzzwords used by this highly qualified leader were, "I have a dream" (from the speech of the late Rev Martin Luther King),

"Kashmir's Solution", the "Strengthening Of Civil And Military Bureaucracy To Serve The People", "Mineral Water and French Chocolate Is Good For

Reconstruction" and "The Final Dialogue On Kashmir". Shuttling around the globe, rubbing shoulders with world leaders, this chummy of Uncle Sam has doled in billions for Pakistan's bankrupted kitty, courtesy the Donors.

He promises general elections for a democratic rule (in another time and space) and wants his name to be remembered as Pakistan's Ata Turk. He has proved to be a very trusted and "Courageous Friend and Ally" of the Americans, and frequently visits his favourite towns, (Washington DC and New York), to make speeches, especially written for him by "Consultants".

So long as the lists of buzzwords and attractive body language of puppets are catchy, public opinion will remain confused. Say, how about setting up a full-fledged buzzword industry in Pakistan? The vested and selfish interests can start looking for a "Feasibility Report"!