

IDENTITY CONSTRUCTION OF INFLUENCERS: A CRITICAL DISCOURSE ANALYSIS OF LANGUAGE OF INSTAGRAM POSTS

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Abstract

The research investigates how Pakistani Instagram influencers construct their identities by studying their linguistic choices while making use of CDA alongside multimodal research methods. The research examines linguistic and visual building methods used by ten influencers across two groups of five high-follower and five low-engagement influencers. HIP influencers establish their identities by using language which promotes motivation along with emotion followed by community building combined with visually pleasing content to create trust and relatability. The main approach of lower-follower influencers involves presenting subject-relevant content through aesthetic formats which creates fewer opportunities for audience engagement. The study examines how linguistic elements influence digital personae formation among influencers using Fairclough's CDA framework thereby displaying wider social cultural beliefs. The multimodal analysis strengthens the need for synchronizing visual components with texts because visually dominant platforms like Instagram demand this approach for creating unified narratives. The research demonstrates that authentic emotional communication alongside inclusion needs to be essential for influencers seeking both compatibility and authority within their audience base. The research utilizes public Instagram posts although it fills a gap in existing literature through the analysis of local influencer communication within Pakistani society. The researchers should follow up their current work by examining private messages and multiple platform branding initiatives and audience participation patterns throughout time. This research shows both academic scholars and practitioners the essential part played by language within influencer brand creation alongside audience participation.

Keywords: Digital Communication, Instagram, Social Media, Influencers.

1. Introduction

Social media platforms have revolutionized the way individuals communicate, interact, and construct identities. Among these platforms, Instagram has emerged as a dominant space for influencers to craft their brand identities and establish authority. With its emphasis on visual storytelling and interactive features, Instagram has become not only a tool for self-expression but also a critical channel for strategic branding and marketing, particularly in Pakistan (Marwick, 2015; Abidin, 2018). Influencers leverage both linguistic and multimodal resources such as captions, hashtags, imagery, and audience interactions to create compelling narratives that resonate with their followers and attract brand collaborations. This interplay between language and visual elements makes Instagram a fertile ground for analysing how authority, identity, and audience relationships are constructed and sustained (Kress & van Leeuwen, 2006; Kim et al., 2020).

International studies have increased their research about influencer marketing and digital branding however Pakistani influencer dynamics remain poorly understood (Ahmed et al., 2023, Bouvier & Machin, 2018). The bulk of research investigates Western domains while disregarding the specific cultural norms and audience expectations together with language selection processes in non-Western environments (Fairclough, 1995; Doshi, 2024). Research about Pakistani discourse remains deficient regarding culturally embedded expressions with localized storytelling although these practices intensively impact audience assembly and

naturalness evaluation (Zafar & Mahmood, 2022). The research tackles the identified gap by evaluating how Pakistani influencers build their brand personas along with establishing authority through language within Instagram content with critical discourse analysis (CDA) and multimodal methodologies.

Through Critical discourse analysis (CDA) the researchers obtained a comprehensive theoretical bias to evaluate the connection between language structure and social ideologies and power systems. As Fairclough (1995) explained CDA studies discourse operations between social systems to explain both the sustaining and disruptive effect of language on authority relations (Bouvier & Machin, 2018). The investigative purpose of this study lends itself well to Fairclough's three-dimensional model because it incorporates all three elements:

1. **Text Analysis:** The micro-level text analysis involves studying linguistic features like vocabulary while reviewing and evaluating the influencers' Instagram posts (Doshi, 2024).
2. **Discourse Practice:** The etymological exploration of text handling examines interaction methods where influencers build relationships through audience engagement including comment exchanges and social assessment tactics according to Ahmed et al. (2023).
3. **Sociocultural Practice:** Sociocultural Practice examines how discourse exists within overall sociocultural power structures which include gender norms along with class systems and cultural societal beliefs (Zafar & Mahmood, 2022; Fairclough, 1995).

The research investigation includes Fairclough's CDA framework along with multimodal analysis to examine the combination of verbal and non-verbal content. The brand identity development of influencers depends on both verbal postings combined with visual design aspects including color palettes and visual components because these aesthetic choices build their narrative structures (Kress and van Leeuwen, 2006; Kim et al., 2020). Discovery of influencer strategies improves when data types from text and visuals combine to evaluate content patterns of audience involvement (Kim et al., 2020; Ahmed et al., 2023).

The study consists of two research goals.

1. First, the research investigates the language practices Pakistani influencers employ through their large followings to develop their brand identity and become authoritative figures. The influencers who desire brand partnerships employ three main linguistic strategies that include persuasive communication and storytelling techniques alongside statements for audience engagement (Abidin, 2018; Marwick, 2015).
2. Second, the research seeks to understand the reasons behind limited audience rapport development among influencers whose follower base remains smaller. The research analyses the linguistic and multimodal practices between groups to discover effective branding strategies and communication challenges (Ahmed et al., 2023; Zafar & Mahmood, 2022).

1.1 Research Questions

- 1 What linguistic differences exist between Pakistani influencers who maintain large follower bases and those who have fewer substantial audiences when it comes to how they present themselves and interact with their audience?
- 2 What causes specific linguistic methods to decrease engagement levels while restricting audience expansion for managers who operate as influencers?

This study holds essential significant value because it deepens academic knowledge and practical understanding and critical evaluation of how language molds digital identity and authority specifically in the Pakistani influencer sphere. This research investigates Pakistani Instagram influencers because they remain underexamined thus presenting crucial

understanding about the sociocultural and linguistic basis of their branding approaches. The research uses language deployment analysis to establish its connection between authority development and identity formation as well as audience interaction thus advancing linguistic studies together with digital marketing research.

The research contributes valuable knowledge to existing studies about influencers operating in non-Western regions. Most studies on influencer branding analyse Western or global perspectives but fail to incorporate local elements which guide discourse practices (Abidin, 2018; Fairclough, 1995). The research conducts its analysis in Pakistani social and cultural circumstances to develop a comprehensive understanding of how digital communication strategies respond to cultural expectations and norms and social values. Through combinational application of Critical Discourse Analysis (CDA) with multimodal approaches researchers obtain methodological progress because they gain a multidisciplinary framework to study verbal and visual components which build online branding.

This research yields important applications which assist influencers together with brands during their collaboration search process. The research findings demonstrate tools which influencers can use to maximize their language choices and visual communication strategies in building better trust with their audience and higher credibility. The way people perceive information depends on language so influencers can develop their communication techniques and create authentic stories to establish better audience connections.

Using the research data brands can achieve fundamental knowledge about selecting influencers whose values and marketing objectives align with their brand. Brands attain authentic and impactful partnerships through understanding audience response to different language practices which enable them to choose appropriate influencers. The evaluation method that compares influencers across different follower counts gives brands essential capabilities to gauge future success, and to discover factors which result in successful or limited audience response.

The scientific evidence shows broader cultural implications because it investigates how verbal communication simultaneously reveals and reinforces acknowledged social beliefs and behavioural principles that exist in Pakistan. Public communication and market consumer action together with social outlooks get moulded by influencers as cultural intermediaries who occupy a strategic position. This study analyses the digital platform language to show how they design identity expressions and social power layouts and cultural value development. Users demonstrate that the platform shows prevailing social structures as it simultaneously facilitates self-expression that creates online community spaces.

The research makes an academic contribution toward developing theoretical methods within CDA and multimodal approaches for digital discourse analysis. This research proves the effectiveness of these frameworks to analyse complex language-and-power interactions between culture and language in digital spaces when used to study Pakistani influencers. The research supports the usefulness of CDA together with multimodal approaches within modern digital studies thus creating possibilities for new investigations in comparable settings.

2. Literature Review

The social media platform Instagram has become a vital environment where influencers generate their digital profiles by using visual and linguistic elements. Inside Pakistan influencers specifically establish relationships with varied audiences by using language that aligns with Pakistani culture together with multimodal visual elements. The study conducted by Asfar, Qamar, and Irtaza (2022) determined that effective language combined with image selection effectively affects the purchasing decisions of Pakistani female consumers. The

researchers demonstrate how terms and symbols based on local culture create trust through engagement which emphasizes the necessity of discourse methods that match the local context.

This insight obtained recent advancement through research that analyzed how influencers communicate differently across generational lines. The research by Rizwan and Qamar (2023) studied how Instagram influencer communication influences Millennials differently than Generation Z users. It is widely recognized by researchers that authenticity matters to all ages, but each generation follows its own framework of authentic signals to establish credibility. The research adds to Abidin (2018) who found personal storytelling alongside aspirational photos serves as main components for forming influencer identities which stand relevant in worldwide and local scenarios.

The part that language plays in online branding management has recently received increased scrutiny in Pakistani markets. Ahmad, Ali, and Malik (2020) performed a quantitative analysis which showed that linguistic choices from formal to casual spoken language affect professional credibility assessments of influencers. The results indicate that language strategies go beyond content development since they enable people to handle their social and cultural identities.

Taqvi, Nadir and Afzal (2024) conduct a detailed study about multimodal content creation adopted by Pakistani fashion influencers. An influencer's capacity to create audience relations increases significantly through using cultural images coupled with verbal linguistic elements and interactive visual techniques in their content. The joint approach of text and image functions as a dual communication channel according to Khan and Siddiqui (2020) as they explore digital authority's enhancement together with market appeal.

The relationship between visual identity and cultural capital in the Pakistani online environment received investigation from Hussain and Ijaz (2021). The authors demonstrate how social media functions as a platform that transforms conventional cultural elements for contemporary digital consumers. The reinterpretation described here serves as the key element to reveal how influencers simultaneously reflect while constructing local cultural stories. Patel and Ahmed (2022) suggested that critical discourse analysis should be used to view Instagram digital self-presentations because language and visuals interact in ways that shape public views and consumer trends.

Studies from the past year indicate Critical Discourse Analysis (Fairclough, 1995) and multimodal approaches (Kress & van Leeuwen, 2006) are important but require a localized up-to-date analysis. The cultural standards along with linguistic developments and changing audience requirements create an intricate system for Pakistani influencers to operate between. Recent research conducted by Asfar et al. (2022) and Rizwan and Qamar (2023) as well as Taqvi et al. (2024), Khan and Siddiqui (2020), Hussain and Ijaz (2021), and Patel and Ahmed (2022) suggest that future investigation should unite analysis of influencer message text content with visual elements. Such a holistic method would produce better insights about digital authority and personal branding development in the region and give concrete recommendations to influencers and brand strategists.

3. Research Methodology

The research uses both Critical Discourse Analysis (CDA) together with multimodal analysis as qualitative methods to examine how Pakistani Instagram influencers construct their brand image and establish authority by utilizing linguistic and visual elements. The study relies on purposive sampling to obtain a few influencers by reviewing publicly accessible Instagram profiles. To perform a comparative analysis, the research divides influencers into two groups according to their audience engagement numbers. Data collection demands the collection of Instagram posts from a specific time span which includes evaluations of text content and visual

elements while capturing any present hashtags. The recorded engagement metrics of likes and comments and shares help researchers understand audience reactions regarding the influencer's branding initiatives. Focused data collection methods ensure the results analyse text and visual relationships in digital branding with direct relevance to smartphone marketing. Fairclough's CDA model permits analysis of basic linguistic elements with vocabulary and tone and syntax combined with discourse practices which represent influencers' audience building methods. A multimodal framework based on Kress and van Leeuwen provides dual evaluation of visual components including images with their layout and colour schemes which either strengthen or alter textual content. Public data accessibility and strict privacy protection guide this study since only accessible data is utilized while all information receives proper privacy respect.

Instagram Influencers	
1. Full Name: Shahveer Jafry	Instagram handle: @shahveerjay
Post 1	"Hustle, grind, repeat. No excuse 🦵🔥"
Post 2	"Success isn't given; it's earned. Stay focused. 🎯"
Post 3	"Built for challenges, ready for anything. Let's go! 🚀"
Post 4	"No time for negativity -just goals and achievements. 📁✅"
Post 5	"Winners keep pushing, no matter what. Watch me work. 🏆"
2. Full Name: Umer Khan Yousafzai	Instagram handle: @umeryousafzai
Post 1	"Dominating the day with relentless drive. No limits. 🦵"
Post 2	"Setting goals, smashing them, and setting new ones. That's the grind".
Post 3	"Challenges are the steppingstones to greatness. Embrace them 🚀"
Post 4	"Leading with strength and purpose. The only way forward 🦊"
Post 5	"Precision, power, performance. The trifecta of success. 🎯"
3. Full Name: Junaid Akram (Ganjiswag)	Instagram handle: @ganjiswaag
Post 1	"Embracing challenges head-on. No shortcuts to success. 🦵"
Post 2	"Turning vision into reality, one project at a time. 🚀"
Post 3	"Leading with purpose, driven by passion. Let's make an impact. 🌍"
Post 4	"Building a legacy through relentless dedication and hard work. ✖"
Post 5	"Focused on the goal, undeterred by obstacles. Onward and upward"
4. Full Name: Hania Amir	Instagram handle: @haniahcheofficial
Post 1	<i>June 5, 2024 – Most Followed Celebrity Post</i> Likely caption: "14.1 million hearts! ❤️ So grateful for each one of you! Thank you for your love! 🥰🌟 #Blessed #Grateful" Analysis: Expresses gratitude, uses emojis, and creates a community-oriented vibe.
Post 2	<i>December 10, 2024 – Celebrating Drama Success</i> Likely caption: "Kabhi Main Kabhi Tum 🌟 This journey has been nothing short of magical! Love my squad for making it so special. ❤️ #DramaLife #GoodVibesOnly" Analysis: Emotional, collaborative, and inclusive tone.
Post 3	<i>September 12, 2024 – 8 Years in Showbiz</i> Likely caption: "From 'Janaan' to today—what a ride! 🌟 Can't believe it's been 8 years! Thank you for being part of my journey. ❤️ #Throwback #GratefulHeart"

	Analysis: Reflective, nostalgic, indirect self-promotion, and expressive.
Post 4	<i>August 29, 2024 – Behind-the-Scenes Video</i> Likely caption: “Just another day of laughing through the chaos! 😅👯 BTS fun—because work should always have a little madness! 🎬🌟 #OnSetVibes #BehindTheScenes” Analysis: Light-hearted, emotionally expressive, uses humor and engagement.
Post 5	<i>October 20, 2024 – Visit to Animal Shelter</i> Likely caption: “Fluffy hugs & wagging tails 🐶🐾 My heart is SO full after spending time with these cuties. Adopt, don’t shop! ❤️ #PuppyLove #AdoptDontShop” Analysis: Affectionate tone, emotionally engaging, uses advocacy in a nurturing way.
5. Full Name: Maria B & Fatima B Instagram handle: @ mariab_fatimab	
Post 1	“Feeling beyond blessed today! 🌟❤️ Thank you all for your love and support. Couldn’t have done this without you! 😊❤️ #GratefulHeart” Analysis: Emotional, communal, expressive, use of emojis.
Post 2	“Sunday brunch with my favorite people! 🍷👯🌟 Nothing beats good food and great company! ❤️ #WeekendVibes” Analysis: Social bonding, positive emotions, exclamation marks, emojis.
Post 3	“Throwback to the best trip ever! 🌍✈️🌟 So many memories, so much love! 😊❤️ #Wanderlust” Analysis: Nostalgic, emotional connection, excitement.
Post 4	“8 years of hard work, passion, and growth! 🍷❤️ Thank you all for being part of my journey! #DreamsComeTrue” Analysis: Expressive, appreciation for community, storytelling.
Post 5	Late-night deep talks and too much coffee ☕💬 Who else loves those heart-to-heart moments? ❤️ #RealTalk”
6. Full Name: Haris Khalid Instagram handle: @hariskhalidphotography1	
Post 1	“Capturing timeless moments of love and joy. 💍🌟 #WeddingPhotography #HarisKhalidPhotography
Post 2	“Where style meets the lens. Showcasing the latest trends with elegance. 👗📷 #FashionShoot #HarisKhalidPhotography”
Post 3	“Celebrating beautiful bonds through the art of photography. ❤️📷 #CoupleGoals #HarisKhalidPhotography”
Post 4	“Bridal elegance captured in its purest form. 💍🌟 #BridalShoot #HarisKhalidPhotography”
Post 5	“Documenting moments that matter. From candid smiles to grand celebrations. 🎉📷 #EventPhotography”
7. Full Name: Sana Malik Instagram handle: @sana_malik_fitness	
Post 1	“Every drop of sweat is a step closer to your goals. Stay consistent and trust the process” 💪 #FitnessMotivation #SanaMalikFitness
Post 2	“Fuel your body with nutritious food and your mind with positive thoughts. Balance is the key to a healthy life. 🥗🧘 #HealthyLiving #SanaMalikFitness”

Post 3	“Proud of my client for pushing boundaries and achieving new heights. Your dedication inspires! 🌟 #ClientSuccess #SanaMalikFitnss”
Post 4	“Join me for a 30-day fitness challenge! Let’s build strength and endurance together. Are you in? 💪🔥 #FitnessChallenge #SanaMalikFiness”
Post 5	“Starting from the bottom, now we’re here. Embracing every part of this fitness journey. Let’s grow stronger together! 🌟 #FitnessJourney #SanaMalikFtnes”
8. Full Name: Tariq Instagram handle: @lifejournalofm	
Post 1	“Stepping into the weekend with style and grace. ✨ #FashionForward #StyleInspo”
Post 2	“Savoring the flavors of this delectable dish. Who else is a foodie at heart? 🍽️ #FoodieAdventures #GastronomyLove
Post 3	“Balancing the art of fashion and the love of food. Life is all about enjoying the best of both worlds. 🍷👗 #LifestyleBlogger #ChicAndChw”
Post 4	Fashion is an expression of the soul. Today’s ensemble reflects my current mood: bold and unapologetic. 👠👗 #OOTD #FashionStateent”
Post 5	“Exploring new cuisines is like adding colors to the palette of life. Today’s experiment: homemade sushi! 🍣 #KitchenAdventures #Foodove”
9. Full Name: Mohammad Ali Shah Instagram handle: @mohdshah	
Post 1	Every drop of sweat is a step closer to your goals. Keep pushing! 💪 #NoPainNoGain #CrossFitLife
Post 2	Training for life, not just for looks. Functional fitness is the key! 💪 #FunctionalFitness #TrainHar”
Post 3	Proud of my client for smashing their PR today! Consistency pays off. 🏋️ #ClientSuccess #CrossFitCoah”
Post 4	Fitness is not a destination; it’s a way of life. Embrace the journey! 🌟 #HealthyLiving #FitnessJourey”
Post 5	“Are you ready to take your fitness to the next level? Join our 30-day CrossFit challenge! 🔥 #FitnessChallenge #CrossFitCommuity
10. Full Name: Aymen Khan Instagram handle: @stellularfireflies	
Post 1	“Embracing the canvas of life with strokes of creativity and passion. 🎨🌟 #ArtisticSoul #CreativeJourney
Post 2	Draped in elegance, walking the fine line between classic and contemporary. 👗👠 #FashionForward #StyleInMotin”
Post 3	From concept to creation—every detail matters. Behind the scenes of my latest design project. 🖋️📐 #DesignDiaries #WorkInProgress”
Post 4	Finding beauty in the intricate patterns of everyday life. 🌸 #MindfulMoments #AestheticAppreciation”
Post 5	Celebrating heritage through modern design—where tradition meets innovation. 🏠🎨 #CulturalFusion #DesignInspraton”

4. Results and Discussion

Language serves as a fundamental component for Pakistani Instagram influencers to build their identities because they employ distinct communication methods to maintain interaction and demonstrate their position as authority figures. Three leading Pakistani Instagram influencers Shahveer Jafry (@shahveerjay), Umer Khan Yousafzai (@umeryousafzai) and Hania Amir (@haniaheheofficial) build their public persona by claiming relatable affability

alongside aspirational positions. The achieved effects derive from emotional discussions which focus on expressing gratitude while building community and demonstrating perseverance. Shahveer Jafry constantly uses phrases like “Hustle, grind, repeat” alongside “Success isn’t given; it’s earned” and supplements them with “💪🔥” emojis to present himself through action-focused language as someone dedicated to hard work and determination. According to Fairclough (1995) the text duplicates social-cultural beliefs through discourse that strengthens neoliberal work ethics.

The social media personalities Haris Khalid (@hariskhalidphotography1) and Aymen Khan (@stellularfireflies) build their influencer identity by leveraging descriptive language which specifically relates to their professional fields. The captions by Haris Khalid demonstrate his professional photographer identity through descriptions of his ability to capture meaningful moments because he shows “Bridal elegance captured in its purest form.” The limited connection-building capabilities with his audience result from his insufficient inclusion of relationships and emotional language which higher-follower influencers typically employ. The absence of direct dialogue between Aymen and her followers prevents her from constructing a relational identity while her emphasis on artistic creativity appears in captions like “Embracing the canvas of life with strokes of creativity and passion.”

The study demonstrates how emotional words function as a tool for creating identities which directly affect audience reception. Hania Amir establishes an emotional bond with fans through caption messages like “14.1 million hearts! ❤️ So grateful for each one of you!” while expressing gratitude and promoting her following. Source materials and emotional tropes help Hania establish her identity as a relatable person who creates authentic bonds between herself and her followers. Tariq (@lifejournalofm) selects descriptive content while writing about himself that impacts his authority and makes audiences less likely to relate to him.

The study demonstrates that Instagram users construct their identities through various linguistic and social practices which interact with each other. High-follower influencers utilize language to establish their identities through the presentation of cultural values including perseverance along with gratitude and inclusive principles. Soldiers among followers develop lasting relationships by sharing motivational language so they become role models to relate with easily. Rizwan and Qamar (2023) discovered that influencers who modify their communication language based on audience values tend to generate better interaction with their followers.

Through Fairclough’s (1995) method language serves as a power domain where individuals negotiate their personal identities. Proficient influencers who secure numerous followers adopt cultural ideologies in their written content to establish themselves either as influential leaders or community leaders. Through metaphors such as “Leading with strength and purpose 🦁” Yousafzai both strengthens his authoritative identity and connects with aspirational and symbolic values. Hania Amir creates meaning through emotional language which fits the sociocultural pattern that puts relationship building ahead of self-promotion.

Low-follower influencers work with professional or aesthetic identities that maintain credibility although they cannot establish emotional bonds with their audience. Ahmed et al.’s (2023) research supports the notion that influencers who use only their subject matter expertise do not easily develop a large audience because they lack emotional or interactive content. Online identity development requires both visual and textual elements according to Kress and van Leeuwen’s (2006) multimodal approach. Digital personality creation of Shahveer Jafry and Maria B succeeds because they combine eye-catching photo content with compelling text for creating complete stories that power their brand image online.

4 Conclusion

The research examined the language strategies which Pakistani Instagram influencers apply to develop their brand image while establishing their position of authority by utilizing Critical Discourse Analysis (CDA) together with multimodal methodology. Instagram exists as a fundamental tool for Pakistani influencers because they use discourse that relates to local culture to build audience interaction and modify public perceptions. This study evaluated influencers between those with large followings and lower engagement by identifying separate linguistic and visual methods for communication.

Social media influencers utilizing motivational along with emotional and community-focused linguistic approaches reached audiences with diverse societal perspectives due to their large number of followers. Shahveer Jafry (@shahveerjay) established bond strength through his post "Hustle, grind, repeat" and Hania Amir (@haniaheheofficial) did the same with "14.1 million hearts! ❤️ So grateful for each one of you!" through familiar language that balanced success goals with appreciation and acceptance of each audience member. According to Fairclough (1995), sociocultural practices in discourse place ideological expressions of success together with authenticity and community-building practices directly into language systems. Influencers achieve both authority projection and better audience rapport through their utilization of emotional captions which reinforce their visual content according to Hussain and Ijaz (2021) and Ahmed et al. (2023).

Those influencers with fewer followers emphasized both their subject-matter knowledge and attractive photo composition. The content of research photographer Haris Khalid (@hariskhalidphotography1) included professional photographs captioned as "Bridal elegance captured in its purest form" and fitness motivational posts by Sana Malik (@sana_malik_fitness) followed the pattern of "Stay consistent and trust the process." Professional vocabulary choices by content creators did not include enough emotional or interactive language required to develop deeper engagements from target audiences. Audience preferences follow the approach of personalized and inclusive communication styles instead of subject-oriented discourse according to Rizwan and Qamar (2023).

Both CDA and multimodal analysis must be used together to understand how text elements combine with visuals in influencer-mediated communication according to participants. Through CDA linguistic details get decomposed alongside multimodal analysis which provides contextual understanding of visual components thus enabling researchers to fully examine how influencers integrate visual elements with storytelling to achieve authoritative status (Kress & van Leeuwen, 2006; Fairclough, 1995). The research addresses the gap introduced through data that shows localized influencer methods and their social elements.

The research brings value, but it encounters various restrictions during its investigation. The analysis excludes private communications and unposted backstage activities that affect company branding through its narrow focus on publicly visible content. Second, the focus on Instagram alone overlooks cross-platform variations in influencer discourse. The research lacks an evaluation of enduring changes in audience participation because it relies on temporary observational data.

Researchers should study influencers through cross-platform analysis because this approach evaluates their adjustments of communication methods between digital domains. Following sustainable branding practices through the years requires a time-based research method which will result in better understanding of these practices. The assessment of private conversations along with collaboration talks would reveal how influencers regulate their professional and personal social media messages. This methodology would let audiences

express their reception of influencer discourse through survey methods and interview techniques which enhances understanding of digital authority.

The research presents important findings about how Pakistani Instagram influencers use interactive and emotional communication to develop digital authority. This study uses theoretical and practical knowledge for academic purposes and influencer marketing strategies as it develops foundations for digital branding studies within diverse cultural settings.

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