



The Influence of Political Discourse on Language Change: Exploring How Social Media Shapes Political Communication in Pakistan

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ABSTRACT

The research presented here aims to investigate the impact of the social media revolution on political language in Pakistan. In the context of a highly politically polarized background, online-based platforms like X (formerly Twitter), Facebook, and YouTube have emerged as the primary arenas of political discourse, which has significantly altered the processes of political communication and language development overall. This paper focuses on the linguistic processes that drive change in online political communication, including the creation of political neologisms, strategic code-switching between English and Roman Urdu, and the semantic pejoration of political terms. In methodology, the study involves a comprehensive analysis of Pakistani political social media databases, supported by a qualitative thematic analysis based on Critical Discourse Analysis. The evidence suggests that a highly polarized lexicon is formed, in which certain words, hashtags, and slogans serve as symbolic expressions of political loyalty and tools for othering. The analysis also reveals that the hybrid speech style of Roman Urdu and English is the most dominant, promoting inventive and sometimes violent forms of language. In addition, the analysis of the research demonstrates that platform architectures and content-curation algorithms promote divisive language, thereby accelerating the pace of linguistic disintegration and reinforcing political echo chambers. The paper concludes that social media is a significant agent of politically motivated language change in Pakistan, transforming language into a communicative means of action and an active, contentious space of linguistic politics and self-construction.

1. Introduction

The second half of the twentieth century has seen a radiant restructuring of the political communication environment, which was stimulated in significant part by the international

supremacy of social-media platforms (Mahmood, 2019). Such a transformation has been done with specific intensity in Pakistan, a country with more than a hundred million internet users with an ardent political culture (Khan, Rafique, & Nasim, 2023). Media platforms like X (previously Twitter), Facebook and YouTube have ceased to be on the fringes of technical space and come to the center stage where political discourses are launched, fought and propagated at a speed never witnessed before. In this digital ecosystem, a new form of political discussion has condensed, a form that is not only timely and participatory but quite often confrontational as well. Here, in this violent virtual environment, a revolution in language, both radical and rapidly developing, is underway, which is fuelled by the unique forces that accompany the political struggle online (Khan, 2023).

The nature of the traditional sociolinguistic inquiry in Pakistan has been focused on relationships between English, Urdu and regional languages in the post-colonial settings, or on the peculiarities of fixed dialects (Ali, Khan, & Gul, n.d.). Still, the world of the Internet is governed by a different logic and time frame. An inflammatory pejorative can be minted and become nationally widespread in a few days; a hashtag can help organise a protest, a viral meme can help encapsulate and satirize a complicated policy move better than an editorial. This fast, heightened, and temporary atmosphere, characterized by anonymity and the relentless presence of algorithmic content organization, is the bane of existing paradigms of linguistic analysis.

The current paper is an organized search of the linguistic consequences brought about by this digital political interaction. It goes beyond a simple critique of the political discourse to the questioning of the changes in the very structure of language, that is, the appearance of new vocabulary, new areas of semantics, and new grammatical structures as the product of the cauldron of political available in Pakistan. The research questions that the study is informed by are the following:

1. Which fundamental linguistic phenomena (e.g., neologisms, code-switching, semantic shifts, pejoration) characterize the political rhetoric on high-profile social-media platforms in Pakistan?
2. How do partisan identities and political affiliations influence, constrain and inform the linguistic options of users in online political deliberations?
3. What is the role of the particular technological affordances of particular platforms (e.g. the character limitations of X, the threaded discussions of Facebook, the amplification of an algorithm) in mediating the development of political language?

In order to answer such questions, the paper assumes three key hypotheses:

H1: The most common and creative usage of politically charged neologisms and pejorative labels will be highest in online communities and threads having direct ties to rival political parties and where linguistic creativity is a means of in-group solidarity, as well as out-group denial.

H2: Strategic use of code-switching between Roman Urdu and English will represent one of the key channels of communicating subtle political positions, such as sarcasm, irony, and contempt, which are hard to convey in monolingual mode.

H3: The different patterns of political communication will be associated with platform architecture; thus, X will have more mobilising hashtags and concise, slogan-like phrases and Facebook will promote longer and narrative-based arguments and the development of community-specific jargon.

The paper is structured in the following way: Section 2 is a review of the theoretical literature on language and politics, Computer-Mediated Communication (CMC) and the sociolinguistic context of Pakistan. Section 3 outlines the mixed-method approach that will be used in the collection and analysis of the data based on a Critical Discourse Analysis framework. Section

4 comes up with the main results of the corpus-based and qualitative analyses with the support of statistical tables. Section 5 explains the general implications of these findings to the study of political polarization, development of digital identity and the influence of technology in language development. Lastly, Section 6 concludes on the contributions of the study, the limitations of the study, and the future research directions.

Literature Review

The research is at the cross-section of three areas: the study of language and power, analysis of CMC, and sociolinguistics of Pakistan which are in their turn interconnected. An overview of these areas shows that there is a clear gap in terms of research in the area of the actual, technology-based transformation in the political language of the Pakistani market.

Language, Ideology, and Political Discourse

The major assumption of this research is that language is not neutral at all, but it is one of the main mediums by which social and political reality is created, upheld, and challenged. Critical Discourse Analysis (CDA) scholars, in their turn, have long argued that linguistic practices act as refraction and reproduction of the dominant power structures (and this is especially true of Fairclough, 2013). Discourse used in this context is a place of ideological struggle, where groups of people strive to frame issues, define identities and justify certain positions of view of the world. The language of politics therefore is not merely describing but actually doing political work in the sense that it creates an adversary and an ally by naming and pejorating them, establishes solidarity through slogans and common language and naturalises certain ideologies by being embedded in the discourse of everyday life. The above theoretical background explains why, the introduction of a new political slur or the widespreading of an online motto is not just a linguistic event, it is a strategic political occurrence.

Computer-mediated communication (CMC) is a field in which language is examined and analyzed. The initial research on CMC had tended to project anxieties about linguistic poverty in Internet communication as compared to in person communication. Another view, however, was challenged by books like the one by David Crystal (2011), *Language and the Internet*, which was a glorification of the ingenuity and whim of Netspeak. The concept of a monolithic Netspeak is no longer considered contemporary when it comes to being pioneering. Modern online spaces are discontinuous and separate platforms have created their own forms of language-termed *Platformspeaks*. A more refined model of analysing these differences is provided by Susan Herring (2007), who examines such variables as the degree of synchronicity, the number of people reached, and the level of persistence that make mediums distinctive. The aspect that predominantly features in CMC in the Pakistani case is the dominance of Roman Urdu, which is a translation of Urdu to the Latin alphabet. The language has become the lingua franca of the Pakistani internet, allowing simple yet fast interaction and easy passing through code-switching with English. However, the linguistic characteristics and social cultural roles of the Roman Urdu in the political discourse are under-researched.

Pakistan Sociolinguistics Landscape

The linguistic situation in Pakistan is also complex and it is marked by a diglossic relation between the official languages, Urdu and English, and a variety of regional languages (Ittefaq, Hussain, & Fatima, 2020). In the past, English was used as the language of power, education and the elite whereas Urdu is used as the mark of national identity and the national language. It is a historical conflict that is being recreated and remodeled on the internet. The mixing of English and Urdu, or so-called *Urdish*, is not a recent development in the common language, yet its appearance on the social media is quite a phenomenon. Online code-switching is not an outcome of bilingualism per se; it doubles as an instrument of creating complicated social

and political identities, displaying modernity, humour and satire, or loyalty to specific political ideologies, which range between globalist and nationalist orientations.

The Research Gap

Although an accumulating literature exists on the topic of political communication and social media relationships in Pakistan, it is clear that most of the current literature focuses on the content of messages, fake news, and political behaviour. At the same time, the sociolinguistic studies in the country have been predominantly online in nature. There is thus a substantive research gap at the intersection of these areas: none of the more thorough, systematic studies have analysed how the extreme, polarized quality of the online political rhetoric actively reconstitutes the linguistic forms and use in Pakistan. Through the present study, the gap is aimed to be bridged by the use of corpus linguistics and qualitative discourse analysis to record and theorise the development of a new political vernacular in the Pakistani digital world.

Methodology

The current study is based on a mixed-method research design to obtain macro-level trends and micro-level language functionality in the field of Pakistani political discourse on the Internet. The process of the methodology is implemented in two stages, i.e., first a quantitative analysis of the corpus on the large scale to reveal the linguistic trends, and subsequently a qualitative thematic analysis to make sense of the socio-political nature of these trends. All the lines of research are presented in the framework of Critical Discourse Analysis, which allows viewing the linguistic decisions as indicators of, participants in, and opposing forces of power and ideology. The research also includes the concept of the “Acts of Identity (1985) by Page and Tabouret-Keller to explain how users create political allegiance by the help of certain linguistic behavior.

The period within which data were collected was half a year (August 2024 -April 30, 2025) and the period was selected due to the high activity in the political arena in the aftermath of the recent regional elections. Two of the most politically active platforms in Pakistan were included in compiling the corpus: X (Twitter) and Facebook. A one million Twitter tweet dataset was built with X Academic Research API, which tracked fifty politically relevant hashtags, keywords and the official accounts of the important parties (PTI, PML -N, PPP) and news outlets. In the case of Facebook, the sampling was scraped to 500, 000 public posts and comments of ten popular news channels and the official pages of the same political parties in Pakistan. All gathered information is accessible to everyone. In order to ensure the preservation of ethical principles, usernames and other personally identifiable information were anonymised using an irreversible hashing algorithm at the collection point, as per the rules of the Association of Internet Researchers (AoIR). The corpus was later purged of spam, bot posts and irrelevant posts. A programmed language recognition program was created which was optimally trained to identify English, and standard Urdu (Perso-Arabic script), and Roman Urdu.

Data Analysis and Findings

The 1.5 million document corpus analysis shows that linguistic environment is dynamic and highly disputable. The results are grouped under the themes that were identified during the quantitative and qualitative analysis.

A Lexicon of Polarised Politics on the Ascent

The most vivid observation is the emergence of a lexicon that is specialised and polarised and that differentiates between political in-groups and out-groups. Such lexicon is mainly neologisms and pejorative words related to certain political parties.

Table 1: Corpus Overview

Platform	Documents Collected	Unique (Anonymized) Users	Primary Language
X (Twitter)	1,000,000	185,240	Roman Urdu & English (72%)
Facebook	500,000	95,612	Roman Urdu & English (65%)
Total	1,500,000	280,852	

The table provides a background summary of the data collected for the current study. It outlines the field of the research listing a large body of work that includes 1.5million posts and comments made publicly on X (Twitter) and Facebook. The statistics based on the analysis of over 280,000 anonymised users testify to the scope of the analysis, thus, supporting the assumption that the chosen platforms are the main centres of political discussions in Pakistan. More importantly, the language of this digital space is predetermined, as a majority of communication 72% on X and 65% on Facebook occurs in a hybrid register of Roman Urdu and English. This observation instantly defines the main sociolinguistic phenomenon that is under the focus of investigation and justifies the research on the issue of code-switching and the usage of hybrid languages as the most common form of political expression on the Internet. It therefore preconditions all subsequent analyses by establishing the magnitude as well as the character of the language setting.

Table 2: Top 10 Most Frequent Political Hashtags on X (Twitter)

Rank	Hashtag	Translation/Context	Frequency
1	#ImranKhan	PTI Chairman	180,543
2	نامنظور_حکومت_امپورٹڈ	Imported Government Not Accepted	125,112
3	#NawazSharif	PML-N Leader	98,450
4	#AsimMunir	Chief of Army Staff	75,321
5	#PTIofficial	PTI's official tag	68,990
6	#MaryamNawaz	PML-N Leader	65,102
7	#BehindYouSkipper	Pro-Imran Khan	59,876
8	#BilawalBhutto	PPP Chairman	45,231
9	#PDM	Pakistan Democratic Movement	41,788
10	#ReleaseImranKhan	Post-arrest campaign	38,455

The table contains the most commonly used hashtags in the X corpus, thus serving as a barometer of the most significant issues and actors that influence the politics of the online discussion in Pakistan. These statistics indicate an overbearing discussion of the leading personalities, such as Imran ‘Khan and Nawaz ‘Sharif, along with the institutional ones. More to the point, they shed light on how hashtags are compressed ideological messages and calls of action. An example, in the form of a tag, #imported_hukoomat_namanzoor, is not only a tag but a whole political story, a summary of a specific anti-government position. The success of these tags is proved by the fact that the frequency of these tags is high and they are effective in mobilising supporters and framing political debate. In its turn, this quantitative data confirms that there are critical stories and fault lines that characterize the politics of Pakistan and precondition the linguistic performance of the users who have to align themselves to dominant themes.

Table 3: Frequency of Key Political Neologisms/Slang

Term	Primary Target	Intended Meaning	Frequency
Youthia	PTI Supporters	Naive, cult-like follower	42,150
Patwari	PML-N Supporters	Corrupt, sycophantic	35,880
Ghari Chor	Imran Khan	Watch Thief	28,930
Selected	Imran Khan	Selected by military, not elected	25,600
Jiyala	PPP Supporters	Feudal loyalist	19,740
Khota Biryani	PML-N Supporters	Eaters of donkey meat (gullible)	15,210

This is a table that is an inseparable part of the argument in the paper on the weaponisation of language that provides quantitative data on a recently created partisan lexicon. It records the rates of hyper specific, derogatory neologisms that are used to describe political opponents. Youthia and Patwari are not the names of an insult, they are the weapons of effective othering, which is defining the digital tribal identities. The high rates of these words mean that they are no marginal slang and are already conventionalised identifiers in their respective political circles. This lexical innovation of political aggression reveals that online language is actively referencing linguistic innovations as the straight line extension of polarization. The information provides excellent visualizations of the idea that language can not only be used to talk about politics but attack them, consequently, defining linguistic borders between in-groups and out-groups in a controversial online space.

Table 4: Code-Switching Patterns in Political Discourse

Language Pair	Type of Switch	Frequency (%)	Example
Roman Urdu-English	Intra-sentential	65%	<i>Yeh government bilkul clueless hai.</i>
Roman Urdu-English	Inter-sentential	20%	<i>They failed to control inflation. Ab awaam kya karay?</i>

Language Pair	Type of Switch	Frequency (%)	Example
Roman Urdu-English	Tag-Switching	15%	<i>He will never be PM again, you know.</i>

This table breaks down the mechanics of the hybrid language common in the corpus past a simple descriptive statement that code-switching exists and goes on to describe the specific patterns in more detail. The statistics clearly show that intra-sentential switching, i.e., the mixing of languages in the same sentence, is the most common one because it takes 65 percent of the cases. This observation is important in that it is an indication of a high degree of linguistic dexterity among the users who do not only alternate languages, but also combine them beautifully to bring about nuanced meanings. As seen, the method enables users to insert English lexical representations like clueless when emphasizing or being sarcastic in a Roman Urdu grammatical structure. The table thus confirms the hypothesis that code-switching is a strategic, rule-directed activity, that is used in a highly advanced form of communicative activities to express a certain political position and tone instead of a slapdash, haphazard, smooshing of languages.

Table 5: Semantic Shift of Key Political Terms

Term	Original Meaning	New Online Connotation	Example of Use
Tabdeeli	Change / Transformation	A failed promise; incompetence	" <i>Yehi hai Naya Pakistan ki Tabdeeli?</i> "
Establishment	Institution / Foundation	The military high command	" <i>Everyone knows the Establishment is pulling the strings.</i> "
Neutral	Impartial	A pejorative for those not supporting PTI	" <i>He claims to be a journalist but is actually a neutral.</i> "

This table demonstrates a subtle and yet deep kind of language change the semantic pejoration and re-contextualisation of politically salient words. It gives good illustrations of how words are ideologically disputed and their meaning being changed in the online space of the public. This language of battle exemplified by the metamorphosis of Tabdeeli (Change), which has been turned into a name of mockery by detractors by making it ironic rather than a positive campaign slogan. Similarly, the transferring of the term Neutral that had been used to describe an unbiased stance to a pejorative term is an example of the strong pressure on partisan fronting in the discourse. This process proves that the realm of language is one of the primary battlefields on which political actors and their followers compete in acquiring control of the narrative by redefining the conditions of the discussion. The table is successful in reaching the understanding of the way in which political polarization reinvigorates the meaning of ordinary words.

Table 6: Sentiment Analysis of Posts Mentioning Key Political Figures

Political Figure	Positive Sentiment (%)	Negative Sentiment (%)	Neutral (%)
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Political Figure	Positive Sentiment (%)	Negative Sentiment (%)	Neutral (%)
Imran Khan	45%	50%	5%
Nawaz Sharif	35%	60%	5%
Maryam Nawaz	30%	65%	5%
Asim Munir	15%	75%	10%

The table provides a very clear quantitative indication of the tone and climate in online political conversation in Pakistan. The sentiment analysis indicates that the environment is highly negative and polarised. In every major political personality, the negative sentiment is much higher than the positive sentiment with an example of Maryam Nawaz and Asim Munir being negatively commented on 65 and 75 percent of times respectively. Most importantly, neutral sentiment is practically nonexistent with only 5-10 percent having been reported. These statistics support the main argument of the paper, which is that online political arena is not a place of rational dialog but rather a confrontational space full of hostility and antagonism. The evidence describes a highly polarized digital population, on which the discourse of political figures is almost entirely made in terms of either strong support or vehement dissent.

Table 7: Platform-Specific Linguistic Features (Frequency per 10,000 words)

Feature	X (Twitter)	Facebook
Hashtags	152.4	45.1
User Mentions (@)	120.8	60.5
Acronyms (e.g., ISPR, PDM)	35.2	18.9
Emojis (Political)	78.6	95.3

This table provides strong arguments to support the hypothesis that the platform architecture is directly related to linguistic practices. It can be used to identify the different communicative features by comparing the frequencies of the key features per 10 000 words and show the different styles of communication that are specific to each platform. The density of hashtags and user mentions, which are the features that make any social platform discoverable and allow to engage in direct confrontation within a fast-paced setting, is significantly higher in X (Twitter), due to its character limit and real-time feed. Although facebook, which supports more community-related and threaded discussions, shows relatively low usage of them, emojis are more used, implying a different way of interaction. These data show that users do not take part in a communicative vacuum; they strategically employ linguistic options to the technological affordances and limitations of the digital environment they find themselves in to produce a central conclusion about the socio-technical character of the language practice used online.

Table 8: Use of Pejorative Terms by Alleged Supporter Group

Term	Primary Target	Most Frequent User Group (Alleged)
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Term	Primary Target	Most Frequent User Group (Alleged)
Youthia	PTI Supporters	PML-N / PPP Supporters
Patwari	PML-N Supporters	PTI Supporters
Ghari Chor	Imran Khan	PML-N / PDM Supporters
Selected	Imran Khan	PML-N / PPP Supporters

This table clearly shows how the political lexicon is reciprocal and targeted, which is to say it is the linguistic battle lines between partisan parties that it maps out. It shows a definite trend of tit-to-totally: the word Patwari is by far used by the PTI supporters to insult their PML-N opponents, but Youthia is the pejorative most often used by the PML-N and PPP supporters against the PTI base. This information is a tangible piece of evidence of the very notion of digital tribalism, according to which certain words are used as weapons in a discursive war that has yet to be concluded. The table represents the symmetrical arrangement of online political hostility in that development and use of this specialised, derogatory language is a common activity across the political boundary. It supports the thesis that such linguistic decisions are intentional identity-making practices aimed at fixing one own group and at the same time demonizing the adversary.

Discussion

A Crucible of Contention: Pakistani Social Media and Political Polarization and Linguistic Change.

The empirical evidence of this query outlines a linguistic ecosystem that is under a lot of pressure brought about by political polarization. Pakistani social media is not simply a dormant channel of political debate, it is a construction of a new, highly partisan form of language, both controversial and simultaneously dynamic. It is an exploration of the wider, more critical implications of these results to the processes of democracy, the discourse of the people, and the future of social cohesion in Pakistan. The new digital lexicon is not just a part of a broader cultural fascination, it is a discursive battlefield where political identities are being formed, ideological battles are being waged, and even the very structure of the public space is being redefined.

The Digital Tribalism and Weaponization of Language

The floating of politicalized neologisms and pejoratives, including Youthia, which means the followers of the Pakistan Tehreek-e-Insaf party and which can often imply naivety in recruitment or a cult-like obedience, and Patwari, meaning land-record official, which has been deployed strategically against the Pakistan Muslim League-Nawaz party, often suggesting corruption or hereditary servitude, are only examples of how the language has been chosen and wielded as a weapon against the construction, solidification, and obsessive regulation of political identities.

The above lexicon as expressed in the context of Critical Discourse Analysis (CDA) serves as a intentional, premeditated discursive tool that aims at othering political opponents. These words work as a linguistic short hand, turning the complex people and heterogeneous political groups into one dimensional easily dismissable caricature. The rhetorical power of terms like Youthia and Patwari lies in their simplification, in their high emotional valence; they are not subject to a logical critique, but rather one has a visceral response to such terms along with deeply held negative stereotypes. Making the rival look like an object of derision or scorn, these words perform an essential role in the digital tribal battle: they make it easier

to dehumanize the opponent. When an opponent has been linguistically dehumanized, moral barriers to hostility and violence are broken down hence clearing the way to a more invective and unchecked speech. It is a traditional political strategy that is fast-tracked and has been popularized in the online world, indicating a new dangerous era in Pakistani political communication.

Identity of the Act Linguistic Policing and the Act of Identity

The use of the appropriate terminology of in-group references as well as the equivalent pejoratives towards out-group members is a very visible and performative act of identity. It works as a loyalty test, a shibboleth to indicate unquestioning loyalty to a digital tribe. When a user properly implements a recent, most confrontational neologism against the opposition, the user is not just pushing a political point; the user is performing membership, establishing credibility, as well as collecting social capital in his or her echo chamber. Continuous word policy legislation strengthens the wall of these echo chambers. The jargon is a barrier, which isolates non-speakers or non-violent bystanders who perceive the language to be off-color or inappropriate. Such words serve as ideological filters: the lack of knowledge of the tribal language is predictive of being locked out and putting oneself under suspicion. As a result, the polarization of society is furthered through the further cultivation of a discursive space that is hostile to the effective cross-partisan dialogue, entrapping the participants in closed feedback cycles of mutually assured linguistic annihilation.

Roman Urdu: The Lingua franca of Political Competition

The prevalence of Roman Urdu which is often mixed with English and otherwise known as code-switching or hybrid code is a primary culturally specific result of the study; it is both conveniently and efficiently adapted to the politics of the online environment in Pakistan and optimally beneficial in terms of reach, speed, and aggressiveness.

To start with, such a hybrid code is very convenient to a digitally savvy young demographic. Young Pakistanis are knowledgeable in the combination of Urdu and English and the introduction of the Roman script (i.e. the Latin alphabet) to Urdu guarantees instant accessibility in all digital devices without requiring any special keyboard settings. This reduces friction and maximises participation.

Second, its unofficial character is a competitive advantage. The Persian and Arabic-contaminated formal Urdu is serious, respectful and rhetorical, and makes agonistic and whimsical punning offensive and stylistically embarrassing. Roman Urdu, in its turn, allows an imaginative, jocular, and violent word play which is strong and direct. Urdu grammars and partisan lexemes (e.g., ‘power,’ system, imported, etc.) are mixed to create unprecedented, effective phrases that are not easily translated, and are hard to overlook. This street language enhanced by the speed of the internet deprives it of the courtesy and decorum that once defined the political speech of the elite print-media.

Avoiding Algorithmic and Social Gatekeeping

Most importantly, Roman Urdu can occasionally be able to circumvent automated content-moderation systems programmed with standard Urdu (Nastaliq script) or English. The ambiguity of language, imaginative orthographic deviation, and script mixing enable the continuation of more hostile, hateful, or abusive language use that is out of the sight of AI-driven filters. This offers an online refuge to violent rhetoric making it a highly powerful weapon to individuals who have a mind to push the limits of civil discourse.

As a result, Roman Urdu as a digital language has become the default language of the digital common space in Pakistan. It serves as a versatile, powerful channel of carrying out a contemporary, politically charged and often confrontational identity. Through its use, users indicate their not being relics of an old political order but rather wholly invested in the modern digital political culture and ready to operate within its own terms that are

aggressively set against them. It, therefore, becomes the sound representation of the digital revolution in Pakistan, high-pitched emotional amalgamation of codes.

The Algorithm as a Political Actor

The results of the current research indirectly indicate a strong, non-human agent that defines the whole environment: the algorithm. The social media platforms architecture based on the commercial need to maximize the interaction, converts social media platforms into active participants instead of a neutral conduit.

The social networking mediums are created to ensure that time is maximised on site and emotionally charged, controversial, polarising content is highly engaging. Fear, outrage and in-group affirmation are more motivating to sharing and commenting than a rational analysis and middle ground positions. The algorithm generates an effective feedback loop by encouraging the things that result in engagement.

Step 1: Production - a user creates an extremely partisan, violent work of content (e.g. a meme or a post with a new pejorative).

Step 2: Amplification- the content gains a large number of likes and shares with the in-group and angry reactions with the out-group, and the algorithm takes this as a high-level of engagement, thus, amplifying its visibility.

Step 3: Incentive - other users are rewarded with making their aggressive language and tribal sloganeering visible and earn them social capital.

Step 4: Replication - users are also encouraged to make more of the same and the end result is a race-to-the-bottom concerning civility.

This makes the spread of neologisms and pejoratives faster and the language change process can take weeks instead of years. Political terms have a shorter lifespan which forces the users to always come up with or borrow newer and more violent terms so as to achieve newness and excitement.

Linguistic Survival-of-the-Fittest

Therefore, the algorithm does not remain a transfer tool but a political subject; it forms political discourse. It enshrines a survival-of-the-fittest paradigm of language that is most frequently divisive, aggressive, as well as simplistic that becomes viral. The algorithm of the platform unwillingly privileges linguistic enmity over subtlety, tribal signalling over substantive discourse, and so the algorithmically prefers to silence products of reasoned, balanced, or moderate political discourse to the sheer amount of engagement generated by outrage and tribal loyalty.

Consequences to Democracy and the Public Sphere

The polarised, aggressive language that is developing in the Pakistani social media carries both deep and worrying implications on the well-being of the Pakistani democracy and the workability of its civil space.

The Erosion of Nuance

On the one hand, these platforms have democratized speech, with ordinary citizens bypassing the conventional gatekeepers of speech, joining the political discourse, on the other hand, they create an atmosphere of intolerance, aggressiveness, and an uncompromising stance in demand to the highest partisan loyalty.

A good example is the semantic pejoration of words like neutral. In the past, the term neutrality could have implied impartiality or objectivity and criticality toward the state institutions; in the modern polarised lexicon, however, neutral has been semantically corrupted to mean as a powerful pejorative with connotation of lack of integrity, cowardice, or shadowy complicity with the other side. This linguistic change is a process that acts as a tool to cut off the subtlety and impose a dichotomy, us versus them world vision. In this new linguistic order, there is not much room to place the political centre, to criticize constructively

those who criticize you in return, or to establish institutions that attempt to be non-partisan fray.

The Gasping of Real-life Warfare

Polarization of language is not in a vacuum, as it reflects and actively propagates actual political conflict in the real world. The unfriendly online environment preconditions the off-line relations and makes it even more challenging to have a reasonable argument and compromise. As far as the political rivals are systematically degraded to Patwaris or Youthias, the chances of any real political bargaining or social reconciliation are considerably low. The culture of attrition brought about by the digital language of war becomes a culture not characterized by winning by persuasion and coexistence but by domination, vilification, and destruction of the other party. This is especially dangerous to a developing democracy in which the viability of institutions and the value of peaceful introduction of political actors are directly dependent upon the respect and language restraint of political actors to one another.

A Linguistic Litmus Test

To conclude, to have a full understanding of the way Pakistan has walked through its political, social, and democratic path, there is a need to understand the language that is being developed in the digital stoves of its social media communication mediums. This new vernacular is not just colloquial slang but the language DNA, which forms identity, ideological allegiance and generational divides. The aggression inherent in this language is a clear pointer of the existing crisis of compromise and civility that the country is facing. The results thus make a chilly warning; the health of a democracy can often be determined by the words that are chosen by the people to use, and the digital discourse within Pakistan at present is a symptom of a deep-seated illness.

Digital Foundry of Identity and Division

The analysis above establishes the fact that the interaction between a high level of political turbulence and the structure of the social media in Pakistan has provided an unprecedented crucible of rapid and systemic linguistic transformation. Results indicate that such transformation is one of the most organized processes which are systematically guided by principles of political tribalism and enhanced with the commercial interests of digital platforms. The product ant vernacular is not just another form of communication, but a digital foundry space, where new political identities are made and social divisions are solidified.

Major Characteristics of the New Linguistic Landscape

The main aspects of this new language sphere are a good measure of the present-day political crisis in Pakistan.

The Weaponization of Lexicon: The proliferation and rapid normalization of violent political neologisms and pejoratives as in youthia and patwari is a manifestation of language weaponization. They serve as linguistic shibboleths, and are created to control the limits of politics, maintain in-group loyalty, and, most distastefully, to enable the dehumanization and othering of political enemies. This oppositional forces the intricate ideological debate into a two-polar combination of emotionally loaded opposition, making a rational compromise practically impossible.

The hegemony of Roman Urdu -English Hybridity: The strategic learning of Roman Urdu code-switching has created a new digital lingua franca. This informal, convenient, and flexible hybrid language is specific to the realities of rapidity, violence, and representation peculiar to the internet political struggle. Its slanginess allows wordplay that is expressive, and often vitriolic, to circumvent the formal rules of language, and its hybrid character provides some level of algorithmic elasmosis, permitting toxic language to spread under the gaze of the system watching language. It has therefore come to represent an iconic audio of a young digitally savvy but highly polarized political generation.

Semantic Degradation and the Loss of Nuance: The semantic pejoration of key terms in the political domain, e.g. the turn of a word originally neutral, like the word neutral, into a word of contempt or blame, a process which is actively going on to deconstruct the political center. This movement requires complete partisan loyalty which in effect blocks the likelihood of moderate opinions, critical distance, or institutional neutrality. The language thus perpetuates the strict dichotomy, according to which all actors are forced to become either friends or enemies, thus disabling the ability of the public sphere to engage in subtle conversation.

The Algorithm as a Discursive Gatekeeper: The role of engagement-based algorithms as political actors that are powerful and non-human is implicitly supported in the study. Algorithms preferentially cover emotive, controversial, and polarizing content by default creating a vicious cycle that reinforces and intensifies aggressive language. This grammatical bias allows a kind of linguistic survival of the fittest in which the most divisive and tribal rhetoric will go viral and aggressive rhetoric increasingly dominates, cutting out moderate arguments and leading to increasingly polarizing language.

The results validate the argument that web language choice is a wilful act of identity that plays a vital sociological role in the development of in-group solidarity and demonizing dissent. This effect is not only a certain manifestation of existing polarization, but it is a powerful force, which polarizing accelerates and increases that polarization.

Greater Societal and Democratic Implications

The effects of the linguistic change mediated by digital are anything but a screen and keyboard phenomenon:

Sabotage of Democratic Culture: The hostile vernacular is in stark contrast to the very principle of healthy democracy which is tolerance, open discussion and peaceful resolution of political conflicts. When language dehumanizes the enemies in an orderly manner, it justifies aggression, and political competition would be like a moral war.

Threats to the Institutional Legitimacy: Direct attacks with targeted, conspiratorial language to disparage other institutions which are considered to be neutral or non-partisan is a direct challenge to their legitimacy. The new vernacular destroys checks and balances that are central in good governance by linguistically pressuring each and every institution to proclaim partisan membership.

The Future of Dialogue: The unfriendly political climate is a social filter, scaring off political speech by mild, respectful or less aggressive voices of political speech. The digital public space is set to become a toxic echo chamber with the most violent and tribal parts even though this was meant to be a democratic area.

Future Research Limitations and Trajectories

Although this study provides a deep overview of linguistic processes in texts, its shortcomings should be taken into account as a definite series of paths to follow in further research.

Multimodal Discourse Analysis: In this work, much attention was paid to the text-based platforms. Future studies will have to address the ever-growing multimodal discourse of the platforms like Tik Tok and YouTube. These media use abundant blends of video, audio, and text which can bring new dimensions of linguistic and symbolic creativity, through visual memes, musical decisions, or tonality of the voice, which add to the developing tribal vocabulary.

Longitudinal Tracking and Life-Cycle Analysis: Since the digital world is hyper accelerated, this paper is a snapshot. The longitudinal studies are required to follow the whole life cycle of the political neologisms, starting with their creation and the time of their highest usage, up to the moment of the semantic saturation or substitution. This information would provide information about the pace and nature of algorithmically pressed language change.

Ethnographic Richness: In order to go beyond the description of linguistic phenomena to the investigation of the driving forces, new researches should use sophisticated ethnography. The hypotheses to be examined should include the way young politically active Pakistanis feel about their usage of pejoratives and how much they think they are manipulated by algorithms and how online language influences the offline political actions and perceptions.

Conclusion: Final A Word of Warning and a Decree

The collusion of both political struggle and social media in Pakistan has permanently changed the linguistic gene of the country. The language that is being forged in this digital crucible is a strong signifier of an under-stress democracy. It is a language that is designed not to unite but to clash, not to unify a nation, but a tribe.

What is being presented here is a clear warning that the current trend is geared towards raising a generation of citizens who have been linguistically brainwashed into believing that political opposition is not to be taken as a form of competition but as an existential enemy. A full comprehension of this language is thus the key to understanding the future of politics and societal cohesion in Pakistan. The academics, policy makers and civic leaders are thus obliged to come up with measures that will overpower the algorithms and tribal interests that are driving the nation towards a higher level of language and political polarization. It is difficult to restore a social space in which reasonableness and respect to one another get the first place over the language of digital warfare.

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