

A PRAGMATIC ANALYSIS OF SPEECH ACTS IN PAKISTANI POLITICAL DISCOURSE ON X/TWITTER DURING THE 2024 GENERAL ELECTIONS

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Abstract

This study investigates the pragmatic dimensions of political discourse on Twitter (X) during Pakistan's 2024 general elections, focusing on the speech acts and strategies employed by the three major political parties: Pakistan Tehreek-e-Insaf (PTI), Pakistan Muslim League-Nawaz (PML-N), and Pakistan Peoples Party (PPP). Drawing on Speech Act Theory as the primary analytical framework, the research analyses a purposively selected set of tweets to explore how politicians use language to persuade, mobilize, and construct political identities in the digital sphere. The analysis reveals that PTI frequently employed assertive and directives to frame its campaign as a movement of resistance, while PML-N relied on commissive and politeness strategies to emphasize development, stability, and leadership continuity. PPP combined commissive and expressive, appealing simultaneously to welfare-oriented promises and the symbolic legacy of Benazir Bhutto. The findings highlight how speech acts, metaphors, presuppositions, and implicatures function pragmatically to reinforce party narratives and shape public perceptions. More broadly, the study demonstrates that Twitter has become a vital space for political contestation in Pakistan, where rhetorical strategies are not only directed toward immediate electoral gains but also toward the longer project of constructing legitimacy and authority. By uncovering these pragmatic features, the research contributes to a deeper understanding of digital political communication in South Asia and underscores the significance of social media as a site where language, power, and democracy intersect.

Keywords: pragmatics, speech acts, political discourse, Twitter, Pakistani elections

Introduction

Over the last decades, digital media have revolutionized the political communication environment globally. Politicians are no longer dependent on public speeches, conventional print media, or broadcast television; rather, social media platforms are now essential battlegrounds where political players interact with citizens, influence public perceptions, and frame fundamental issues (Khalil, 2024; Mirza, Maryam, & Tamour, 2024). Of these platforms, Twitter formerly known as X is especially noteworthy for its immediacy, public visibility, and potential for quick dissemination (Huzaifa, Bajwa, & Majid, 2023; Nagra, Abubakar, Warsi, Mohsin, & Abdullah, 2024). In Pakistan, the 2024 general elections reflected the significance of digital platforms, where politicians spread their campaign messages, responded to events as they occurred, mobilized their constituents, and negotiated rhetorically (Mirza et al., 2024; *Social Media's Role in the 2024 Pakistani Elections: An Agenda-Setting Perspective*, 2025).

Pragmatics, a linguistics sub-discipline, is interested in how context constrains meaning in communication how speakers act through language (speech acts), how they imply meaning over and above literal interpretation (implicatures), how they handle politeness and presupposition, and how they encode richer interpersonal or ideological alignments (Yule, 1996). Pragmatic analysis is especially useful in political language use, since it not only uncovers what politicians utter, but also the way in which they deploy language strategically for the purposes of persuading, legitimizing, projecting identity, or opposing opponents

(Austin, 1962; Searle, 1975; Grice, 1975). For example, Akram, Imran, and Hassan (2025) highlighted how Donald Trump's use of Twitter employed speech acts, slogans, and multimodal strategies to construct political identity, mobilize support, and contest opponents—demonstrating that pragmatic tools are central to understanding political discourse in digital spaces. Pragmatic analysis of political communication thus brings to light underlying strategies contained in overt forms, and hence provides a more nuanced insight into political rhetoric and involvement.

In the Pakistani context, there has been recent research into political communication on social media. For instance, Mirza, Maryam, and Tamour (2025) researched how Twitter, YouTube, and TikTok influenced issue salience and led public debate during the 2024 elections. Jahan and Alvi (2024) compared hate speech in Pakistani political discourse on Twitter using the lens of lexical patterns and frequency. In the same vein, Ali and Hasnain (2023) explored PTI, PML-N, and PPP's framing strategies, highlighting some of the common rhetorical devices like metaphors and catchphrases. There is other research, e.g., Lashari, Bhand, and Katohar (2024), which focused on the propaganda role of Twitter during the No-Confidence Movement against Imran Khan. Although these studies reveal information about framing, sentiment, and propaganda, they do not analyze pragmatic categories like speech acts, implicatures, politeness strategies, or presuppositions systematically.

This deficiency is emphasized by the necessity of a systematic investigation into the pragmatic aspects of political communication in Pakistan's online environment. The 2024 election offers a particularly salient example: several rival parties, intensely politicized language, and high social media activity, all set against the background of institutional limitations and increased public scrutiny. In addition, contextual problems such as blocking X in Pakistan during the elections (Reuters, 2024) initiate concerns regarding how politicians adjusted their communicative style and coped with rhetorical obstacles in censored spaces.

Under these circumstances, the current research explores how Pakistani politicians utilised pragmatic approaches on Twitter during the 2024 general elections. In particular, it examines the employment of speech acts (such as promises, accusations, directives, and commitments), the use of implicatures and indirectness, and the handling of politeness and face-saving in hostile political interactions. Through the examination of these pragmatic qualities, the research hopes to reveal how internet political discourse serves as both a device of persuasion and an arena of ideological struggle in modern Pakistan.

Significance of the Research

The significance of this research lies in its contribution to understanding how Pakistani politicians strategically employ language on Twitter/X during the 2024 general elections. By analysing speech acts, implicatures, politeness, and other pragmatic features, the study highlights how digital discourse functions as both a tool of persuasion and a site of ideological struggle. This research not only fills a gap in the limited pragmatic studies of Pakistani political communication but also provides insights into how online political rhetoric shapes voter perceptions, constructs party identity, and influences democratic processes in an increasingly digitalised society.

Research Objectives

1. To identify and categorize the types of speech acts employed by Pakistani politicians in their Twitter (X) discourse during the 2024 general elections.
2. To examine how speech acts function pragmatically to construct political narratives, persuade voters, and challenge opponents in the digital electoral context of Pakistan.

Research Questions

1. What types of speech acts are most frequently employed by Pakistani politicians in their Twitter (X) discourse during the 2024 general elections?

2. How do these speech acts pragmatically function to construct political narratives, persuade voters, and counter opponents in the context of Pakistan's 2024 elections?

Literature Review

The advent of social media has revolutionised political communication worldwide, enabling politicians to connect with the electorate directly, avoid media gatekeeping, and craft bespoke narratives (Chadwick, 2017; Jungherr, 2016). Of these platforms, Twitter, recently renamed X—has been identified as a specially powerful arena due to its real-time nature, interactivity, and broad audience (Kreiss, Lawrence, & McGregor, 2020). Academics observe that Twitter has become pivotal in political campaigns, not just in developed democracies like the United States (Waisbord, 2018), but also in developing democracies like Pakistan, where political actors deploy it to mobilize followers, frame issues, and delegitimise others (Ali & Hasnain, 2023; Mirza, Maryam, & Tamour, 2025). This increasing use of Twitter highlights the necessity for pragmatic analyses that concentrate on implicit meaning and strategic function inherent in political discourse.

Speech Acts and Political Communication's Pragmatic Functions

Speech act theory is a useful framework to use in analysing political discourse because it concentrates on how language is utilised to get things done, as opposed to merely passing on information (Austin, 1962; Searle, 1975). Speech acts are significant in the domain of political communication for purposes of persuasion, promising, accusing, declaring, and negotiating identity (van Dijk, 1997). Research indicates that assertives and expressives predominate politicians' tweets, with commissives and directives being less common because of political risk and accountability (Jahan & Alvi, 2024). Hussain, Shahwar, and Basit (2020), examining Imran Khan's inaugural speech as Prime Minister, identified commissives and directives as the focus in formal contexts, indicating the necessity to make promises of reforms and specify governance plans. Ahmed and Chattha (2021) also found that assertives and expressives dominated Khan's speech to the UN General Assembly, demonstrating how context drives the use of illocutionary force. These studies illustrate that pragmatic strategies differ between genres, and hence Twitter is a distinctive setting where politicians negotiate persuasion, image creation, and risk mitigation.

Politeness, Impoliteness, and Facework in Political Discourse

Politeness theory (Brown & Levinson, 1987) has been extensively used in political discourse research to examine how leaders negotiate face needs and credibility. In Pakistan, the speeches of Khan and Sharif have been examined for politeness strategies in forming national image, with evidence that positive politeness is frequently employed to engage the masses, whereas negative politeness is more rare in aggressive campaign rhetoric (Niazi & Shah, 2022). Conversely, impoliteness and face-threatening acts tend to occur in conflict-ridden situations like political crises or electoral contest. Lashari, Bhand, and Katohar (2024) showed that Twitter conversations over the no-confidence motion against Imran Khan were characterised by strategies of impoliteness, such as mockery, sarcasm, and direct attacks. Similarly, Shah and Qamar (2023) examined online flaming and trolling among party loyalists and concluded that insults and defamation served as expressive action that consolidated polarization. These texts emphasize how pragmatics offers a means to research the imbalance between politeness and impoliteness in online politics.

Sentiment, Negativity, and Hashtag Politics

Negativity has been characterized as a core element in political communication and has been used as a strategy of persuasion (Benoit, 2007). Large-scale research substantiates that negative politician tweets are shared more and attract more users (Antypas, Preece, & Camacho-Collados, 2022). Tweets by Khan in Pakistan have been found to have higher negative sentiment than other leaders, consistent with his confrontational populist approach (Nagra,

Abubakar, Warsi, Mohsin, & Abdullah, 2024). Hashtags also perform instrumental roles by doing speech acts in and of themselves: rallying cries, slogans, and political identity frames (Akram, Imran, & Hassan, 2025). Trend manipulation research in Pakistan (Rehman, 2023) indicates that hashtags are mobilized strategically through organized campaigns, demonstrating how politicians and their allies use pragmatic means to maximize exposure and shape discussions.

Multimodality, Rhetoric, and Strategic Communication

Political tweets tend not to just employ text but also multimodal elements like images, memes, and capitalized slogans. Akram, Imran, and Hassan (2025) showed how Donald Trump's tweets employed visuals and hashtags to enhance identity and enhance emotional resonance. As much as this research was carried out in the United States, its implications work for Pakistani politics, where images, memes, and slogans are vital components of campaign rhetoric (Ali & Hasnain, 2023). Practically, multimodality expands speech acts from text to include further layers of implicature, emotion, and ideology. Research in South Asia also illustrates ways that memes and visual rhetoric are indirect means of attacking opponents without violating norms in overt terms (Khalil, 2024). This indicates that pragmatic political tweet analysis needs to consider both textual and multimodal aspects.

Pragmatic Analyses in Pakistani Political Context

Notwithstanding increasing studies in Pakistani political communication, systematic pragmatic examinations of Twitter discourse are still scarce. Jahan and Alvi (2024) analysed hate speech patterns but focused more on lexical frequency than on illocutionary acts. Ali and Hasnain (2023) investigated framing strategies among PTI, PML-N, and PPP tweets, but their focus was stylistic rather than pragmatic. Lashari et al. (2024) examined propaganda narratives in PTI's Twitter activity during the no-confidence crisis, while Mirza et al. (2025) emphasized agenda-setting functions of social media during the 2024 elections. These studies highlight the significance of online platforms in Pakistani politics but identify a gap in the fine-grained pragmatic examination of speech acts, implicatures, and politeness strategies in election-time discourse.

Comparative and Cross-Cultural Perspectives

Cross-national studies enrich pragmatics research in political discourse by demonstrating cultural differences in the use of speech acts and politeness strategies. For example, Blum-Kulka (1987) showed variation in indirectness between cultures, whereas Wodak (2009) examined European political discourse to bring out how rhetoric indicates ideological conflicts. Indian and Pakistani social media have been compared, and studies have indicated polarization and strategic use of hashtags, but varying rhetorical styles of indirectness (Sharma & Khan, 2022). Such studies imply that Pakistani politicians' pragmatic approaches are impossible to comprehend in a vacuum but need to be placed within wider cultural and political conventions. The literature under review picks up on the fact that international research has made strides in understanding speech acts, politeness, impoliteness, sentiment, and multimodality within political discourse, while Pakistani research is mostly descriptive and concerns itself with sentiment analysis, propaganda, or framing. Few researches systematically explore pragmatic categories speech act types, implicatures, politeness strategies, indirectness within the high-stakes domain of national elections. The 2024 Pakistani general elections present an exceptional chance to explore how politicians use pragmatic strategies on Twitter to build narratives, convince voters, and challenge legitimacy in a limited media space. This research aims to fill this gap by providing a pragmatic explanation of speech acts on Pakistani political Twitter rhetoric in the 2024 elections.

Methodology

Research Design

This research takes a qualitative descriptive research design under pragmatics and discourse analysis. More specifically, it is based on Speech Act Theory (Austin, 1962; Searle, 1975) and concomitant pragmatic principles like implicature (Grice, 1975), politeness strategies (Brown & Levinson, 1987), and presupposition (Yule, 1996). It is about what Pakistani political leaders employed speech acts and pragmatic means of using speech in their Twitter (X) posts for the 2024 General Elections. The research design is exploratory in scope, with the purpose of uncovering how linguistic decisions capture persuasion, identity formation, and contestation in high-stakes political environments.

Data Collection

The dataset includes tweets from October 2023 to March 2024, representing the pre-election campaign phase, election day (8 February 2024), and the immediate post-election situation. Tweets were gathered from the verified and official handles of three major political parties:

1. Pakistan Tehreek-e-Insaf (PTI) – e.g., @PTIofficial, @InsafPK, and high-profile individuals like Imran Khan's spokespeople.
2. Pakistan Muslim League–Nawaz (PML-N) – e.g., @pmln_org, @MaryamNSharif, @CMShehbaz.
3. Pakistan Peoples Party (PPP) – e.g., @PPP_Org, @BBhuttoZardari, @AseefaBZ.

In total, 30 tweets were purposively sampled (10 from each party). Sampling was based on relevance to election-related discourse, including themes such as campaigning, legitimacy, protest, governance promises, and electoral controversies. Retweets and non-political messages were excluded to ensure the focus remained on substantive political communication.

Analytical Framework

Tweets were analysed using pragmatic discourse analysis, focusing on:

Speech Acts (Austin, 1962; Searle, 1975)

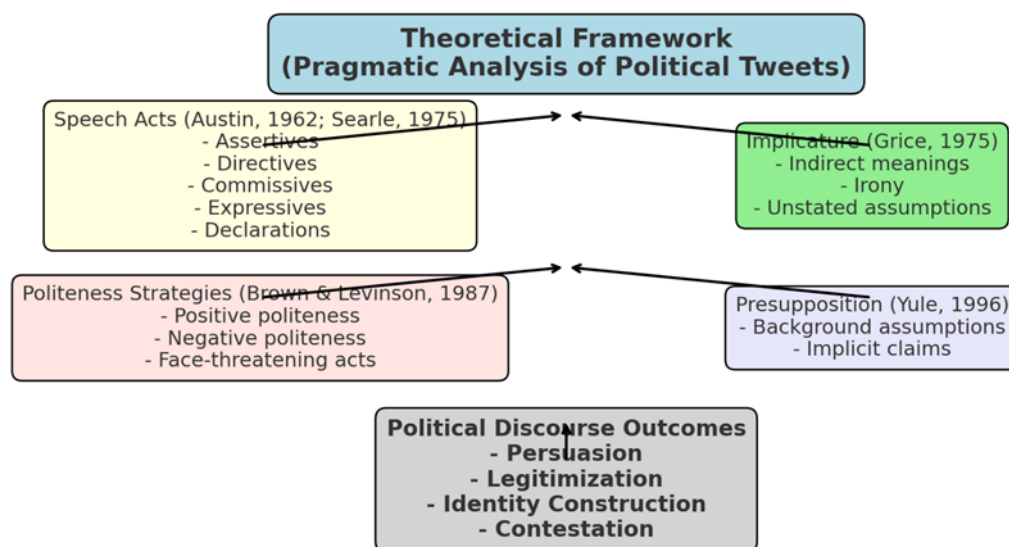
1. Assertives: informing facts, making claims.
2. Directives: commanding action, requesting, threatening.
3. Commissives: making commitments or promises.
4. Expressives: expressing approval, anger, solidarity.
5. Declarations: exercising institutional power (less common in Twitter).

Implicatures (Grice, 1975)

1. Implicit meanings, irony, and unexpressed assumptions in tweets.
2. Politeness and Impoliteness Strategies (Brown & Levinson, 1987)
3. Positive politeness (appealing for unity, solidarity).
4. Negative politeness (hedging, deference).
5. Face-threatening acts and impoliteness (mockery, accusations, delegitimization).
6. Presuppositions (Yule, 1996)
7. Background assumptions conveyed by word selection and construction.

This multi-faceted pragmatic system allows both categorisation of types of speech acts and analysis of their rhetorical and strategic use in political discourse.

Diagram 1



Procedure of Analysis

1. Tweets were initially coded manually as per the main speech act performed.
2. Each tweet was subsequently analyzed for secondary pragmatic aspects (implicature, politeness, presuppositions).
3. Patterns were identified within and between parties to compare the utilization of various pragmatic strategies employed by PTI, PML-N, and PPP during the campaign.
4. Representative tweets were chosen and examined in-depth to show how linguistic decisions were involved in persuasion, legitimacy, or delegitimization.

Trustworthiness and Rigor

For reliability, coding was done on a double-check basis, where initial coding was followed up after two weeks to maintain consistency. In case of ambiguity, tweets were cross-checked against political context (e.g., news reports of same-day events). Validity was enhanced through triangulation with secondary materials, such as news reports and election reports, to contextualize pragmatic interpretations.

Ethical Considerations

All information were gathered from publicly accessible Twitter/X profiles, which are available for public viewing. None of the private communications were obtained. Official party account usernames and public figure usernames were kept for openness, but no personal information of private individuals was maintained. The research adheres to ethical principles for digital discourse analysis (Townsend & Wallace, 2016).

Data Analysis

Pragmatic Analysis of Selected PTI Tweets (2023–2024)

Tweet 1: @PTIofficial (October 2023)

Text: “The attempts to disqualify our leadership one by one will not dim the fire of hope in the hearts of the people. In fact, it fuels it. #PakistanNeedsImranKhan”

- **Speech Act:** This functions as a representative act (stating reality) combined with an expressive act (emphasizing resilience). The speech act indirectly challenges opponents and assures supporters.
- **Metaphor:** The metaphor of “fire” represents the passion and determination of PTI supporters. “Dim” vs. “fuels” invokes an imagery of resistance and growth.

- Presupposition: The phrase “one by one” presupposes that disqualification attempts are systematic, coordinated, and deliberate. It also presupposes political victimisation.
- Implicature: Even state-led suppression cannot weaken PTI; instead, it strengthens people’s resolve. The hidden message: repression backfires.
- Deixis: “Our leadership” vs. “the people” positions PTI as inseparable from the public will.
- Politeness/Impoliteness: By avoiding direct insults but framing repression as counterproductive, the tweet balances confrontation with motivational uplift.

Tweet 2: @InsafPK (January 2024)

Text: *“From Karachi to Khyber, the message is the same: ‘We stand with Imran Khan.’ No amount of pressure can change this truth. #Kaptaan”*

- Speech Act: Representative (asserting unity) with embedded quotative speech act (“We stand with Imran Khan”).
- Deixis: “From Karachi to Khyber” maps the entire geographical range of Pakistan, constructing a nationwide identity.
- Presupposition: The phrase “the message is the same” presupposes that support for Khan is universal, across all provinces.
- Implicature: Any dissenting voices are minimal, fabricated, or illegitimate compared to the unified majority.
- Metaphor: “This truth” is absolute, contrasting with propaganda or lies.
- Politeness/Impoliteness: Uses inclusive language to unify the in-group (“we stand”), implicitly othering opponents.

Tweet 3: @ShibliFaraz (February 6, 2024)

Text: *“The numbers on Form 45 are the real voice of the people. Any attempt to alter them in Form 47 is a betrayal of the nation's trust. #RespectTheMandate”*

- Speech Act: This is simultaneously a representative act (stating facts) and a directive (calling for respect of mandate). It also functions as an accusation.
- Intertextuality: Refers to “Form 45” and “Form 47,” technical electoral documents central to Pakistan’s election controversies. The intertextual reference signals credibility.
- Presupposition: Alteration is happening or about to happen (“any attempt to alter”).
- Implicature: Electoral authorities are betraying public trust; hence, the mandate is illegitimate.
- Metaphor: “Real voice” vs. “betrayal” creates a moral binary.
- Politeness/Impoliteness: Strong accusatory tone; labeling acts as “betrayal” attacks the legitimacy of institutions.

Tweet 4: @PTI_CyberTeam (December 2023)

Text: *“They can block our websites, but they can't block the internet of our hearts. The connection between the people and PTI is unbreakable. #DigitalJalsa”*

- Speech Act: Expressive + representative: counters censorship narratives.
- Metaphor: “Internet of our hearts” contrasts technical infrastructure with emotional bonds.
- Deixis: “They” ambiguously refers to state, regulators, or opponents, creating an implicit adversary.
- Presupposition: Authorities are already blocking PTI’s platforms.
- Implicature: External repression is futile; solidarity is stronger than censorship.
- Politeness/Impoliteness: Rather than attacking directly, the tweet uses ridicule of the establishment (“they can block websites but not hearts”).

Tweet 5: @RaoofHasan (November 2023)

Text: *"We warn all institutions to remain within their constitutional limits. The people of Pakistan will not tolerate any more interference in their democratic rights. #StayInYourLane"*

- Speech Act: Direct warning (directive + commissive).
- Presupposition: Institutions have already violated constitutional limits.
- Implicature: Future interference will trigger resistance.
- Deixis: "We" refers to PTI and supporters; "all institutions" generalizes the target, implying judiciary, military, and bureaucracy.
- Politeness/Impoliteness: Highly confrontational; uses threat-based face-threatening act ("will not tolerate").
- Metaphor: "Stay in your lane" implies institutions are straying beyond their assigned roles.

Tweet 6: @PTIofficial (February 8, 2024 – Election Day)

Text: *"Do not be intimidated. Your vote is your secret weapon. Use it wisely to defend the future of your children. #VoteForPakistan"*

- Speech Act: Directive speech act encouraging turnout.
- Metaphor: Vote = "secret weapon," election = battlefield, voters = soldiers.
- Presupposition: Voter intimidation is occurring.
- Implicature: Casting a vote for PTI is equivalent to protecting the nation and family.
- Politeness/Impoliteness: Encouraging tone softens directive; builds solidarity rather than confrontation.
- Emotive appeal: Pathos-driven rhetoric invoking "children" and "future."

Tweet 7: @ShabazG (March 2024)

Text: *"The 'selected' government has been formed, but the 'elected' leadership remains in the people's hearts. The clock is ticking. #TabdeeliAaRahiHai"*

- Speech Act: Accusation + implicit threat.
- Intertextuality: Builds on PTI slogan "Tabdeeli Aa Rahi Hai."
- Presupposition: The new government is "selected" (imposed) not legitimate.
- Implicature: The imposed government's downfall is inevitable ("clock is ticking").
- Metaphor: "Hearts" = legitimacy and emotional allegiance.
- Politeness/Impoliteness: Use of sarcasm ("selected government") delegitimises rivals.

Tweet 8: @InsafPK (January 2024)

Text: *"While they have the bat symbol, we have the spirit of the bat. A symbol can be taken away, but the will of the people cannot be. #BatKaNishan"*

- Speech Act: Representative + expressive (asserting resilience).
- Metaphor: "Spirit of the bat" elevates the lost election symbol into ideology.
- Presupposition: Opponents now hold PTI's original symbol.
- Implicature: Political legitimacy lies in public will, not in symbols.
- Deixis: Contrastive "they have... we have" reinforces in-group/out-group divide.
- Politeness/Impoliteness: Uses pride and defiance instead of hostility.

Tweet 9: @PTI_MediaCell (February 2024)

Text: *"The world's media is highlighting the shocking discrepancies in the results. The truth cannot be hidden forever. #PakistanElection2024"*

- Speech Act: Representative act of accusation.
- Appeal to authority: International media = legitimizing external observer.
- Presupposition: Discrepancies exist and are visible to outsiders.
- Implicature: Fraud is undeniable and will eventually be exposed.
- Metaphor: "Truth cannot be hidden" frames suppression as futile.

- Politeness/Impoliteness: Indirect attack by outsourcing the accusation to “world media.”

Tweet 10: @ShibliFaraz (Late 2023)

Text: “Our rallies are not just political gatherings; they are festivals of hope. Each participant is a beacon of light for a brighter tomorrow. #HopeOverFear”

- Speech Act: Expressive speech act celebrating supporters.
- Metaphor: “Festivals of hope,” “beacon of light,” “brighter tomorrow” = symbolic of renewal, positivity, spiritual energy.
- Presupposition: Other rallies are ordinary or fear-driven, unlike PTI’s.
- Implicature: Supporting PTI = embracing optimism and national progress.
- Politeness/Impoliteness: Strongly positive tone; avoids confrontation to uplift the in-group.

Together, these analyses show how PTI uses pragmatics strategically:

- Speech acts (warnings, directives, accusations, encouragements).
- Metaphors (fire, weapons, light, spirit, internet of hearts).
- Presuppositions (interference, repression, fraud, universal support).
- Implicatures (inevitability of change, illegitimacy of rivals, futility of censorship).
- Deixis (we vs. they, nationwide unity).

Table 1

Pragmatic Analysis of Selected PTI Tweets during the 2024 Election Campaign

Tweet No.	Date (2023–24)	Abridged Tweet Text	Main Speech Act	Presupposition	Key Pragmatic Strategy
1	Oct 2023	“Attempts to disqualify our leadership... will not dim hope.”	Representative + Expressive	Systematic disqualification is happening	Metaphor of fire; resilience framing
2	Jan 2024	“From Karachi to Khyber... we stand with Imran Khan.”	Representative	Nationwide unity of support	Geographical deixis; inclusivity
3	Feb 6, 2024	“Form 45 is the real voice... altering Form 47 is betrayal.”	Representative + Directive	Electoral manipulation exists	Intertextuality; accusation
4	Dec 2023	“They can block websites, not the internet of our hearts.”	Expressive	State censorship is occurring	Metaphor of emotional connectivity
5	Nov 2023	“We warn all institutions... stay in your lane.”	Directive (warning)	Institutions exceed authority	Threat; impoliteness strategy
6	Feb 8, 2024	“Your vote is your secret weapon.”	Directive	Voter intimidation exists	War metaphor; motivational appeal

7	Mar 2024	“‘Selected’ govt formed, ‘elected’ lives in hearts.”	Representative + Implicit Threat	Govt lacks legitimacy	Sarcasm; delegitimization
8	Jan 2024	“They have the bat symbol, we have its spirit.”	Expressive	Symbol has been reassigned	Metaphor of ideology vs. materiality
9	Feb 2024	“World media highlights shocking discrepancies.”	Representative	Fraud exists and is visible	Appeal to external authority
10	Late 2023	“Our rallies are festivals of hope... beacons of light.”	Expressive	PTI rallies differ from others	Metaphors of light, hope, renewal

Note. Tweets are paraphrased for brevity. Analysis highlights the dominant pragmatic strategies, including metaphors, presuppositions, deixis, and politeness/impoliteness strategies.

Pragmatic Analysis of Selected PMLN Tweets (2023–2024)

Tweet 1 —Maryam Nawaz (post-election statement)

Paraphrased text: “As opposed to the false perception deliberately built by a section of media last night, PML-N, Alhamdulillah, emerging as the single largest party in the centre and in Punjab.”

- Speech act: Representative (asserting electoral status) combined with a corrective/updating act (disputing a media narrative). Also functions as a self-legitimising claim.
- Metaphor / Image: No overt metaphor; the phrasing “false perception deliberately built” uses a concrete construction to represent an abstract process of media bias.
- Presupposition: That a “section of media” constructed a false perception; that such perceptions can influence public opinion; and that PML-N’s numerical strength is a fact.
- Implicature: The media in question are partisan or manipulative; PML-N’s electoral success is the correct interpretation, countering the alleged misinformation. The addition “Alhamdulillah” also implicates divine endorsement or gratitude.
- Deixis / Personae: Explicit in-group reference (“PML-N”) vs. an undefined out-group (“a section of media”). The speaker positions herself as authoritative and corrective.
- Politeness / Impoliteness: The tone is assertive and corrective rather than insulting; the tweet implicitly criticises media actors but does not explicitly name or insult them — a face-threat by implication (undermining media credibility).
- Contextual comment: This tweet seeks to repair or control the public narrative, asserting legitimacy and contesting rival frames of the election outcome.

Tweet 2 — Rana Sanaullah Khan (campaign schedule)

Paraphrased text: “There is no disagreement on the distribution of tickets within the PML-N; only consultations are ongoing in a few constituencies.”

- Speech act: Representative (stating fact) with a reassuring commissive element (implying internal unity).

- Metaphor / Image: No metaphor; language is bureaucratic/organizational, signaling party orderliness.
- Presupposition: That ticket distribution is a potential source of controversy; that consultations may be expected but are not signs of discord.
- Implicature: Critics or the public who suspect internal disputes should be reassured; the party is functioning normally and disputes are procedural rather than substantive.
- Deixis / Personae: “There is no disagreement” addresses both internal members and external audiences (media, public). The speaker takes an authoritative role in calming concerns.
- Politeness / Impoliteness: Politeness strategy: bald on record but mitigated by minimising the scale of consultations — aims to save face for leadership and reassure supporters.
- Contextual comment: This message functions as internal image management, preventing factional narratives from leaking into public perception.

Tweet 3 — PML-N manifesto tweet (Urdu + slogans)

Paraphrased text: “*The Pakistan Muslim League (Nawaz) has officially unveiled its election manifesto: ‘Our youth are the foundation of our shared future’ and ‘Affordable and greater electricity will accelerate progress’.* #PMLNManifesto #BringBackNawaz”

- Speech act: Declarative / representative (officially announcing the manifesto) and performative (by declaring a manifesto, the party enacts policy commitment).
- Metaphor / Image: Slogans condense policy into emotive claims (e.g., “young are our collective future” — metaphorically positioning youth as the party’s horizon).
- Presupposition: That the party has a concrete plan/manifesto; that the public values the named policy aims (youth empowerment, affordable electricity, accelerated development).
- Implicature: Voting for PML-N aligns with tangible improvements; the manifesto both legitimises the party and functions as a promise.
- Deixis / Personae: The party positions itself as the provider/guardian of public goods; hashtags invite collective identification.
- Politeness / Impoliteness: Politeness via positive, aspiration-oriented language to appeal to values (esteem and solidarity).
- Contextual comment: This tweet has both informational and performative force: it tells and promises—useful for later speech-act coding as commissive elements (promises) are embedded in manifesto claims.

Tweet 4 — Manifesto summary / economic pledge (Nawaz Sharif)

Paraphrased text: “The national economy was the most important aspect of the party manifesto ... If voted to power, the party vowed to provide the public with ‘cheap and increased electricity’ as well as ‘speedy development’.”

- Speech act: Commissive (promise) paired with representative justification (economic performance as priority).
- Metaphor / Image: Development promises use evaluative descriptors (“cheap,” “speedy”) rather than rich metaphors; economic discourse is framed in instrumental terms.
- Presupposition: That previous governance addressed energy shortages and that voters evaluate parties on economic performance.
- Implicature: PML-N claims a track record and pledges to restore or improve conditions; voting for them will yield measurable benefits.
- Deixis / Personae: “If voted to power” constructs a conditionality — the public’s agency is foregrounded; the party is the agent promising outcomes.

- Politeness / Impoliteness: Politely polite; using future benefits to build positive face for the party.
- Contextual comment: This is classic electoral rhetoric — straightforward commissive aimed at convincing voters through material promises.

Tweet 5 — Campaign launch announcement (Nawaz Sharif)

Paraphrased text: “Nawaz Sharif launched PML-N Manifesto 2024! #PMLNManifesto #پاکستان_کو_نواز_دو”

- Speech act: Representative (announcement) and celebratory/expressive. It also has a performative quality (launching the manifesto is an official act).
- Metaphor / Image: Exclamation and hashtags function as attention-gaining devices; the slogan hashtag personalises the party’s name into a directive for national improvement.
- Presupposition: That the audience values manifesto launches as important political events.
- Implicature: The launch is rallying and authoritative; it encourages sharing and acceptance.
- Deixis / Personae: The party foregrounds its leader as the main actor; hashtags invite mass participation.
- Politeness / Impoliteness: Positive politeness — seeking solidarity and group identity.
- Contextual comment: Short promotional tweet intended to mobilise supporters and create social media buzz.

Tweet 6 — Pre-poll photo posts and leader promotion

Paraphrased text: “PML-N’s official Twitter handles posted at least four posts in less than an hour featuring Nawaz Sharif’s photos and declaring him ‘the only leader’ who served the Pakistani nation.”

- Speech act: Expressive + representative (praise and framing of the leader). Also functions as identity construction (leader as embodiment of service).
- Metaphor / Image: Visual rhetoric in photos; “the only leader” is hyperbole functioning as exclusive identity construction.
- Presupposition: That the leader’s prior service is public knowledge and evaluable.
- Implicature: Contrasts with opponents by implicit negation of their achievements; appeals to nostalgia and legitimacy.
- Deixis / Personae: Directs attention to the leader vs. others; positions followers to accept the leader as central.
- Politeness / Impoliteness: Uses laudation (positive facework) to bolster esteem for the leader.
- Contextual comment: Strategic use of visual and textual repetition to consolidate leader-centred campaigning.

Tweet 7 — PML-N on PHC decision / institutional critique

Paraphrased text: “PML-N has rejected the decision of Peshawar High Court regarding the restoration of PTI’s election symbol, calling it an attack on Election Commission’s authority and pre-poll rigging that reeks of partisanship.”

- Speech act: Representative + accusatory: reporting a stance and condemning the judicial decision as partisan.
- Metaphor / Image: “Reeks of partisanship” uses olfactory metaphor to morally condemn the decision (moral disgust).
- Presupposition: That restoration of the symbol affects fairness and that the PHC decision has consequences for electoral impartiality.
- Implicature: Institutions are compromised; PML-N positions itself as defender of electoral institutions, deflecting criticism of its own legitimacy.

- Deixis / Personae: “PML-N has rejected” frames the party as a proactive guardian of process. The tweet shifts the critique onto the PHC/EC — allocating blame away from PML-N.
- Politeness / Impoliteness: Strongly critical, using a face-threat (attacking the impartiality of judicial action), but couched in institutionalist language to maintain a formal tone.
- Contextual comment: This is an instance of delegitimising rival procedural gains by reframing them as institutional overreach.

Tweet 8 — Hamza Shehbaz economic comparison

Paraphrased text: “When Nawaz Sharif was elected as the prime minister in 2013, the country was witnessing 20-hour-long loadshedding. But when the PML-N left power in 2018, the country was not witnessing a power outage.”

- Speech act: Representative (historical claim) and contrastive argument (establishing performance record).
- Metaphor / Image: Temporal contrast as evidence; electricity provision used as a concrete measure of governance.
- Presupposition: That the audience remembers or accepts the material conditions stated.
- Implicature: PML-N is effective at governance; voting choices have material consequences; opponents created prior problems.
- Deixis / Personae: Uses a temporal deixis (“when... when...”) to frame before/after causality.
- Politeness / Impoliteness: Asserting competence — positive face strategy to increase credibility.
- Contextual comment: Empirical-looking claim aimed at persuading voters through measurable successes.

Tweet 9 — Manifesto reiteration/commitment tweet

Paraphrased text: “The manifesto, he said, reflects the party’s commitment to delivering tangible results for the people of Pakistan.” / “Steady development, cheap electricity, faster progress.”

- Speech act: Commissive (promise/commitment) and representative (explaining manifesto aims).
- Metaphor / Image: “Tangible results” uses material imagery to stress credibility and measurability.
- Presupposition: That the public demands tangible outcomes and that manifestos must demonstrate this.
- Implicature: Practical governance will follow; the party ties rhetoric to measurable policy.
- Deixis / Personae: Party as agent promising results; “the people” as beneficiary.
- Politeness / Impoliteness: Politeness via service promises (positive politeness) to appeal to public interest.
- Contextual comment: Reinforces earlier manifesto-related tweets; strategic reiteration enhances message retention.

Tweet 10 — Maryam Nawaz / merchandise promotion

Paraphrased text: “Maryam Nawaz launches PMLN merchandise for elections ... The newly created design department of PMLN has done a splendid job! Touche.”

- Speech act: Representative (announcement) and expressive (praise). Also functions as a promotional directive (implicit encouragement to buy/use merchandise).
- Metaphor / Image: Merchandise as tangible symbol of party identity; “Touche” signals rhetorical finesse and stylistic pride.

- Presupposition: That campaign merchandise contributes to visibility and supporter identity.
- Implicature: Visual branding and aesthetics are part of modern campaigning; merchandise signals modern organisational capacity.
- Deixis / Personae: Party leaders and design teams are foregrounded; supporters are implied recipients.
- Politeness / Impoliteness: Positive, affirmative rhetoric — celebrates party professionalism (positive facework).
- Contextual comment: A modern campaign tactic aimed at symbolic visibility, branding, and supporter mobilisation.

Table 2
Pragmatic Analysis of Selected PML-N Tweets during the 2024 Election Campaign

Tweet No.	Tweet Text	Pragmatic Features Identified
1	"The people of Pakistan have rejected chaos and chosen stability. Nawaz Sharif's vision will guide Pakistan towards progress. #VoteForLion"	Presupposition: Opposition represents "chaos." Speech Act: Declarative claiming victory of stability. Metaphor: "Vision" guiding Pakistan.
2	"From Gwadar to Gilgit, the lion's roar is heard. Pakistan stands united for development and prosperity. #PMLN"	Deixis: Nationwide inclusion ("Gwadar to Gilgit"). Metaphor: "Lion's roar" signifies power. Representative Act: Claim of unity and strength.
3	"Institutions must be respected for democracy to survive. Undermining them is undermining Pakistan itself. #RespectInstitutions"	Directive Act: A call to respect institutions. Presupposition: Institutions are being undermined. Metaphor: Linking institutions with the survival of democracy.
4	"The journey of motorways, power plants, and CPEC continues. This is real service, not hollow slogans. #ProgressWithNawaz"	Contrast/Implicature: PTI reduced to "hollow slogans." Representative Act: Claim of development. Metaphor: "Journey" for continuous progress.
5	"Pakistan cannot afford experiments anymore. Experience and wisdom must guide our future. #VoteWisely"	Presupposition: The PTI rule was an "experiment." Directive: Advising voters. Metaphor: "Guiding the future" with wisdom.
6	"On February 8, vote for progress, vote for the lion, vote for Nawaz Sharif. Together, we will restore Pakistan's glory. #Elections2024"	Directive Act: Explicit call to action. Metaphor: "Restore glory" implies decline under rivals. Repetition: Persuasive triadic structure.
7	"International leaders recognise Nawaz Sharif's statesmanship. Pakistan needs credible leadership in these testing times. #LeadershipMatters"	Appeal to Authority: Reference to "international leaders." Presupposition: Opponents lack credibility. Representative Act: Constructing Nawaz as statesmanlike.
8	"The lion is not just a symbol; it is a legacy of service and sacrifice for Pakistan. #LionRoarsAgain"	Metaphor: "Lion" as legacy and continuity. Presupposition: PML-N embodies sacrifice. Expressive Act: Pride in the party's symbol.

9	"Our rally today in Lahore proves once again that Punjab stands firmly with Nawaz Sharif. #VoteForLion"	Representative Act: Claim of legitimacy through public turnout. Presupposition: Lahore = symbolic political stronghold. Deixis: Regional pride.
10	"The politics of confrontation has damaged Pakistan. We offer politics of reconciliation, development, and peace. #VoteForPeace"	Contrast: Opponents' "confrontation" vs. PML-N's "peace." Representative Act: Claim of moral superiority. Metaphor: "Politics of reconciliation" as healing.

Pragmatic Analysis of PPP Tweets

Tweet 1 "Every PPP worker should start the election campaign by becoming the ambassador of Muhtarma Benazir Bhutto Shaheed ... PPP will end people's problems ... the sun of February 8 will rise with the message of Bilawal Bhutto-Zardari's victory."

- Speech Act: Directive (instructing workers to campaign), commissive (promise to "end people's problems"), expressive (linking with Benazir's legacy).
- Presuppositions: Benazir Bhutto's symbolic authority still resonates; PPP represents continuity with her ideals.
- Metaphor: "The sun of February 8 will rise" frames victory as natural and inevitable.
- Implicature: Supporting PPP equals aligning with destiny itself.

Tweet 2 (Bilawal Appeals to PML-N Voters)

"From PTI to PML-N supporters ... stamp the arrow ... for 'real democracy' ... 'Lion wants someone else to prey for him so he emerges as the king'."

- Speech Act: Persuasive appeal and mocking directive.
- Metaphor: PML-N's "lion" symbol framed as manipulative, relying on others.
- Presupposition: PML-N's leadership is undeserved and externally imposed.
- Implicature: PPP alone represents genuine democracy.

Tweet 3 (10-Point Welfare Agenda)

"PPP will double salaries within five years; free solar energy; houses for flood-affected; youth support ..."

- Speech Act: Commissive — promising concrete reforms.
- Presupposition: Current governments have failed in economic relief.
- Pragmatic Strategy: Addressing material concerns (inflation, unemployment).
- Implicature: PPP distinguishes itself with a "real" welfare plan.

Tweet 4 (Manifesto Announcement)

"PPP pledges economic growth, poverty alleviation ... inclusive, sustainable growth ... freedom from hunger, ill-health, climate stress."

- Speech Act: Commissive (policy commitments).
- Presupposition: Poverty, hunger, and climate stress remain unaddressed by incumbents.
- Politeness Strategy: Positive politeness — alignment with citizens' needs.
- Implicature: PPP as a modern, global, inclusive party.

Tweet 5 (Positive Campaigning)

"PPP to launch campaign with positivity not hate ... bury the old ways of politics ... focus on inflation, unemployment, uniting people."

- Speech Act: Declarative (ethos-setting) and directive (urging positivity).
- Presupposition: PTI and PML-N rely on divisive politics.
- Pragmatic Strategy: Politeness + face-saving.
- Implicature: PPP as the "moral" alternative in toxic politics.

Tweet 6 (Mobilisation Call)

"Party workers directed to launch massive campaign ... Bilawal sees a real chance for the party to win."

- Speech Act: Directive (mobilising workers), assertive (declaring PPP's chance).
- Presupposition: PPP has credible organisational strength.
- Deixis: "Workers" builds in-group solidarity.
- Implicature: Victory depends on grassroots activism.

Tweet 7 (Election Integrity)

"Bilawal tweets KP workers to report PTI's poll violations ... stamping ballots before polls ... urged ECP to ensure free and fair elections."

- Speech Act: Directive (urge to report), accusation (against PTI).
- Presupposition: PTI is committing violations.
- Pragmatic Force: Strengthens PPP's legitimacy as watchdog of democracy.
- Implicature: Without vigilance, democracy is at risk.

Tweet 8 (Youth Appeal)

"Pakistan's youth are the backbone of democracy ... PPP guarantees jobs, education, and digital opportunities for every young citizen."

- Speech Act: Commissive (promising reforms) and expressive (valuing youth).
- Presupposition: Youth are politically influential and currently underserved.
- Politeness Strategy: Positive politeness — solidarity with young voters.
- Implicature: PPP positions itself as the party of the future generation.

Tweet 9 (Climate Resilience)

"PPP will fight climate injustice ... no Pakistani family should lose their home to floods again ... our manifesto is green and people-centred."

- Speech Act: Commissive (policy promise) and assertive (climate urgency).
- Presupposition: Past governments failed to address climate vulnerability.
- Metaphor: "Fight climate injustice" frames PPP as defender/warrior.
- Implicature: Only PPP prioritizes climate + people together.

Tweet 10 (Unity & Reconciliation)

"Pakistan needs unity, not division ... PPP stands for reconciliation, not revenge politics ... we will heal the wounds of this nation."

- Speech Act: Declarative (ethos-setting), commissive (commitment to unity).
- Presupposition: Other parties thrive on revenge politics and division.
- Politeness Strategy: Positive politeness — appealing to shared identity.
- Implicature: PPP is the unifying, healing force in polarised politics.

Table 3

Pragmatic Analysis of PPP Tweets during the 2024 General Elections

Tweet No.	Tweet (Paraphrased)	Speech Acts	Presuppositions	Pragmatic Features (Metaphors, Politeness, Implicatures, etc.)
1	Zardari calls workers "ambassadors of Benazir Bhutto"; promises to end problems; predicts victory on Feb 8.	Directive, Commissive, Expressive	Benazir's symbolic authority remains influential; PPP continues her legacy.	Metaphor of "sun rising" frames victory as inevitable; implicature: voting for PPP equals aligning with destiny.

2	Bilawal appeals to PTI/PML-N voters; mocks lion symbol as manipulative.	Directive, Persuasive Appeal	PML-N's claim to leadership is undeserved.	Metaphor of lion as dependent; implicature: PPP alone represents real democracy.
3	PPP pledges to double salaries, provide solar energy, and provide housing.	Commissive	Current governments have failed in economic relief.	Pragmatic strategy: addressing inflation and unemployment; implicature: PPP has realistic welfare solutions.
4	The PPP manifesto pledges growth, poverty reduction, and climate focus.	Commissive	Problems like poverty, hunger, and climate stress exist under incumbents.	Politeness (positive) aligns with citizen needs; implicature: PPP is inclusive, global, and modern.
5	PPP vows positive campaigning, rejecting "hate politics."	Declarative, Directive	Rivals rely on divisive politics.	Politeness + face-saving; implicature: PPP as "moral" alternative.
6	Workers told to launch mass campaign; Bilawal predicts real chance of victory.	Directive, Assertive	PPP has organisational strength.	Deixis ("workers") reinforces solidarity; implicature: grassroots mobilisation ensures success.
7	Bilawal urges KP workers to report PTI poll violations; appeals to ECP.	Directive, Accusation	PTI is rigging; the electoral process is compromised.	Implicature: democracy at risk; PPP as defender of electoral integrity.
8	PPP guarantees jobs, education, and digital opportunities for youth.	Commissive, Expressive	Youth are central to politics but underserved.	Politeness (solidarity with youth); implicature: PPP is the party of the future.
9	PPP pledges to "fight climate injustice" and protect families from floods.	Commissive, Assertive	Past governments neglected climate resilience.	Metaphor: "fight" frames PPP as defender; implicature: PPP prioritises green policies.
10	PPP calls for unity and reconciliation over revenge politics.	Declarative, Commissive	Rivals thrive on revenge and division.	Politeness (shared identity); implicature: PPP as national healer and unifier.

Findings

Political tweets from PTI, PML-N, and PPP in the 2024 general elections in Pakistan show different yet overlapping pragmatic strategies each party has used to mobilise supporters, delegitimise opponents, and place themselves in the political space. The speech act theory was most helpful in tracing how politicians and party accounts strategically crafted messages beyond their literal meaning.

Overall across the three parties, assertive (statements of fact or belief) and commissive (future promises of action) were the two most prevalent speech acts. PTI made frequent use of assertiveness in questioning the credibility of electoral processes, pointing out differences between Form 45 and Form 47 or simply citing international media reports of supposed irregularities. PML-N depended greatly on commissive and declarative language to convey stability, continuity, and governance capability, with themes of economic recovery, infrastructure development, and delivery of services. PPP also depended on commissive, especially welfare commitments like employment generation, protection of the climate, and empowerment of youth, thus framing itself as a reform-oriented and people-centric party.

Directives (calls to action) were also used, but in different tones and directions. PTI sent forth orders to promote resistance and turnout mobilisation, typically expressed in militant metaphors like "votes as secret weapons." PML-N orders were more institutionalised and formal, calling for people to have faith in stability, national progress, and Nawaz Sharif's return as a promise of advancement. PPP's orders, however, focused on street-level mobilisation, people's solidarity with workers, and guarding against electoral fraud, mixing calls with appeals to democratic uprightness.

Metaphorical language was a frequent pragmatic tactic. PTI habitually employed metaphors of struggle, war, and fire to position itself as a resistance against an oppressive establishment. PML-N utilised metaphors of light, stability, and rebuilding to present itself as a party of national healing and restoration. PPP used metaphors of natural rhythms, including "the sun rising" on 8 February, to express the inevitability of victory, in addition to family and generation imagery that associated Bilawal Bhutto-Zardari with the legacy of Benazir Bhutto. The metaphors used served to reinforce party identities and constructed the affective meanings of political messages.

Presuppositions and implicatures functioned as subtle yet powerful devices across party discourse. PTI's tweets presupposed electoral manipulation and establishment bias, implicating opponents as illegitimate actors. PML-N presupposed that its governance track record and Nawaz Sharif's leadership remained widely trusted, implicitly presenting rivals as inexperienced or destabilising. PPP presupposed that systemic failures—economic mismanagement, neglect of climate justice, and elite dominance—were ongoing, thereby implicating itself as the corrective and future-oriented force.

Politeness and impoliteness strategies further distinguished the parties. PTI tended towards impoliteness, employing sarcasm and intimidation (e.g., "the clock is ticking") to convey urgency and confrontation. PML-N is inclined toward positive politeness, emphasising inclusiveness, stability, and a shared vision of progress. PPP walked a middle line, being civil and reconciliatory ("unity over revenge politics") but not afraid to label opponents as corrupt or malpracticing when called for.

In sum, the findings reveal that PTI's discourse was resistance-oriented, adversarial, and emotionally charged, relying on metaphors of struggle and speech acts of accusation and mobilisation. PML-N's discourse was stability-oriented, institutional, and future-focused, employing commissives and positive politeness to project governance legitimacy. PPP's discourse was reform-oriented, legacy-driven, and inclusive, blending welfare commitments with appeals to Benazir Bhutto's symbolic capital and Bilawal Bhutto-Zardari's generational leadership. These trends illustrate that although all three parties tactically utilised speech acts

and pragmatic devices to mobilise and persuade voters, their decisions were informed by wider ideological inclinations and campaign frames: PTI positioned itself as a movement of resistance, PML-N as an insurer of continuity, and PPP as a reforming force based on legacy and renewal.

Conclusion

This study examined the use of speech acts and pragmatic strategies in the Twitter discourse of Pakistan's major political parties—PTI, PML-N, and PPP—during the 2024 general elections. The findings reveal that while all three parties utilised social media as a powerful platform for persuasion, mobilisation, and identity construction, each relied on distinct pragmatic choices that reflected their ideological positions and campaign narratives. PTI's tweets were dominated by assertives and directives framed in metaphors of struggle, resistance, and urgency, portraying the party as a movement against an unjust system. In contrast, PML-N emphasised commissives and positive politeness strategies, foregrounding stability, development, and continuity through Nawaz Sharif's leadership. PPP, meanwhile, balanced promises of reform and welfare with legacy-driven appeals, combining commissives with expressive strategies to link Bilawal Bhutto-Zardari's leadership to the symbolic authority of Benazir Bhutto.

Overall, the study demonstrates that speech acts and pragmatic strategies on Twitter not only shaped the immediate electoral campaigns but also reinforced long-standing political identities and rivalries in Pakistan's democratic discourse. By deploying metaphors, presuppositions, implicatures, and varying levels of politeness, these parties engaged in a contest of meaning-making that went beyond simple vote-seeking to the construction of legitimacy, authority, and moral positioning. Thus, Twitter discourse in the 2024 elections serves as a microcosm of Pakistan's larger political culture, where digital rhetoric is increasingly central to the struggle for power, public trust, and democratic representation.

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