A LEXICAL PRAGMATIC STUDY OF NEOLOGIZED HASHTAGS ON TWITTER

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A Lexical Pragmatic Study of Neologized Hashtags on Twitter

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ABSTRACT

Title: A Lexical Pragmatic Study of Neologized Hashtags on Twitter

English language is in the course of morphological variation due to the ongoing and newly emerging internet features. The change is dynamic as it affects the meanings of English lexicons. This study takes into consideration one of the trending features of communication and/or language called hashtag along with their lexical and pragmatic implications. Generally, people use hashtags as hyperlink to connect with other similar conversations on Twitter via qualitative approach, the study at hand examines the processes of new word formation in the form of hashtags in light of Lexical Pragmatics. It is particularly focused on Pakistani Twitter users who use these hashtags in their tweets. Pakistani Tweeters adapt these hashtags by relating it to their discussions in Pakistani context. As a result, these hashtag expressions undergo modifications in their encoded or lexically specified meanings resulting into becoming neologized hashtags. The research also identifies and explores the types of hashtags that promote such kind of lexical and pragmatic change. Moreover, the study analyzes the effectiveness of these neologized hashtags in propagating a sociological change. For this purpose, a sample of 30 hashtags and 150 tweets is selected in which each hashtag carries 5 tweets. All of the tweets are collected between January 2020 and December 2021. For Theoretical Framework, the theory of 'Relevance and Lexical Pragmatics' by (Wilson, 2003) is selected. Additionally, (Crystal, 2001) famous model, 'Distinctive Features of Netspeak' is also used as theoretical basis to deal with hashtags as a feature of internet language. The Research method used for this study is Content Analysis in which five diversified codes are created: Pandemic, Politics, Social, Entertainment and Climate. As per the results, three major types of changes in the encoded meanings of the selected hashtags are observed. These are: Lexical Narrowing, Lexical Broadening and Category extension. It is also revealed that certain hashtags sustained their original meaning despite a change in their contextual information. The study is significant as it not only reveals language change regarding recent netspeak usage but also elucidates the pragmatic implications of the neologized English hashtags on Twitter used in Pakistani context.

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DEDICATION

This thesis is dedicated to both my parents and my late grandmother for their utmost love, endless support, prayers and best wishes.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In this global era, growth in media industry has transformed the way in which people create, share and exchange information and ideas. The internet offers reduced cost of creating, organizing and participating in communication. As social media has evolved and grown over the decades, so has the language used on the social networking platforms. This means that our ways of communication are in constant flux as they are affected by different technological advancements. Many new words and terms are added in our language determining some specific socially implied meaning. As stated by (Crystal, Language and the Internet, 2001), in the twenty-first century, use of social media applications has greatly shaped the way we communicate. During online interaction among the speakers from various cultural backgrounds, they are required to use words that can refer to things that are new to them. As a result, through these interactions of cultures and languages on online platforms, languages have been greatly affected.

Similarly, use of social media in Pakistani context greatly affects the pragmatic aspects of English Language. One way of studying this phenomenon of meaning making is by looking at the situation based and context specific meanings of words and phrases that are created on Twitter in a form of hashtag. These words and phrases, when accessed by Pakistani users, undergo changes in meaning and sense according to the situation in which they are used. For this purpose, this thesis relies on the relevance lexical pragmatic study of the newly coined hashtags on Twitter. It examines how meanings conveyed by these hashtags are narrowed, broadened or extended when used in Pakistani context.

Undoubtedly, as the world is changing under the influence of innovations and inventions in every field of life, its perception through language, also changes. This change of perception takes place through varieties of phenomena, one of which is called neologism. It is the subject of analysis of this research. The use of neologism

on social media also reveals the ways in which it affects the perceptions of online users about the world (Bloom & Keil, 2001). Let us discuss neologism in detail:

1.2 Neologism

The word "neologism" comes from the Greek words "neo" (new) and "logos" (word, speech). As maintained by (Adams, 2008), neologism is a newly coined word that maybe in the process of entering common use but has not yet been accepted into the main stream. Presumably, because of the discovery of front camera feature, a new word 'selfie' was added to English language. This new word selfie, means a 'self-portrait' or a 'digital photograph' that you take of yourself (Bellis, 2020). This is what we call neologisms that can be defined by (Hohenhaus, March 2006) as the terms that are newly created, applied and identified gradually by speakers of a language.

As established by (Behera, 2013), Neologisms are the terms that are newly created. According to them, neologism is a word or phrase that is added in mainstream language when there is felt a need by some new experience in a speech community. For them, it's more about redesigning the new words rather than its configuration. In a similar domain, (D. Steinberg & V. Sciarini, 2013) maintain that a certain kind of interest and a particular need determines the coinage and creation of a new word, arising from our perception of the world and not because of any other language influence. Some neologisms, especially those coined as a result of new inventions tend to be integrated into the language very quickly. Just like Standard English words, social media neologisms are produced through word-forming process found in English.

Neologism, as a linguistic phenomenon can be seen from different aspects like synchronic, geographical, social and communicative. (Rey, 1998)illustrates neologism as a unit of lexicon, a word, a word element or a phrase whose signifier-signified relationship was not previously materialized as a linguistic form in the preceding stage. He further maintains that neologism will be perceived as belonging to the language in general or only to one of its special usages, or as "belonging to a subject-specific usage which may be specialized or generalized" (p. 77).

Neologism plays a significant role in language change. Since platforms of social networking are used worldwide, these newly coined lexemes get optimal opportunities of distribution beyond the limited borders of any speech community from which they originate. This idea is put forward by (Khalfan, Batool, & Shehzad, 2020) who says that Neologism codify a new social/cultural experience in society and is not just meaningful language sign but is "more the products of a conceptual system" (p. 72-73). This in turn, comes in contact with different cultures and acquires new senses of interpretation. Along with this acquisition of new senses of interpretation there are new ways of interpretation of social and cultural experiences. Those ways contribute to the process of language evolution. A technique widely used in social media websites is # Symbol called hashtag. It is used to interpret users' experiences and ideas thereby creating new linguistic items.

1.3 Hashtag

Hashtags are created by combining different words without giving any space unlike Standard English texts. They are in blue color and by clicking upon it, you can easily access all those relevant posts and tweets which are uploaded by users across the world. As mentioned by (Caleff, 2015) these typically consist in a string of characters preceded by the pound symbol # called as hash. This combination serves as a label for the message itself and is linked to a search for those characters which allows the retrieval of all tweets dealing with the labeled topic. By making it easier for users to find tweets related to a specific subject, the hashtag has developed into a "community building linguistic activity" (Zappavigna, 2011). According to her, this results in fostering the creation of communities of people bound by their being interested in the same content and wishing to read and share information about it (Kricflausi, 2015). Furthermore, these hashtags are created by several social media experts, educators, institutions and major companies from all around the world to bring in more followers and keep them involved.

While discussing hashtags, we cannot ignore the prime role of Twitter which helps people around the world to connect, communicate and discuss around different hashtags. Besides that, it also displays top trending topics in the form of hashtags depending upon the number of times that particular hashtag has been used. This in

turn helps us to decide the success ratio of a particular hashtag neologism in being accepted by wider audience.

1.4 Twitter

Twitter is a micro-blogging social media platform which was founded by Jack Dorsey and Biz Stone in 2006. It allows its users, also called Twitteratis to create twitter accounts using their names. They share 140-character long messages in the form of tweets with other users. The users can like as well as repost tweets from other users. They can engage in conversations by tagging people using @ and hashtag symbols. Due to a short message limit, language on twitter is very precise. Creative and unique kinds of words are used to ensure that the message is meaningful and brief. Abbreviations such as RT- ReTweet, acronyms like AMA (ask me anything), and hashtags (#Sundayfunday) and many other features are used to make the message precise but meaningful. This serves to attract other users to tweet about or reply to the same topic using your hashtag and also makes it easy to track the conversation. If a user likes the content posted by another user he can retweet the user's tweet or comment on, retweet or repost the message. The settings of the twitter application allow the user to include links to other content in their tweets and broadcasts can be public or private. Given that, one of the ways through which I tried to find if Twitter hashtags can be counted under the category of neologism is Lexical Pragmatics.

1.5 Pragmatics

Pragmatics, as described by Sperber and Wilson, is the linguistic study of meaning and studying the fact that how different contextual elements and linguistic meaning interact with each other in order to interpret the utterances. Considering the fact that reference to Pragmatics is found in philosophy, (Grice, 2005) contribution cannot be denied. He introduced the concept of "implicature" to reconcile the concerns of the two philosophies of language which were the then dominant approaches. These were Ideal Language Philosophy and Ordinary Language Philosophy. For ordinary language philosophers, there was an unbridgeable gap between the semantics of formal and natural languages. (Grice, 2005) showed that the gap could at least be reduced by sharply distinguishing sentence meaning from speaker's meaning, and by explaining how relatively simple and schematic linguistic

meanings could be used in context to convey rich meanings, made up not only of what was said, but also of what was implicated. This became the foundation for most of modern pragmatics.

The tweets become sites of pragmatic analysis. They are like utterances or a schematic language that have speaker's meaning only to be implicated by its context. Lexical Pragmatics, discussed here under, augments the inference of meaning bound in a context of the tweets as well.

1.6 Lexical Pragmatics

Lexical pragmatics is a 'branch of linguistics that investigates the processes by which the encoded meaning of a word is modified in use' (Wilson & Carston, 2007). Meanwhile, (Sauvignon, 2017) maintains that Lexical pragmatics refers to the process through which the meanings of the words are modulated pragmatically in context resulting to communicate the meaning and the concepts which are different from the concepts encoded in the words. He discussed that this concept can easily be understood by some common and daily life examples such as consider the verb "drink". It can be used to express quite a narrow meaning like "drink large quantity of milk". However, it can also have broad meaning in it where we extend the use of this word to other situations. (Sauvignon, 2017) worked in the field of the lexical pragmatics using the contextualized approach to the interpretation of the utterances and also discussed many current issues on the subject matter. The various concepts he addressed include: the truth-value judgments, encoded words meanings and finally the nature of the output. All these are addressed adequately in order to comprehensively understand the lexical pragmatics.

In response to his notion of context-free decoded meaning of a word, (Lemmens, Galindo-Garre , Arntz, & Peeters, 2017)tried to show that this notion is a pathway to the theoretical inconsistencies and does not adequately have an organized view regarding the process of the contextual modulation which is more systematic than what was suggested by Hall. He also discussed that Hall's account was just one step away from usage based cognitive approach and argued that there was a more viable alternative to give response to the basic lexical meaning question and the 'contextual modulation'.

Moreover, Lexical pragmatics advances the view that lexical items of a language are analyzed in a systematic manner and its meaning is interpreted according to a particular context. This means that lexical items will be analyzed depending on the change of meaning it undergoes in a particular context of use. Context plays an important role in meaning as some lexical items acquire different meaning under certain context.

A. Lexical approximation/Broadening:

Lexical Approximation and metaphorical transfer can be viewed as Broadening, where a specific word or a lexical item conveys rather a more general meaning which results into widening of that encoded and specified denotation. The present study observes such a type of lexical pragmatic modification in the Twitter hashtags analyzed as examples of neologism.

B. Lexical Narrowing:

As opposed to Broadening, Lexical Narrowing highlights a specific sub-part of the linguistically-specified denotation that results in the restriction of its meaning. Some illustrations are discussed here:

(1) All men drink.

(2) Natasha has a temperature.

In (1), the lexical item "drink" might not convey its encoded sense 'drinking a liquid' but, a more specific one, 'drinking alcohol'.

On the other hand, Lexical Approximation is one of the varieties of Broadening in which the relatively strict and specified sense of a word is extended to more other cases and contexts. The examples may include: geometric terms, round numbers in their lose use, and terms that can be defined negatively, see (3-5):

(3) This shirt costs 150 dollars (About 150 dollars).

(4) This is square or a pyramid box (Approximately a square).

(5) Don't worry! This will be not hurt (Nearly not hurt).

For narrowing, different degrees and types of approximation are appropriate in different situations. Let us compare the interpretations of the word 'flat' in (6a-6e):

6a. This ironing board is flat.

6b. My garden is flat.

6c. My neighborhood is flat.

Broadening has also another variety which is termed by Wilson as 'Category Extension'.

Twitter also provides instances of Lexical narrowing where the meaning of the hashtags is delimited and narrowed down from global context to Pakistani context. Although the meanings of the hashtags are similar in both contexts, the intended meaning of the communicator is narrowed down.

C. Category Extension:

This is typified by use of salient names of brands e.g. Hoover, to indicate a much broader category like, a common vacuum cleaner or a disposable tissue pack from less salient brands. Personality names like, Chomsky, Newton and Einstein are also used for common nouns as category extension. Other more examples are illustrated from (7-10):

(7) John is the new Sampras.

(8) Brown is the new black.

In first example, Sampras evokes in the mind of the hearer a category of tennis players who are talented like the tennis player named Sampras.

The second example can be considered as a part of fashion discourse where black belongs to the staple colors list.

The example (7) claims that John belongs to a broad enough category which has Sampras as a salient member.

Wilson and Cartson are of the view that lexical narrowing and lexical broadening are highly context dependent and flexible processes which cannot be handled in terms of coded rules. They introduce further range of data that can be explained by a unified account of lexical pragmatics.

In the same light, word coinages and neologisms provide us with further data that is required to support the lexical pragmatics theory. Also, they help us in understanding the nature of the mental mechanisms involved. Neologisms are also formed as a result of derivations. Experimental works by (Clark & Clark, 1979) and by (Herbert & Richard, 1983) propose that newly created verbs which are derivations of nouns are not easily understood as compared to the regular verbs in English:

(9) The boy porched (porch) the newspaper.

(10) They Learjetted off to Miami. Here, learjetted represents the name of the model of an aircraft named Learjett.

The tweets are often replete with instances of category extension as well. They show Pakistani users as media influenced and brand conscious through category extension, which is a sub type of Lexical pragmatics.

1.7 Distinctive Features of Netspeak

The term 'netspeak' is used by (Crystal, 2001) in order to refer to an internet specific and computer mediated language. (Para, 2016) and (Crystal, Language and the Internet, 2001) illustrate that Netspeak is an alternative term to words like: Netlish. weblish, electronic language, electronic discourse, Cyberspace, Interactive written discourse, CMC, etc. (Para, 2016) also puts that netspeak is a special kind of language, expressions and abbreviations used by people when they communicate together using online internet. Netspeak is used mainly online on social media, messenger applications and in short informal e-mails.

To give us a clear and more detailed picture, Crystal presented a model in which he gave a list of linguistic features called tobe netspeak features. These features are distinguished on the basis of graphological and lexical levels highlighting its creative nature. The tweets apparently flout the standards of language. However, the Netspeak is distinguishable for its flouting of language standards. I have elaborated further on this model in 'Theoretical Framework' section.

1.8 Problem Statement

The revolution of social media has influenced English language dynamically to an extent that one may not deny the alteration and modification in English language usage. There are certain modifications in the internet language that have become in vogue. These modifications not only change the language but also have an impact on the thinking patterns of Twitter users in Pakistan. The use of hashtags as neologism on Twitter in the context of Pakistan has also influenced English language pragmatically when they are encoded. The study inquires and interprets the relevance lexical pragmatic categories as neologism on Twitter.

1.9 Research Objectives

The research takes following objectives into consideration:

- To explore the ways in which new hashtags in English language are formed

- To identify types of neologisms/hashtags undergoing lexical-pragmatic modification and

- To analyze the effectiveness of these neologized hashtags in conveying a sociological change in conjunction with relevance lexical pragmatic study in Pakistani context.

1.10 Research Questions

The research investigates following questions:

1) In what ways are Twitter neologisms created from different lexemes or symbols?

2) What types of changes Twitter neologisms undergo in their lexical and pragmatic sense?

3) How are the neologized Twitter hashtags effective in conveying a sociological change in conjunction with relevance lexical pragmatic study in Pakistani context?

1.11 Significance of Research

This study is important as use of social media is inevitable part of everyday life and the language used in social media is worthy area of investigation to find out how it differs from the standard usage. Since, studies are being conducted to cope with the ongoing changes in English language, this paper contributes in examining how technological changes result in the birth of new communication trends. This study is also important as it explains not only stylistic features of hashtag but also explores its ad hoc, content and context specific pragmatic implications. This is especially important when one considers that the majority of global internet users are non-English speakers (Internet World Stats News, 2008). Keeping this in view, the undertaken study helps linguists, researchers and lexicographers to understand the pragmatic implications of neologized English hashtags used in Pakistani context.

1.12 Theoretical Framework

The theoretical framework of study is grounded in Relevance- Lexical Pragmatic theory proposed by (Wilson, 2003) and (Crystal, 2001) study of Distinctive Features of Netspeak.

1.12.1 Relevance and Lexical Pragmatics Theory

This theory underlines that a variety of lexical pragmatic processes can be analyzed under special cases. This theory defends the view that, lexical narrowing, broadening and category extension are results of a single interpretative process which shape the interpretation of every word that is said. This results in creating an ad hoc, occasion-specific sense which is based on interaction between contextual information, encoded concepts and pragmatic expectations. It also outlines an inferential account of the process of lexical adjustment by using the relevance theory framework.

- **Relevance theory in connection with lexical pragmatics:**

 According to (Wilson, 2003), Theory of Relevance is built upon relevance definition and also, two general principles named as

1) Cognitive Principle

2) Communicative Principle.

- **Definition of Relevance:**

'Relevance' can be viewed in cost-benefit terms (business jargon) as some input feature to mental processes, with the benefits obtained after that input is processed in the context of available assumptions, as well as the cost associated with the processing effort required to achieve these effects. In other words, these elements entail perceptual, memory, and 'inference efforts'.

 According to the Cognitive Principle of Relevance by (Piskorska & Wałaszewska, 2017), by allocating processing and attention resources, the human mental system strives to optimize the relevance of stimuli. As a result of continuous pressure to improve cognitive efficiency, our perceptual mechanisms tend to extract relevant inputs automatically, our memory retrieval mechanisms select potentially relevant contextual assumptions automatically, and our inferential systems tend to process them most productively. Communicators should therefore be able to forecast, at least in part, which stimuli an addressee is likely to pay attention to, which contextual assumptions he is likely to make when processing them, and which conclusions he is likely to draw.

 According to (Wilson, 2003) Communicative Principle of Relevance, utterances generate general expectations of relevance. The recipient of a speech has a right to expect it to be at least sufficiently relevant to be processed. Additionally, the most significant utterance should be congruent with the speaker's capabilities and preferences. This leads to the following comprehension process, which is based on relevance theory and is automatically used when processing verbal inputs that are being paid attention to. The addressee uses the linguistically decoded meaning and

enhances and complements it at the explicit and implicit levels until the final interpretation satisfies his relevant expectations; at which point he stops.

(Wilson, 2003) contends that this perspective on utterance comprehension has two significant implications for lexical pragmatics. To begin, there is no presupposition of literality: the linguistically encoded meaning functions similarly to a pointer to the speaker's meaning, which is not decoded but is inferred indirectly. Second, comprehending every remark requires recognizing its intended significance, which in turn requires pursuing the least effort path possible in mutually regulating explicit content, context, and cognitive effects.

The quest for relevance initiates lexical pragmatic processes. They use the simplest way possible and function through mutual adjustment of explicit content, context, and cognitive effects. These procedures come to an end when the utterance's relevance expectations are met or abandoned. Wilson applies this interpretation in the following manner:

John has just recommended that he and Katherine should visit their uncle in the hospital, and she responds as in

(2) I have a *temperature.*

According to the circumstances, not only does John anticipate Katherine's remark to be relevant but he expects it to be relevant as a reaction to his recommendation that they should visit their uncle in the hospital, which is a specific expectation.

Temperature is a scalar term when applied literally, and different locations on the scale should have distinct connotations when combined with readily available contextual assumptions. Provided a spreading activation model of memory is used, John's encyclopedic knowledge about temperatures, hospital visits, and any links between them should be highly activated at this time.

It is also put forward that in order to process the interpretation of the word 'temperature' as an ad hoc concept, the hearer should follow "a path of least effort" (Wilson, 2003, p.11). The hearer should arrive at the interpretation of this word as a

high enough temperature that restricts him from visiting the hospital, through the mutually adjusted context, content, and cognitive effects.

Narrowing is used to do implications in the search for relevance. As a result, the hearer has the right to narrow the encoded sense to the point where it delivers sufficient genuine implications. This is to satiate the utterance's broad expectation of relevance, as well as any more specific expectations aroused by the fact that the utterance was produced by that speaker, for that audience, at that specific juncture. When multiple options are available, he chooses the way that requires the least effort, relying on whatever beliefs and expectations are most strongly activated. If he discovers sufficient genuine implications to fulfill his relevant expectations, he assumes that this was the speaker's intention; if not, he pursues another path.

Similar explanation applies to 'lexical approximation' and 'category extension'. Let us suppose the following example used by commentators during the Wimbledon tournament in 2003 won by Roger John.

(7) John is the new '*Sampras'*.

For many listeners, the encoded concept of Sampras would open up a world of possibilities. Several of these will be activated further by the name of Federer and the discourse context, which includes the fact that the speech was delivered during Wimbledon in 2003. Although these highly engaged assumptions may vary according to the listener, they are likely to contain the knowledge that Sampras is an incredibly gifted natural player of a certain type and has won the Wimbledon championship numerous times.

Under these circumstances, a listener who takes the least effort and searches for true implications through mutual adjustment of content, context, and cognitive impacts is likely to arrive at an interpretation. According to the hearer, Sampras is expressing an ad hoc concept that encompasses not only Sampras but also other players who have these characteristics. He/she deduces that the speaker is asserting that Federer fits within this ad hoc group and is thus going to rule Wimbledon for many years. Wilson expands on this account by applying the Gricean approach to the understanding of *put to sleep*:

(9) That book *puts me to sleep.*

As such, this utterance should be interpreted in three unique ways: as a literal claim, a hyperbole, or a metaphor. The hearer should first test the literal interpretation and only consider a metaphorical interpretation if the literal interpretation flagrantly breaches the truthfulness rule. The sleep-inducing encoded idea is essentially a point of access to an ordered array of encyclopedic assumptions from which the hearer is expected to choose an appropriate subset.

Let us suppose, the above utterance is produced by Katherine in order to give response to John's question

Hey, how did you find the story book?

Here, he would anticipate her utterance to gain relevancy by responding to his query with an assessment on the quality/content of the book. Given this expectation, her speech is likely to activate the contextual assumption that a book that puts the reader to sleep is uninteresting. He should therefore interpret that put to sleep communicates the ad hoc concept signifying a broader range of cases that exhibit the trait of being highly uninteresting and boring.

(Wilson, 2003) adds that broadening occurs in the pursuit of relevance and is a result of mutual adjustment, which are constrained by the expectations of relevance created by the speech itself. For him, the reciprocal adjustment process frequently results in a category that is broader or narrower than the linguistically stated denotation, with effects such as narrowing, approximation, category extension, metaphor, and hyperbole.

To sum up, there is no clear cut-off point between the different varieties of broadening.

The above discussion helps us to establish that the given theory is considered appropriate for the research which is based on relevance and pragmatic aspects of the language used in the tweets. The tweets related to the hashtags perform the role of the content, context and cognitive effects for the present study. This means that when a person comes across these hashtags he may perceive hashtags as a source of

information. The information also appears in the form of the picture of the tweet, the caption of the tweet, and the circumstances and situation that make the context of the hashtags. Hence, the perception/ meaning making of hashtags is a result of mutual adjustment of these factors of content, context, and cognitive effects. The lexically encoded meaning of a hashtag is modified then in the form of 'lexical broadening', 'narrowing' or 'category extension'.

1.12.2 Crystal's Distinctive features of Netspeak

(Crystal, 2001, p. 93) argues that, Netspeak "is a complex and mixed message that can only be understood" in details of the individual internet situation. Besides, he proposes a systematic description of Netspeak features that justifies internet language to be distinctive in its nature. All the features discussed in this study make a strong argument that English language is emerging into a new kind of English (Crystal, 2001). These features can be summarized as below:

A) Lexicon

For (Crystal, 2001), this is the most obvious feature which exclusively belongs to the Internet, and which is encountered when something enters its situations. Most of these include every day terms that have been given new and fresh sense in the internet language context. These are said not to be terminologies but become part of the jargon of computer specific communication e.g. disk, cable, some associated with the software e.g. edit, file, Terms that appear at intervals e.g. 404error, forbidden. Similarly, some terms associated with computer hardware: lock, hang, crash, client and terms emerging for the internet users like: netizens, nethead, and newbies.

B) Compound/Neologism

According to (Crystal, 2001), this is the popular way of creating neologisms on internet in which words are combined to form a new word. These include elements that turn up repetitively: mouse over, mouse pad also, phrasal words such as: mouse across, mouse over, webcam, firmware, freeware etc. similarly, use suffix and prefixes is also involved in this category like 'Cyber' in: Cybercrime, cyberspace

(prefix), and 'bot' in: spybot, mailbot. Other prefixes like, e-, V-, @-, also have become influential recently.

C) Abbreviations and Acronyms

Netspeak is also unique in its interesting variety of abbreviations and acronyms. Acronyms are quite frequently used. Some of them include:

▪ ISP: Internet Service Provider

 ▪ URL: uniform resource locator

The acronyms found in various Internet situations are no longer restricted to words or short phrases, argues (Crystal, 2001), and they can be at sentence length:

▪ GTG (got to go), WDYS (What did you say?).

Individual words are reduced to several letters:

▪ PLS (please), THX (thanks).

D) Lexical innovation through unusual spelling

 These are the pet names or nick names used all over the world by people. These are spelled in a funny or special way in order to make them entertaining. At the same moment it causes the vocabulary to get updated and freshened in its stock. Some examples include:

honey, pilot, dude and shyguy etc.

This theoretical framework is deemed applicable to identify the processes of hashtag formation by looking into its history and the factors under which these hashtags were originated. Moreover, by taking into consideration the sub types of Relavance and Lexical Pragmatic Theory, the researcher finds out the types of changes these twitter neologisms (hashtags) experience. Lastly, it also assists the researcher to look into the ability of these neologized hashtags in conveying a sociological change by studying its pragmatic value.

1.13 Delimitation of the Study

This study is delimited to hashtags that are newly created on Twitter from January 2020 and December 2021. Also, the study is based in Pakistani context and on Pakistani Twitter users. The study is delimited to only four distinctive features of netspeak mentioned in a model by(Crystal, 2001).

CHAPTER 2

LITERATURE REVIEW

Academia that investigates and explores hashtag as a new linguistic or as pragmatic feature is in a limited number. Researchers like, (Zappavigna, 2011) and (Caleff, 2015) have provided groundwork in studying hashtag as a new "communicative feature" in the field of linguistics who are then followed by others. All of these researchers are of a collective thought that hashtags are used by people for the purpose of relating and linking their content to a larger discourse (Rauschnabel et al., 2019).

This chapter provides an extensive view of related works and studies regarding Hashtag and its connection with semantic and pragmatic functions. I have also highlighted some researches that study the use of neologisms in social media on theoretical grounds. However, this study is aimed to investigate and provide explanation to the formation of hashtags on Twitter and its categorization as neologism due to change in its lexical and pragmatic sense asused in Pakistan.

2.1 Hashtag as a distinct linguistic feature

(Caleff, 2015) maintains that the hashtagging process is a novel, process of word formation. She studied hashtags in a corpus of two languages including Italian and English hashtags used in offline and both online communication. She proposed a tentative taxonomy of eight types of English hashtags. In her study, she explored the nature of these new linguistic items and their composition. She describes hashtagging as a new productive word formation mechanism that can be utilized to generate innovative linguistic items by stringing several words together, in a sense that may even lead to the redefinition of a traditional word and part-of-speech categories. In her model, (Caleffi, 2015) takes into account the number of words in the hashtag and its position within the post, whether at the beginning, middle or end. The items that follow the "#" symbol are also analyzed, whether these include acronyms, combinations of digits and letters, symbols, or words and phrases.

According to (Caleffi, 2015), based on Twitter's conventions of use, hashtags usually follow certain constraints. First, no whitespace characters are allowed. Moreover, in a hashtag consisting of two or more words, the initial letter of each word may be capitalized. A hashtag can contain numbers but cannot be made up entirely of numerical digits, and neither can it start with a number. Special characters are not allowed except for the underscore symbol. (Caleffi, 2015) recommends that hashtags be used sparingly since too many hashtags in one post or hashtags with numerous characters can be cumbersome and confusing.

While (Caleffi, 2015) focused on the taxonomy of hashtags, the present research interrogates the influence of this creative combination of words and characters in the form of a communicative tool used online. It also checks how such a tool is successful in conveying different meanings suitable to the context in which it is used.

In the same domain, (Maity et al., 2015) also did research on hashtags revealing that Hashtag is "one of the most important linguistic units of … social media" and pointed out that it is thus worthwhile to analyze them from a linguistic perspective. Their study is based on an analysis of the hashatgs by looking at its evolution over a period of two years. According to their findings, there are a number of hashtags that have been combined together to form new hashtags. This feature of a new hashtag is given the name known 'Twitter idioms.' It is also observed that the occurrence frequency of the newly merged hashtag is comparatively higher than its individual components. According to them (2015, pp. 165), "what started as a way for people to connect with others and to organize similar tweets together, propagate ideas, promote specific people or topics has now grown into a language of its own". Moreover, it is also revealed that users tend to do a repetition of such tags in order to show strong opinions or emotions of overexcitement.

On the other hand, (Lin, 2017) maintains that hashtags influence and stimulate users to create a language of their own. The hashtag's presence tends to encourage them to use slangs or informal expressions. Also, it makes them to create coalesced forms of their own that get viral or start circulating all over the internet. Not only in internet language, has also influenced our everyday language use by getting infiltrated into it. Furthermore, it is found that although these expressions are syntactically informal and even sometimes lack proper grammatical structure, it has entered the

mainstream language successfully (Lin, 2017). The study also revealed that the phenomenon of coalescing or merging together has become common practice in social media communication because of its informal nature and limited space.

2.2 Pragmatic implications of hashtags

(Small , 2011) conducted a study in which he focused on the Canadian hashtag #cdnpoli from the field of Politics. For him, hashtags are used for the purpose of organizing discussions around some specific subject or event. Also, he presents the view that Twitter plays the role of democratic media for the reason that it provides the audience with ground reporting. He researched and categorized hashtags into two classes. One is informing hashtags, which help in ground reporting and the other is named as commentary hashtags which revolve around people's opinions and judgments about a certain topic. He found that about seventy-one percent of tweets were under informing hashtags on Twitter. Therefore, Hashtags help in a news source because of their wider audience on Twitter.

(Zimmer, 2011) put forward his work on hashtags that are used for the purpose of irony. For him, hashtags can be used "as a vehicle for self-directed sarcasm". He even states that "the convention of the 'hashtag' has been pressed into the service of self-mockery" (p.1). To add, Zimmer mentioned that these hashtags, specifically those which involve race and class-based mockery, should be tested in detail "to make way for a deeper self-examination" (pp.7).

(Page, 2012) did an analysis in which he focuses on grammatical context, types, and frequency of hashtags. These hashtags were collected from 100 public Twitter accounts with a set of data of ninety-two thousand tweets. In this study, the discourse styles of ordinary users, celebrity practitioners, and corporation members are compared. He did classification of hashtags based on the clause or content type which surrounds the hashtag: there are declaratives, question type, or imperative ones. According to her findings, celebrities make use of hashtags for the sake of 'self-branding'. This is done through two types of tweets/posts. One is the type that shows their professional identity and the other belongs to different national events. She suggests in her paper that celebrities incorporate hashtags as a way of marketing-strategy which is employed to persuade their followers for watching a show or

purchasing a product so that their status can be promoted in both, the offline and online worlds.

(Wikström, 2014) employed the Theory of Speech Acts to investigate and distinguish eight communicative functions of different hashtags. These functions are enlisted as, playing games, humor, emphatic, emotive along with parenthetical explanations. However, this research also demonstrates that hashtags can also be creatively used for the purpose of performing other functions. In the presented data, hashtags are seen as linguistic devices reflective of multi-functions. These functions involve, playing games, structuring information, and meta-commentary.

While talking about commentary hashtags, one cannot ignore (Shapp, 2014)'s study of Twitter hashtags from a perspective of discourse narrative. (Shapp, 2014) focused on commentary hashtags which are used to put to the semantic content of a post, an additional, evaluative meaning. Additionally, he distinguished those hashtags which are syntactically incorporated within text of a post from the ones which are extra-sentential.

All of the above researches have taken into consideration the specific features and the communicative functions based on these features of a hashtag. No such study was found during my research which is posited to investigate the pragmatic meaning of hashtag neologism which is the aim of this paper.

(Scott, 2017) in his paper, explains that the hashtag quickly evolved from its primary function to being a technique for people to provide social commentary, impart sarcasm, and other narratives on their social media posts. She says that hashtags are proven to be a fast communication means that helps in facilitating fast connections. It also helps in catering to the young generation's needs having a short span of attention and seeking instant gratification. Using hashtags not only streamlines that process but further streamlines online communications and replaces more individualistic and well thought out answers and narratives.

In a similar field, (Baghir et al., 2016) examined gender differences projected through Instagram hashtags. According to the findings of their research, females incorporate more positive and emotional hashtags. In contrast, male users tend to

make use of more negative and informative hashtags. The analysis is based on the dataset of over 1000 posts on Instagram. All the posts carry specific hashtags known as #Malaysianfood and are categorized as informative or emotional and positive or negative. The findings of the study also revealed that female users have a greater tendency to use positive and emotional description hashtags as compared to male ones. As for the number of hashtags, followers, and likes, this study found a positive relationship among them. Finally, high satisfaction is suggested with Malaysian food based on the negative and positive hashtags quantity (Baghir et al., 2016).

Based on the SFL model, (Zappavigna, 2011) made an effort to examine the functions of hashtags with respect to their pragmatic value. She notes that hashtags play the role of metadata in three different ways: first as experiential (related to the topic), second as interpersonal (which means evaluative), and third as textual (which means typographic). She suggested that "hashtags are able to construe a range of complex meanings in social media texts" (2015, pp. 274). Accordingly, Zappavigna (2015, pp.5) distinguished three important communicative functions performed by hashtags known as, "an experiential function of enacting experience, an interpersonal function of negotiating relationships, and a textual function of organizing information".

(Scott, 2017) studied the use of spoken hashtags (hashtags that are expressed as a spoken word)based on relevance theory, as a novel way of communicating in which a written language feature, the punctuation marks, has entered in the spoken medium. For her, spoken hashtags are something parallel to a "language game" that speakers use for "mimicking, and perhaps in some cases mocking linguistic behavior online" (2018, pp. 17). Furthermore, (Scott, 2018, pp 17) shows that hashtags can be put into the form of use that includes "adapting their use to fit with the affordances and constraints of the discourse context" as well as offline uses show the "pragmatically motivated online functions" are seen more frequently than the reflection of the online uses related to searching functionality and content retrieval.

He further suggests that when we label a certain topic, the experiential form of hashtags not only serve the search function, but a function of contextualization as well because the experiential hashtags would supply the semantic field required for the interpretation of the quoted message. On the other hand, spoken hashtags are

restricted to the use of providing evaluative comments on the given utterance also called as an interpersonal function. These types of spoken hashtags are also used for guiding inferences concerned with the attitudinal position of the speaker.

(Mahfouz, 2020) puts forward the idea that hashtags as a newly emerging tool that plays a major part in our daily life communication. He proposes his study which aims to explore the morpho-syntactic features of hashtags as a newly emerging tool. He specifically focuses on hashtags in the Arabic language. His paper concluded that most of these hashtags were three words long with few exceptions in cases in which they reach up to eleven words. He claims that such a pattern is unconventional and underscore symbols are used in order to separate one word from the other in Arabic hashtags. The reason lies in its own Arabic-written script style. Through Mahfouz's findings, it was revealed that several functions have been developed by hashtags now, including expression of feelings on social media, supporting or standing by movements, publicity, and promotion of certain ideas as well as the functioning of hashtags as disclaimers. These meta-functions of hashtags are originally given by (Zappavigna, 2015) that include experiential, interpersonal, and textual functions.

His study is aimed at exploring the linguistic features and characteristics of hashtags along with their functions in online communication and interaction. However, it does not focus on its pragmatic effects and the impact on its originality of sense and meaning.

Hashtags, especially on Twitter are approached by the use of great theoretical information. Among them, some are significant like (Bruns & Burgess, 2011) concept of hashtags as ways of establishing Ad hoc publics. This means that hashtags are used for a particular purpose of discussion about important political debates and issues. This framework is based upon using hashtags of a specific theme as a clear attempt to conduct a group or community of users who follow and discuss the relevant issue. This paper reflects upon the idea that Hashtags can be used on Twitter to connect tweets to broader discussions and enable other Twitter users to follow specific topics and related hashtags (Burns & Burges, 2011).

(Zappavigna, 2011) conducted a study in the same field giving us a concept of a searchable talk. Searchable talk means a feature in computer-mediated

communication which is available as a sign meta-data. She maintains hashtags used on Twitter are a type of meta-data the semantic meaning of which is integrated into the text's content instead of being hidden. Also, a hashtag is like an invitation by a user to other users making them look for his/her content and relate or discriminate with what he/she shared. Additionally, she asserts that Metadata is louder than ordinary talk semantically which means that they are highly charged with public attitude and its discourse is emotionally associated with the tagged message. Lastly, she points out that hashtags are colored with the set of ideas along with the tagged text.

(Bonilla & Rosa, 2015) also observe that hashtag has the potential of inter-textuality in order to connect tweets with a wide range of content on a specific or different subject as a part of a chain. It does not matter whether these tweets are related to each other from a provided aspect. Furthermore, scholars of popular culture regard it as a new user-generated genre that is a kind of collaborative site of confessions. It is also similar to a graffiti design of the door of the bathroom where confessions about the person you like or dislike, whom you are afraid of, are written over it and you can respond and also other people respond to yours. All these works are centered on exploring the function and purpose of using hashtags by highlighting the factors behind using them. It does not discuss the pragmatic and lexical orientation of its use as a neologism, which is going to be the target and goal of my study.

2.3 Neologism:

(Aduda, 2013) adopts (Katie, 2001) definition of neologism as a newly invented word. (Aduda, 2013) stated that neologism can be created on the basis of morphological means, semantic transfer or loan from other languages. However, after quoting various definitions from different sources, the given definition was adopted in his study. (Aduda, 2013) concludes, Neologism is a broad category and refers to a wide range of lexical items. The term neologisms may refer to new words borrowed from other languages and dialects, new words created through morphological processes operating in the language under study, words acquiring new senses and words produced as a result of speech defects. (Aduda, 2013) explains Dholuo neologisms by describing how they are interpreted. The research study mentioned

above focuses on neologisms and various word formation processes which are relevant to this research but differs from this research in that, it is restricted to Dholuo language and the neologisms can only be understood by the speakers of this language because translation of the same into English does not guarantee total transfer of meaning. However, this study aims at investigating relevance pragmatic implication of English neologisms in Pakistani context. The internet and computer in particular have spawned a large and specialized jargon e.g. the e prefix is particularly productive: e-book, e-learning, e-source.

(McDonald, 2005) focussed on neologisms that are brought about by technological advancement. She concluded that new words are not only coined to describe new things but also help when the currently existing words cannot accurately express our sentiments. The words we invent to describe our experiences of the world inherently and concurrently reflect our attitude about the world. In a broader experience, this is particularly relevant because this study investigates English language in technology and social media is inseparable from technology. However, the research is restricted to technological neologisms beginning with prefix e-. Meanwhile, this study will probe not only into a particular type of neologism but those neologisms used by online users on social media such as use of hashtag.

2.4 Neologism in social media

In order to understand how the spread of new words take place, one should monitor the competition between the synonymous forms of a word competing for the similar encoded meaning. (Wurschinger et al, 2016) provided a longitudinal analysis of the competition for encoding of their meaning between three neologisms i.e. rapefugee, rapugee and rapeugee. According to the findings of this study, the use of all three words spike up significantly during the New Year's Eve which reflect an increase of communicative need for expressing the concepts like 'rape' and 'refugee'. Moreover, this research also considers that the events happening due to sexual harassment are major reasons behind the spread of these words mentioned as above.

This research is also helpful in understanding the role of social factors in new word coinage. The creation of neologisms that rival for occupying the same encoded meaning. An advantage of the use of web as a source of data for this study is its

complexity in linguistic varieties, authors, readers and text types making it a much more representative data sample. This implies that Neologisms are created in order to represent a concept existing within a speech community.

Translating neologism by translators has also remained center of focus by researchers in the arena of linguistics. (Hardini et al., 2019), sought to explore the translational norms of Neologism used on social media interfaces one of which was Twitter. This study identifies six neologism types that are found from seven types of social networking sites. These include: existing lexemes with new sense of meaning (words and collocations) and new forms (new coinages, phrasal words, collocations, acronyms). Furthermore, through translation, transference and couplets are trending procedures setting out in establishing norms in neologism translation on social media sites. Since, this study is conducted in Indonesian context of online communication. So its results cannot be generalized to other language community contexts.

(Handler & O'Connor, 2018) has conducted a comprehensive corpus analysis centered on the field of Lexicology. He also investigates the institutionalization process of newly coined words in social media of countries situated in Kachru's inner circle. The researcher has used two theories as theoretical framework. First, Kachru's "Three circle Model" (1985) which helps in demonstrating the dissemination of language and its aspects in global context. Secondly, it includes Roswitha Fischer's "Lexical Change in Present-Day English" theory (1998).

Another research that is conducted by (Akunna Onyedum, 2012), which is entitled as "Social Media Neologisms: A Morpho-Semantic Analysis". The purpose of this paper is to study and analyze newly coined lexemes in Modern English Lexical system. Moreover, its purpose is to study the latest trends of new word formation processes and also their word classes and meanings. This thesis is situated within the theoretical framework of the Computer-Mediated Communication (CMC) theory. In contrast, this paper aims to allocate neologized hashtags in the field of Lexical pragmatics.

(Lehrer, 2003) conducted a study in which he gains an insight into the reasons, why neologisms are popular. Moreover, she carried psycholinguistic research to check how the hearers respond and process the neologisms called blends. As put by (Lehrer,

2003), neologisms appear by providing a context to it to make the interpretation obvious and understandable and if it is not so, then a definition of that word or its explanation has to be provided. He conducted few sets of experiments with neologism called blends. The hypothesis of the experiment was based on the idea that if speakers respond quickly, then the neologist blends are treated no differently from other complex words. The subjects of the experiment were asked to identify and interpret the given examples of blends and target words placed in a booth next to a computer screen along with a timer.

It was found that response times which were recorded through a timer were quite long. Any response was judged to be correct if it matched the target and the meaning provided by the creator. The researchers mentioned that the reason behind this delay is the perlocutionary intent which the creator of the neologisms had behind creating that expression. It means that the creator did not want the hearers to respond automatically without delay because they want them to notice and appreciate these trendy words. (Lehrer, 2003) further states, advertisers, politicians and, journalists want their audience to remember their product names, slogans and phrases for a longer time so the delay is desirable from their stand point.

The study discussed above focuses on only one type of neologism and deals with the speed of the listener's response. On the other hand, this paper posits its attention on the novel linguistic feature used in online interface. Although this research involves blends as a type of neologism used in the form of hashtags but it revolves around the lexical pragmatic aspect of its use on a specific social media application called Twitter.

(Khalfan et al., 2020) carried out an analysis of Covid-19 neologisms and their social use. Based on two research questions, their study investigates neologisms related to Covid-19. The purpose is to delve into how does language and the mind interaction works to study a change in social environment resulting into change in needs. They also investigate the motive behind the creation of the latest neologisms including 8 scientific and pop cultural terms. The final findings of this research study help us to understand that there is a cyclic relationship between language and human mind perception. It means that neologisms were coined to fill a social void created by perception, exhibiting the influence of perception over language. In turn, these

neologisms influenced the perception of their users on social media by conveying certain perspectives and pushing certain narratives Language relativity explains only half of the cycle; the other half is reflective of perception influencing or determining language. The researchers are of the view that the analysis of the scientific and pop culture neologisms related to Covid-19 informs us how language can influence the mind to create perceptions of caution, responsibility, racism and alarm, and can also paint a brighter picture through humor and wit .

The study above takes different tweets from Twitter.com and are analyzed by the help of context analysis model field-tenor-mode in order to identify the patterns of tone, the message and the purpose of using that novel word using Systemic Functional Linguistics lens. Whereas, this thesis examines the linguistic neologisms limited only to hashtags used in Pakistani users' context and encapsulates the analysis in the study of Lexical Pragmatics. The fact that I have included Covid-19 neologisms in my data cannot be forsaken but two points are here in the defense of my arguments. Firstly, this paper specifically focuses on the linguistic feature of hashtags. Secondly, my study aims at exploring the relevance theoretic perspective of neologized hashtags used from year 2020-2021 unlike the above discussed research article.

(Mworia, 2015) sets out to explore the use of Neologism in Kenyan context of Twitter. She has used lexical pragmatics as the theoretical framework for this study in an effort to explain how a hearer is able to understand the encoded concept of a word from the concept communicated. This was explained under the processes: lexical narrowing, lexical broadening and categorical extension. Focusing on the factors resulting in the production and use of neologisms in social networking and its effectiveness in communication process, He concludes that neologisms are the deviations from Standard English. She also maintains that the deviation projecting at different pragmatic levels is a way to communicate easily.

Additionally, communication speed, time constraints, ease in interpreting and exposure are proved to be the elements that contribute in the effectiveness of communication. According to her, factors like age and gender in the process of communication play a prominent role in the neologism production. Western impact of technology influences young people to be associated with a language that is deemed to be prestigious than the one, known as Kenyan English. Also, the fact that there is

difference in the language use, both behaviorally and in word choice. This point is agreeable for the fact that writing style and way of talking reflects the personality of the speaker which is proven by many psychologists. His research is directed towards Kenyan public and it studies both, verbal and non-verbal neologism used on Twitter in Kenyan context.

(Munyaya & Mutiti, 2016) conducted research to investigate the interaction between the sense relationships between given vocabulary and the variegated uses to which, words are put in historic contextual communicative situations. In addition, how these pragmatic meanings are eventually incorporated into the formal meaning system. They elucidate in their study that, the meaning of word is frequently adjusted and fine-tuned in context, so that its contribution to the proposition expressed is different from their lexically encoded sense. For them, this creates an occasion-specific sense, based on interaction among concepts, contextual information and pragmatic principles. The study provides evidence of sense relations and identifies the lexical pragmatic processes that impinge upon the sense relations into which words are put in the language. They describe that sense relations are concerned with meanings that words establish with each other in the vocabulary of a language. Guided by (Wilson, 2006) Lexical Pragmatics approach, the study assessed the 'pragmatic-linguistic' versus the 'socio-pragmatic' dimensions of locutions as meaning bearing elements. In addition, it shows how sense relations may move between the purely linguistic and the socio-cultural underpinnings of any language. Therefore, the researcher is inclined to conduct a study that will specifically deal with hashtags as Netspeak in Pakistani social media context of Twitter.

(Ibáñez et al., 2011) conducted an empirical research study on the use of lexical and pragmatic factors to discriminate sarcasm from both, positive and negative sentiments expressed in Twitter messages. It is corpus-based studies that includes utterances which are deemed sarcastic i.e. (S) and also it reports on the way how to identify sarcastic tweets from those which attach simply negative (N) or positive (P) association to it. The result of the study reveals that mere lexical features are not enough to detect sarcasm in the text of the tweets. Pragmatic features (to establish a common ground between the listener and the speaker) in addition with two kinds of lexical factors i.e. unigrams and dictionary-based are also required to merit the

analysis. It is also found that three of the pragmatic features named as: ToUser, smiley and frown and smiley emoticons are among the most discriminating features during the tasks of classifying the tweets.

The above discussed paper is different from the present study in a way that it focuses on the discrimination of sarcastic, negative and positive sentiment expression in tweets.

2.5 Crystal's Distinctive feature of NetSpeak

In a Qualitative study, a researcher sets out to explore the educational use of Netspeak. It is multi-disciplinary research with a combination of linguistic research and media education. The aim of this study is to check how this new form of mediated language is accepted by high school and university English language teachers and their attitude on incorporation of it in English classrooms. His study also checks how it is implemented in their teaching style. According to him, it is a new phenomenon to incorporate internet language in the educational settings and its didactic and pedagogical implications need further research examination (Jovanovic, 2013). The researcher has used IQCA method to formulate the theory based on findings of the study. This is a research methodological approach which aims to develop the raw data into a form of theory or a model or may be a framework to cover the important themes of a specific subject.

After data collection from high school and university English language teachers in Finland and Serbia, the findings of the study are divided into 5 categories with specific labels. Based on the category of 'Familiarity with Netspeak', it is concluded that some of the interviewees were not familiar with the term but all of them did express the existence of the concept even if some of them were old aged teachers. The second category belongs to their awareness with the existence of use of Netspeak by students in classrooms in the form of assignments, papers and other course materials. The data analysis showed that all the teachers were fully aware of this fact. In the same domain, 12 of the teachers expressed their willingness to incorporate Netspeak in their pedagogical practices and 5 of them voted for its use in informal settings while the rest completely denied its use. The next category is based on the implementation of Netspeak as a teaching tool to which the interviewees agreed.

Lastly, sharing their mixed and matched opinions regarding the influence of Netspeak on English language development, they proposed that Netspeak has a great influence on communication competence of the students.

This study is purely based on inductive method of analysis which provides a roadmap of how teachers perceive and incorporate use of Netspeak in teaching practices. This study is different from my research in its selection of research method as well as its area being an inductive qualitative content analysis of the raw data extracted from interviews. The study is also set in the area of education.

(Asif & Zahra, 2006) conducted a study on netspeak of the people belonging to the region of Pakistan. The researchers tried to uncover the linguistic features of the netspeak in an online social media platform 'Orkut' by young Pakistani users. The research primarily focused on the Pakistani variety of 'asynchronic netspeak' and its linguistic features on the Orkut platform. The language of the Pakistani user was compared with the language of the native English speakers. It was revealed in the study that a new Pakistani variety is being in the process of development having distinctive linguistic features. The study additionally revealed that these linguistic features carried some specific and distinctive variations such as graphology, semantics, grammar, adaptation, and discourse in relation to the numerous technological properties and the users. The research was quite new in its characteristics that it focused on the Pakistani linguistic variation of the Netspeak as there was no prior study that has addressed this and filled the gap. Therefore, Asif and Zahra (2006) tried to fill the gap by their study. The study is very useful in relation to the research under study but the main difference with the study in hand lies in the use of the social media platform.

With the ongoing change in the communication medium and the use of social media and internet platforms, there is a high emergence of the non-standard form of the English language across the globe specifically known as the netspeak. Netspeak features are the distinctive features that can be found in the colloquial and the computer-based informal communication. A study was conducted by (Villares, 2017) where he discussed the computer-mediated communication and the emergence of the new non-standard variety of the English language. He utilized register theory and corpus linguistic techniques in order to examine the linguistic variations in the corpus

taken from the Tumbler: a platform of micro blogging, to describe the change in the language and how it is shape in the internet forum. The samples consisted of the style and discourse features with the elements of grammar which included idiomatic expressions, examples, quotations, personal pronouns, intensifiers, abbreviations, offensive and emotional language, and repetitions containing some of the other features as well. These features were the typography, run-on sentences, and multimodal and punctuation elements. The study revealed that the texts under study were short piece of written message having some of the typical features of the written medium of communication and some features of the spoken discourse as well. The findings also revealed a deviation from the standard use of the typography and punctuation. It suggested that the netspeak features are the context dependent and more probable to be appear on the social media platform or the digital spheres which includes all the social media networks, chats, bogs, and every other sort of communication which is done using the internet medium.

A similar study was conducted by Yeo and Ting who addressed the linguistic features of Netspeak used by the Malaysian university students in the Facebook communication (2017). The researchers collected the data from the natural conversation of 24 users in the Facebook posts to analyze the linguistic features of the netspeak. The users were asked to submit the copies of the original conversation in order to make the date more authentic and results more genuine and unbiased. The study revealed that use and the creation of different words by dropping the elements of homophones, vowels, word compression and use of negation. The researchers also noticed in their analysis the adaption of the emphasized intended meanings. Another feature noticed was the use of the code switching from the borrowed words of the other languages which normally are not used by the university students in their everyday life conversations. The study also pored light on the areas of the difference between the written and the spoken language features which emerged to be getting ambiguous.

Another study featuring the linguistic patterns and features of the netspeak was conducted by (G. Nasir & Jassim, 2019). The research applied the quantitative descriptive method to study the features of the informal English online while adopting Crystal's (2001) model. They focused on three distinctive features of netspeak such as

acronyms, punctuation marks and abbreviations. It only focused on one situation that was the chat groups in both the 'asynchronous' and 'synchronous' situations. In this study, the researchers dealt with acronyms and abbreviations morphologically due to the process of the word formation and semantically as to study the meanings. Punctuations were studied by viewing their syntactic properties appropriate and accurate according to the sentence order. The study revealed that with the inventions and the emergence of the online conversation, the language and its linguistics properties have changed. Considering the abbreviations, the study found that there are various short forms of the words that are used online in the online and the internet medium of the informal communication such as the use of 'u' for 'you' and 'gonna' for 'go to'. On the other hand, acronyms are the most widely in the online forums where many phrase or words are shortened following the non-standard rules of the formation of the acronyms and these are common in the online community. Examples of the acronyms include 'lol' for 'laughing out loud' and 'brb' for 'be right back'. Moreover, the study also found out the in such online conversation very little attention is given to the punctuation marks and they are mostly seen as absent from the conversation. In terms of the punctuation marks, they are exaggerated in some of the places such as the exclamation marks and the question mark when used in the internet medium conversation they are used more than once which shows their deviance from the conventional linguistic norms. According to them, chatters have tendency and creativity to use standard and non-standard abbreviations and acronyms in their exchange to hurry their messages typing, save time, energy and effort, and as economy expressions to flow the exchange of conversations. Non-standard abbreviations and acronyms are considered as new conventions because they are unfamiliar outside Netspeak. Their paper further notes that, these are considered as unique to Netspeak only and are not used in offline writing or other formal situations.

In light of above-mentioned work, it can be stated, that people use informal and non-standard English in online chat rooms for the sake of saving time, pace with technological advancements in eleven social media platforms. However, age, gender and social class and background knowledge should be regarded as prime factors behind adopting these linguistic features.

Another study conducted by (Liu & Liu, 2014) focused on the formation of the new words in the online communication which is normally termed as the English netspeak neologism. The researchers in their study paid attention to the internet neologisms. According to them, these neologisms create a large impact and have affected the communication of the netizens in many ways. The data for the study was analyzed in order to find and figure out the properties of the netspeak neologisms and the different patterns of formation they possess. The study suggested that there are different frequencies with which the different process of word formation takes place; it was revealed that the most frequent formation of netspeak neologism is the compounding. Whereas, blending, affixation, old words, acronyms, conversion, and clipping comes subsequently after the compounding. They suggested at the end of their study that the formation of the internet neologisms represent the language creativity in the online conversations and context.

(Jurida, 2007), owing to the use of the netspeak and its widespread acceptance, studies some of the distinctive lexical features it possesses. The researcher took English language as the context because of it being a global language. The study focused on the synchronous and asynchronous chat groups to find the lexical features of the English netspeak. Data utilized in the study was taken from the various websites which was then further analyzed using the model of David (Crystal, 2001) and started with the most of the claims and the suppositions. The study showed that there are various distinctive features of the netspeak which made it a brand, new mode of online communication. He examines and portrays some of the major distinctive features of Netspeak in the context of English as a global language. She, particularly focus on the language of chat groups (synchronous and asynchronous). She situates her study in the framework of Crystal's model (2001, pp 81-92). The analysis of the data reflects that Netspeak displays a number of highly distinct features undoubtedly classifying it as a brand new (electronic) medium of communication. All data examined in this work were obtained from Internet chat rooms. The study finds, users quickly adapt their language to meet the demands of the new situations and to form new areas of expression.

As discussed earlier, the focus of this research is centered on the language used in the chat groups and text messages. On the other hand, the present paper builds its

argument on the implied meanings of hashtag with respect to relevant content around a particular topic.

As the online communication is increasing rapidly so does the use of the netspeak and its influence; therefore, it also has impacts on the students' writing. (Thangaraj & Maniam, 2012) researched the influence of netspeak of the writing of the students. They talked about the abbreviated words and phrases that are used widely and frequently by internet users. The study made use of the different mode of communication to avoid any judgements. It primarily focuses on the fact that the netspeak language is more used by the young generation in their online communication with their friends and other acquaintances. Due to this, there is a negative influence as a result of which students used this language in their academic and formal writing as well. Although, the researchers have highlighted the issue many times but there is still an extensive use of netspeak. The study concluded that netspeak is the reason of the decline of the students' formal writing abilities.

Digital learning is also seen to be affected by the netspeak as the internet medium is vastly been used in today's world. (Algouzi & Al-Ahdal, 2021) investigate the modern generation using netspeak by EFL learners in two online courses, their communication particularly asynchronous and the specific characteristics of the English language used in this case. This study was based on 120 undergraduate students at Qasim University, KSA. The students were the EFL learners; a special class blog regarding EFL was created for the purpose of data as was used to check the learner contributions in the online classes during the pandemic period. The results of the study revealed that the Saudi EFL learners' Netspeak consisted of having the property of omission of the punctuation or the overuse of it in order to emphasize certain emotion. A deviation from the grammar norms was seen such the error in the punctuation, dropping the capitals, making of new abbreviations or single letter word. The findings of the study were seen as significant to the EFL of the Saudia Arabia especially for the teachers as they are now in a constant challenge with the Netspeak that has changed the grammatical rules and conventions.

(Aleksic-Maslac et al., 2013) studied the standard of netspeak by measuring its quality using the closed asynchronous discussions. In order to measure the quality of the netspeak, the researchers developed 10 standards which they divided into four

different groups such as grammar and spellings (G), information and communication technology (ICT), prosody (P) and others. The result of the study showed that the amount of the netspeak features or the elements are higher in student-to-student discussion as compared to the student teachers discussions. Similar findings were seen when the density of the netspeak was measured. Moreover, the study also uncovered that the students who use more netspeak in the student-teacher are those who also use the netspeak frequently in the student-to-student discussion.

Conclusion

In the light of above discussion, it can be concluded that hashtags have become a new communication tool which is used not only online but offline as well. Most of the studies discussed above are based on the examination of the communicative features and functions of hashtags. The taxonomy of hashtags has been the aim of many researchers who wanted to see how different words and characters of hashtags are aligned together. With new word formation processes such as, neologism, it is agreed by the scholars that it is a non-standard version of communicative language brought about by technological advancement (Kaye, 2007). However, because of its wider use and successful communication, we can state that it is still acceptable to use in online context.

Additionally, translation of neologism has also been the aim of researchers such as Hardini et al. who explored translational norms of neologism. Neologisms are also treated with respect to its psycholinguistic perspective in which hearer's response to particular blends was checked. It has become evident from the above reviews that scholars and researchers have studied the word formation processes with respect to typical words of a text that may contribute to a larger discourse. However, no such study has been explored during the research on the related literature which has based its analysis on exploring the pragmatic change in use of certain hashtags. Also, which and its contribution in the new word formation mechanism. As far as Relevance lexical pragmatic study of hashtags is concerned, none of these researches has directed its research framework on that. Similarly, only few linguists have worked on the projection and mechanism of Crystal's distinctive features of netspeak or internet language.

For this purpose, this paper undertakes the new emerging trend in computer mediated language i.e. hashtag. Provided, it draws on a lens of Relevance Lexical Pragmatic approach as none of the above studies attempted to work in the just stated combination.

CHAPTER 3

RESEARCH METHODOLOGY

In chapter 2, the works and literature related to the key terms of the thesis are argued critically. Whereas, this chapter deals with the methodology of this research; a qualitative approach is selected. Further, it elaborates the procedures, tools, sample selection, population and data collection technique.

3.1 Research Approach

3.1.1 Qualitative Research

As stated above the analysis of this research is purely based on Qualitative research approach. This type of research is deemed suitable because it is typically concerned with the quality aspect of a research (Gounder, 2012). It looks at the data which is non-numerical in nature and is focused on a certain phenomenon. Qualitative research deals with collection, analysis and interpretation of data by observing actions of people. It also investigates the characteristics, meanings, concepts and definitions including its description. Since this thesis provides insight into the underlying phenomenon of meaning making and change in its pragmatic sense, we may claim that this is purely a qualitative study. As mentioned by (Kothari, 2004), "Qualitative approach to research is concerned with subjective assessment of attitudes, opinions and behaviors" (p. 5). In the same domain, the present work is concerned with the linguistic patterns and behavior associated with the use of hashtags in different contexts and situations. Moreover, it also inspects the thinking patterns, opinions and points of views of hashtag users. This type of research approach describes these thinking patterns and pragmatic processes. Such an analysis validates the study.

3.2. Research Type

3.2.1 Exploratory Research

This is an exploratory research also because approach that investigates research questions that have not previously been studied in depth.

3.2.2 Descriptive research

The present research is descriptive in nature for the fact that it observes and documents various aspects of a naturally occurring situation. As for (Dulock, 1993), descriptive study is a means to discover "new meaning, describing what exists" and to categorize information (p.154). Since, the analysis of this thesis is mapped to investigate naturally occurring, processes of formation of hashtags, descriptive study helps to explain the underlying elements of investigation. Also, the analysis theoretically elucidates the phenomenon of creation of neologisms from various words and symbols.

3.3 Research Design

Since a research design is a formal and systematic layout of a research, it plays a role of a blueprint that guides in carrying out that research. An outline of the plan for the present study is given below.

3.4 Research Method: Content Analysis

For the present study the research method, which is a collection of techniques that it follows for data analysis, employed is content analysis; both textual and visual material part of the chosen tweets are analyzed.

In this method, the content of the text is first gathered and then analyzed in a systematic procedure. Herein, the text can include any written, visual or spoken form serving as medium of communication. Moreover, it is also used as a method of an observational research used for the evaluation of symbolic content of recorded communication (Abrahamson, 1983).

This method is deemed appropriate to go forward with because as per (Neuman, 2011), content analysis is intended to do description of a certain phenomenon in any community under study.

In consideration with the above points, content analysis is used here to explore social media communication content. This answers the research question no. 1.

Additionally, it is an observation method in which the researcher focuses on the basic communication patterns produced by people (Kerlinger, 1964). By this, it is inferred that instead of asking people to answer questions in the interview or respond to some tool, their communication in the form of messages and symbols is observed. Moreover, as it is clear that it is a scientific study of communication content, we can establish that it is the 'analysis of meanings, texts and subtexts, contexts and intended messages' involved in communication (Parveen et. al, 2017). Such a discussion helps to articulate that content analysis studies the patterns and practices of what people say, write or record as communication. Hence, content analysis helps in answering the research question no. 2 and 3.

Content analysis facilitates a ground to study different social behaviors and cultural manifestations through its descriptive analysis of a recorded communication. Hence, it assists the researcher to elucidate how Twitter neologisms convey the sociological change influenced by contextual use of hashtags.

3.4.1 Data Collection

The source of collected data for this study is Twitter.com. Twitter is a social media site that people use to connect around the socio-political and socio-economical discussions. Hence, it provided the researcher with diverse amount of data. To collect this data, the trending hashtags were searched while using Google.com in years 2020 and 2021 more specifically from January, 2020 to December, 2021. Only those hashtags were selected which were used globally and have had some socio-political significance in their respective circumstances. This point is taken into consideration in order to record the lexical and pragmatic change in the meaning of these hashtags as they cross borders virtually.

Population

For this research, I have selected Pakistani Twitter users who are social media influencers and activists and regularly post their content in the form of tweets about the on-going issues in Pakistan. These participants have active followers who give likes, retweet, and comment on their content.

Non- Participant Observation technique

As given by (Williams, 2008), non-participant observation technique is used for primary data collection. The purpose of selecting this technique is to gather data that is unfiltered and clear of the Hawthorne effect. According to (Oswald, 2004), this means the situation where the participants in the study are not aware of being studied and hence do not change their behavior.

Research Sample

A sample of 30 hashtags is chosen that were discussed by users on Twitter. Further, 5 tweets under a single hashtag were selected in order to check the consistency of the perceived sense of the hashtags. Additionally, relevant content such as tweets, pictures uploaded with the text of the tweets are selected as content, context and pragmatic effects. My main focus is on those hashtags that are created because of some recent ongoing global issue in order to examine change in meanings of the hashtags.

Research Time

This research data is collected from the relevant tweets that are posted by Twitter users over a period of two years i.e. from January 2020 and December, 2021.

Limitations

During the collection of tweets, it was observed that some hashtags were incorporated by users in their tweets for the purpose of promotion of their content. This means that there are many tweets available on Twitter that use the trending hashtags in order to reach the wider audience but there is no link between the concept communicated and the topic of the hashtag. Such types of tweets were left out by the researcher as there was no connection between the text of the tweet and the hashtag. Also,the data is limited to 30 hashtags because it reached to its saturation at this point and results were getting repeated.

3.5 Theoretical Framework

A theoretical framework serves as basic guideline to conduct any type of research. It also provides a theoretical rationale for the study to be carried out. The present research is grounded in a framework of a combination of a theory and a linguistic model as explained in chapter one.

3.5.1   Relevance Lexical Pragmatics

The theory is proposed by (Wilson, 2003) which studies the lexical pragmatic processes. It underlines the interpretation of meanings during any type of communication which is shaped by a single interpretative process. As a result, we achieve different changes in the meaning like: lexical narrowing, broadening and lexical extension. In a sequence, these changes create ad hoc concepts and the sense conveyed by that expression becomes occasionally specified. This occasion-specific sense is established through the interaction between different factors namely: the information achieved from the context of that expression, the originally encoded concept and also the pragmatic expectations. Moreover, it also underlines an "inferential account of the process of lexical adjustment" by drawing on the relevance framework (Wilson, 2003, p. 4).

3.5.2   Crystal's Distinctive Features of Netspeak

This model is given by (Crystal, 2001) which is based on his assumptions and claims about some features of internet language called Netspeak. Through this model, he presented a list of features of Netspeak and claims that it is a new and emerging linguistic medium of online communication (2002). The features chosen for this study are: Lexicons, compounds, abbreviations acronyms and lexical innovation through unusual spellings (that have already been defined in chapter one).

Since this thesis is based upon the study of pragmatic aspects of Twitter hashtag neologisms, the theoretical framework given by Dierdre Wilson and Crystal's model is relevant. To study the different types of modifications in the encoded meanings of the hashtags, lexical broadening, lexical narrowing, and category extension are employed. Moreover, the given framework provides the researcher a lens to see the

ways in which these neologized hashtags are created. Also, the study draws implications in a given context of the hashtags which results into situation based, context specific meanings.

3.6 Data Analysis

3.6.1 Unit of Analysis

This is an important part of content analysis because it helps the researcher to refine and reduce the data into a manageable form. The unit of analysis can be at word level, phrase level, sentence level, picture or a something larger than a sentence level such as: paragraph, article, images, TV show, an audio or a video. In present case, tweets, pictures and the hashtags associated with the relevant tweets are studied in depth.

After the selection of unit of analysis, it is then studied by dividing into further four stages of analysis as executed in chapter no. 4

3.6.2 Model of Analysis

Keeping in view the fact that different researchers have formulated different designs of steps to conduct content analysis, the researcher has adapted the content analysis method as per the principles of Relevance Lexical Pragmatics. Content analysis proposed by Parveen et al. (2017) in their research article is employed in the study. The stages or steps of content analysis are:

Step no. 1. Identify the research question.

Step no. 2. Select the sample.

Step no. 3. Code of the content (s).

Step no. 4. Analyze codes.

Given the nature and requirement of the present work, the researcher adapted these steps into four basic stages as follows:

Stage no. 1: Coding

In the light of research objectives a sample is selected for the coding from the content of the tweets. In this stage, the categorization of the sample is carried out. To further this process coding takes place with the help of following precepts:

1. Categories of the coding are pre-defined and the researcher is focused on examining specific sets of concepts.

2. A particular concept or a category is counted only once regardless of the fact that how many times it appears in the text.

3. The type of content analysis is 'manifest content analysis' in which directly observable content is studied.

4. The text is likely to be coded and categorized by distinguishing these categories in both forms

   a) Words with similar notions but with apparent differences, and

   b) The concepts that exactly appear as they are.

The implication of the codes can be allowed for both their explicit and implicit meanings.

5. Coding of the text is done manually (instead of coding done through software).

6. Codes of the text involve only those concepts that are used globally to achieve their diversified meanings.

Hence, the Codes of the content from the selected tweets are tabulated here as under

(Details in chapter 4)

Pandemic	Politics	Social	Entertainment	Climate

Stage no. 2: Once the coding is completed, the content is analyzed on the basis of these concepts/themes. At this point, the description of the tweets is carried out in the form of text analysis.

Stage no. 3: Interpretation of the content will be done on grounds of Relevance Lexical Pragmatic theory at this stage.

Stage no. 4: Discussion in connection with the model of Distinctive Features of Netspeak done in this step.

CHAPTER 4

ANALYSIS AND DISCUSSION

This chapter embraces and explicates the findings as to the result of data analysis. A meticulous study of the hashtags and the tweets under those hashtags is carried out to address the objectives and answer the research questions. The study used the Relevance- Lexical Pragmatic theory proposed by (Wilson, 2003) and David Crystal's study of Distinctive Features of Netspeak (2001) to analyze the hashtags.

4.1 STAGE 1: Coding

The codes of the hashtags from the selected tweets are here as under.

Pandemic	Politics	Social	Entertainment	Climate
#Lockdown	#AntiSemitism	#Nomore	#BlessedFriday	#Climateemergency
#stayhome	#Waronterror	#Unitedwewin	#Pawri	#Environmentaljustice
#Covid-19	#Abhinonedone Award	#MyBodyMyChoice	#Squidgame	#plantatree
	#UTurnKhan	#StopRacism	#Ertugrul	
	#Absolutelynot	#GoraComplex	#MoneyHeist	
		#BlackTwitter		
		#BlackLivesMatter	#Wemetontwitter	
		#BlackLove	#RedTwitter	

		#Metoo	#Heroes	
		#Everythingwil lbeokay		
		#Selected		

4.2 STAGE 2: Content Analysis

In this stage, content analysis is done by describing the relevant tweets associated with each hashtag. It addresses the study's first objective, which is to investigate the hashtags' formation through a careful investigation of the hashtags and the context in which they were created and trended.

4.2.1   #COVID-19

It is one of the hashtags that trended during the great pandemic outburst. It is the most frequent and highly trended hashtag on Twitter that came to surface upon the tragic breakdown of a viral disease caused by a virus called Corona virus. People from all over the world, shared and expressed their opinions on social media and became a part of the discussion over Twitter. According to the Hashtagify.com website, it has overall popularity of 33.3% in December 2020.
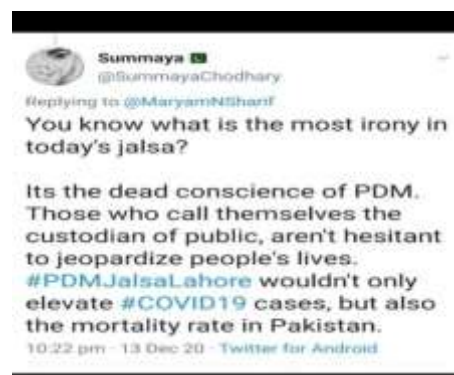
Tweet no. 1 retrieved on 2nd February 2021

In the above tweet, the speaker used words like 'Irony', 'dead conscience', 'jeopardize' to address a joint opposition movement PDM. Here, the speaker shares her opinion about the conflict of the reality and appearance of this movement by calling them 'custodian of the public' but causing the death of its people by inviting them to the 'Jalsa' amid the global covid-19 pandemic. According to her, this is an irony of a movement that is created in the name of restoring Pakistani people's basic rights.

Tweet no. 2 retrieved on 2ⁿᵈ February 2021

In tweet no. 2, the speaker shared a list of the events happening in the political scenario of Pakistan. The speaker complains that in Pakistan, a convicted ex-prime minister can escape to London, another ex-president can be declared free of money laundering allegations and some other politicians claim to be religious people for the sake of political gains. The speaker co-locates the word 'colonial' in block letters with the word slavery indicating the submissive mindset of the public. Lastly, he mentions corona virus SOPs in the shared video that is being ignored by the public. In other words, the speaker indicates the issue of covid19 to be equally important as the other major social and political issues of the country.

Tweet no. 3 retrieved on 2ⁿᵈ February 2021

In another tweet, a meme video clip of Tom and Jerry Cartoon is uploaded which reflects the condition of the online education system in Pakistani. The picture shows a big mouse rescuing Jerry from Tom and then putting a cap on Jerry's head and both of them shake hands. Here, the big mouse is labeled as 'Corona', Jerry as 'Students', and the cap as 'Degree' implying the Idea that Corona has come as a savior for the students who have difficulty in completing their degree. The text of the tweet says, Corona, Exams & Students in Pakistan with a laughing emoticon claiming it to be a funny post. Several other hashtags of the same category are also used like #coronamemes #coronatime etc.

Tweet no. 4 retrieved on 2ⁿᵈ February 2021

In the following tweet, the user has shared a comic picture in which there is a book in the form of a doorway with the portrait of current Pakistani PM Imran Khan and his famous Slogan 'tabdeeli (change)' with 'machine' is printed over it. There is

also an abbreviation of his political party printed on it. Two men are shown passing through this machine and coming out like a donkey-faced person. This is a satirical image in which Imran Khan's government is criticized and shown as a system that takes your rationality and power of decision and converts you into an animal with no real power. The tweet is uploaded with the hashtag #SelectedPM and #Covid-18 indicating that the present government is more dangerous and lethal than the Covid-19 virus. Another user has also commented saying that Covid-18 is more dangerous than Covid-19.

Tweet no. 5 retrieved on 2nd February 2021

In another tweet, there is a picture of a teenage student holding a book and smiling at the camera. The text of the tweet says, 'our teachers are starving at home and this is more dangerous than covid-19. This tweet was uploaded on the day when social media was abuzz with the debate about the opening of educational institutions and people were requesting education minister, Shafqat Mehmood to open the institutions.

4.2.2 #Lockdown

Lockdown is a compound noun derived from 'lock' and 'down'. Lockdown refers to a state where there is a strict restriction policy imposed by the government to keep the people stay away from each other and the other community members. This is done to avoid any harm to the people and the specific risks that are associated with the people if they move around freely and interact with each other. Lockdown is usually used in the situations like epidemics and pandemics. Lately, it has been seen as a trend as the COVID 19 virus took an outburst and spread globally making a complete

shutdown worldwide. Therefore, the word 'lockdown' was heavily involved in making the trends on Twitter where people referred to different situations in their surroundings and gave it the label as the reason for the lockdown thus, making it a hashtag. In Pakistan, thousands of tweets by the users surfaced on the internet under the hashtag lockdown as showing complaints concerns, situations, and perceptions about the virus breakdown.

Tweet no. 6 retrieved on 22nd August 2021

This is one of the tweets taken under the hashtag lockdown which represents two pictures. In one picture, there is a family of three, enjoying and smiling at the camera in a selfie pose. In the second picture, there is another family of three members and they look distressed as the father is holding the money pot to look for money in it. The text of the tweet shares a message by saying that "Lockdown isn't the gap for enjoying" and "reach out to the needy families for help" reflecting the thinking of the user about the lockdown. He ends his tweet with a phrase, "Together we stand".

Tweet no. 7 retrieved on 22nd August 2021

Another Twitterati has expressed his take on the subject. By stating some figures of the recovered people and deaths around the world, he says that the "infection rate is far less" in Pakistan. According to him, "lockdown is not the way anymore".

Tweet no. 8 retrieved on 22nd August 2021

The user shared a snap of a talk show where a journalist, a doctor, and a politician are indulged in a discussion about the preventive measures and issue of poor implication on Corona SOPs. The user has raised a question by saying that "is the lockdown the only solution?" He continues by stating an alternative solution which is to follow the SOPs by "wearing masks or social distancing"

Tweet no. 9 retrieved on 22nd August 2021

In this tweet, another user posted a question asking that "Why are most people so confused about the lockdown?" followed by two more questions stated as "was it not communicated properly?" and " are people unable to follow rules?" in the next sentence she expresses that this the "classic example" which connects to the idea mentioned above. She says that "authorities and citizens" are not on the "same page"because of which such things happen.

Sajid Amin Javed
@Sajidaminjaved

Had to travel to village for some business.

This is an excellent #lockdown t time.

Not a single public #transport # #Van on #GTRoad.

Not single #shop, #mart or #ho open, except those exempted.

Job very well done.

#Pakistan #Eid #COVID19

Tweet no. 10 retrieved on 22ⁿᵈ August 2021

"Job very well done" as said by the Tweeter while having witnessed "an excellent lockdown". He is all in praises for the good display of lockdown as he sees no 'transport' and closed shops and hotels. The tweet is supported by the other hashtags like #Eid, #COVID19, and #Pakistan.

4.2.3   #Heroes

Generally, 'hero' is an English word used for someone who serves others while putting his/her own life at stake. This word is borrowed into many other languages including Urdu as well. In 2020, this hashtag rose to the surface on Twitter in

Pakistan as well as all over the world.

Developing Pakistan
@DevelopmentPk

Police constable Khalil and others rapid response force who killed the terrorists at Pakistan stock exchange. These two saviours responded right in time and saved lives of many

#hero #Respect
#PakistanZindabad
#PakistanStockExchange
#Karachi #StockExchange
#Police #SindhPolice

Tweet no. 11 retrieved on 22ⁿᵈ August 2021

In this tweet, 'Developing Pakistan' has shared pictures of "Khalil and others", the police constables who saved the Pakistan Stock Exchange from a terrorist attack. There are other related hashtags like #SindhPolice #PakistanStockExchange #PakistanZindabad #Respect #hero. Furthermore, In the given tweet, the Pakistani public is swooning over the comment section by writing out their views as, "nation salute to you", "Proud moment for Pakistan", "Real life heroes" and the like. The tweet goes on by calling them "saviors" as they "saved lives of many" in the attack.

Tweet no. 12 retrieved on 22ⁿᵈ August 2021

Another post is shared by a Twitterati @najiaashar with the same hashtag i.e. #Heroes. In this, she opines on covid-19 frontline teamwork in the following words, "restoring faith in humanity". In the picture, we can see team leader @ZafarJdc giving instructions to the members and directing the action plan to face the pandemic situation.

Tweet no. 13 retrieved on 22nd August 2021

In the following tweet, pictures of a male and a female social activist are shared with a text highlighting the word "heroes" in green color and a note of thanksgiving. The highlighted caption foregrounds the "healthcare professionals, social activists, and volunteers" as they have been fighting on the front line by providing health and care facilities to the public.

Tweet no. 14 retrieved on 22nd August 2021

Identically, there is another post uploaded by a Pakistani User, @Khurram Hussein. While re-tweeting a post shared by a Pharmaceutical company of Pakistan, the caption of the tweet is in praises for the safety gear provided by the company in the form of disinfecting clinics, hospital wards, and screening doctors around the

country. 'Our real' is collocated with the #heroes and then "25k doctors" which means that doctors are rendered as heroes over here.

Tweet no. 15 retrieved on 22nd August 2021

In another Twitter post by a famous Pakistani social activist, Harris Sultan, a video is shared in which a female cyclist is sharing her experience of facing sexual harassment. The text further notes that western feminists support the idea of feminism because they associate the hijab with a pseudo concept of a submissive docile woman.The Tweet is in support of this lady where he calls her a #hero because she took a brave step to be vocal about this incident. According to the caption, women who stand against such kinds of abuse and refuse to stay silent are the heroes. Here, the word heroes are used for women to represent the notion of bravery, courage, and gutsiness to fight these harassers in Pakistan.

4.2.4 #BlackLivesMatter

This international social activist movement BLM was cofounded as an online movement (using the hashtag #BlackLivesMatter on social media) by three Black community organizers: Patrisse Khan-Cullors, Alicia Garza, and Opal Tometi. This can be traced back to 2013, after the acquittal of George Zimmerman, who shot and killed Trayvon Martin in Florida(BBC News, 9th July 2020). It was a year laterwhen the death of Michael Brown brought the movement to national attention. In 2020, this hashtag captured a mood and sparked action when another murder of an unarmed

Black man, George Floyd was committed. The tragedy swayed U.S. public opinion in favor of the Black Lives Matter movement while drawing wide attention to the problem of entrenched racism in American society.

Tweet no. 16 retrieved on 22nd August 2021

In the about tweet, a Pakistani user, Mazhar Azad with the username @AzaadQaidi has shared a picture of some men. These men are shown as protesting against KPK police who according to the tweet, "brutally tortured and humiliated" a citizen of Tehkal Peshawar, Pakistan. The Tweet further says, "#PashtunLivesMatter is the cry of the day" which is pointing towards the injustice and racist attitude towards Pashtun people by Police. Furthermore, it says that "Pashtuns are treated like #BlackLivesMatters here in Pakistan" which associates harassment, racial discrimination, and violence based on different cultural orientations, with the international socialist movement of BLM.

Tweet no. 17 retrieved on 22ⁿᵈ August 2021

Likewise, @ChakraNews shared a picture of a painting by Pakistani Truck Artist Ali Haider. This is a painting of George Floyd which Ali Haider drew in "solidarity with the #BlackLivesMatters". There are other words also impressed alongside his picture which are as follows: "Justice", "Equality" and also some famous Urdu poetry like "Na goronki a kalonki, ye dunyahy dill walonki (this world belongs to neither Whites nor Blacks but to those who have a loving heart)". Similarly, "hum kalyhyn to kyahua, dill walyhyn (It doesn't matter that we are Black, we have a loving heart)". It is very important to mention over here that Pakistan is one of such nations which is obsessed with white skin complexion. So, such kind of poetry is directed to eradicate discrimination based on skin color. The caption of the Tweetgoes on," Everyone shd b treated as 1 & there should be no discrimination on da basis of color, sect & ethnicity but Balochs& Pashtuns in Pakistan r going through a discrimination & their voices ignored n national level". Here, Pashtun andBaloch communities are highlighted once again and regarded as someone whose voices are not heard on the national level.

Tweet no. 18 retrieved on 22ⁿᵈ August 2021

"Sisters in Baloch areas mourn the abduction of their beloved one", says one of the lines in the following tweet which shows a picture of a Baloch girl. In this picture, she is wailing and crying over her missing brother who along with other men, was abducted by some unknown people in Balochistan. This user, Niamat khan further says, "surely there exist two different Pakistani" because one social class i.e. elite

class in Pakistan was observing Valentine's day on 1st February while others were lamenting on their abducted relatives and protesting for their safe return. The tweet is accustomed to a series of hashtags like #BalochLivesMatter, #PashtooLivesMatter, #PunjabLivesMatter, #SindhiLivesMatter to join the bandwagon of protests against racism.

Tweet no. 19 retrieved on 22nd August 2021

Hassan Roshan, a Pakistani netizen, also shared his views regarding the atrocities being done in Balochistan. He suggests to his followers to replace the word black with Baloch in the original hashtag #BlackLivesMatter. He goes on by implying how the human rights activists will stay silent after Black gets replaced with Baloch. He shared a picture with bold, highlighted text read as "Missing Persons" by expressing solidarity with the abducted persons in Balochistan. This was the time when the Pakistani public across Pakistan was raising voices against racial discrimination of Baloch people.

Tweet no. 20 retrieved on 22nd August 2021

Faraz Ahmed tweets by mentioning #BalochLivesMatter #PushtoLivesMatter #SindhiLivesMatter #PunjabiLivesMatter #AllLivesMatter in a series of hashtags. According to him, Pakistanis should raise their voiceagainst any kind of injustice being done with any kind of ethnic group in the country. This tweet again is reinforcing the idea that #BlackLivesMatter has become a collective voice under which all the oppressed ethnic groups record their protests.

4.2.5   #Metoo

#Metoo is a feminist movement originally founded in 2006. It became prominent both online and in the mainstream in late 2017 when several high-profile actresses opened up about their experiences with sexual harassment in the showbiz industry.Since then, the movement has provided a source of solidarity for women from all backgrounds who have experienced sexual harassment, most often perpetrated by a male colleague.

Tweet no. 21 retrieved on 22nd August 2021

In the following Tweet, a news website, Pakistan Today shares news covering two famous singers of Pakistan named Ali Zafar and Meesha Shafi. The tweet reads, "Shafi, 39, ignited in April 2018 what many said was the country's #MeToo movement. By this statement, we can extract the fact that this movement came to Pakistan through this moment of the incident. The tweet further informs about the matter when Shafi charged allegations of harassment against the defendant, Zafar. However, he denied it and filed a defamation case against her and her fellows. There

is an attached link to the news article at the end of the tweet. This article reports about the court's order of attending the defamation suit to MeeshaShafi.

Tweet no. 22 retrieved on 22nd August 2021

There is one more tweet regarding the same hashtag. In this, @HannahEP shared a news article of Guardian Newspaper which reports about Pakistan's first #MeToo movement. The text of the tweet informs about the same case of MeeshaShafi and Ali Zafarand reports that even after two years, the case is still not resolved. The tweet further points out that several other women are facing a penalty for speaking out against sexual assault.

Tweet no. 23 retrieved on 22nd August 2021

In this tweet, Leena Ghani who also made the same allegations against Zafar, reports about the case proceedings to her followers. She shared a clip about the interview of her legal counsel advocate to a private Pakistani NEWS channel GNN. She further notes that the advocate of Sindh High Court Mr. Bahzad Haider along

with Qazi Advocates and Legal Consultants explained all the allegations under the law of the country. She finishes with a #metoo hashtag.

Tweet no. 24 retrieved on 22nd August 2021

@Shiraz_Aqeel shares his views on Twitter regarding an interview of Pakistani Actress Iman Ali in another Pakistani Actress's talk show. When the host inquired about her views on Feminism, Iman Ali replied, (feminism is to celebrate womanhood, feminism is not trying to become like a man). According to him, #ImanAli's reply to a question on feminism was "sensible" and "a slap on the face of the so-called feminists like #iffatumar who are giving the wrong direction to young generation girls". He further calls this movement a "campaign" and expresses that they are against our traditional family system.

Tweet no. 25 retrieved on 22nd August 2021

"Raise your voice for real women, genuine victims! its sad." says, a username @iLoveAli_Zafar. As the username suggests, this person is a supporter of Ali Zafar who was accused of sexual harassment. Furthermore, he has used #MenToo along

with #MeToo which makes this hashtag inclusive. Through this hashtag, he wants to say that the movement of #MeToo is not for women but men as well. According to him, Supporters of #MeToo should raise their voice for real victims of harassment. This point raises the question of the credibility of this movement as well.

4.2.6   #ClimateEmergency

According to Oxford Dictionaries, climate emergency can be defined as a situation in which urgent action is required to reduce or halt climate change and avoid potentially irreversible environmental damage resulting from it.

An abuzz word in 2019 'Climate emergency' was chosen by the Oxford Dictionary as the word of the Year 2019 as it was 100 times more common in September 2019 compared with 2018. The use of the term 'climate emergency' soared to 10%.

Most lately, 'climate emergency' has been increasingly used by politicians, scientists, journalists, sustainabilityadvocates, and climate activists all over the world. The growth activist movements like #ExtinctionRebellion, #ClimateJustice or #FridaysForFuture, together with #climatechange #extremeweather events that are becoming increasingly frequent, also made #climateemergency" reach the mainstream.

Tweet no. 26 retrieved on 22nd August 2021

In this tweet by @RebeccaH2030, the flood situation in the premises of Karachi has been described as the city was hit by a disastrous flood in 2020. She reports that it's the first time a submarine has come under flood on 30th August. She goes on with a confession that #climatechange is witnessed in surprising patterns of #floods, #droughts, #wildfires, heatwaves, and storms. It must be addressed that any word that is written in a hashtag form means that there are even more tweets related to that topic and people around social sites are talking about it and is a part of a bigger discourse. She supported her arguments by using #ClimateEmergency.

Uswa E Zainab
@UswaeZainab3

Climate change is a global challenge now.
This demonstration shows that the youth of Pakistan is aware of the importance of Global warming issue and t government will have to tak concrete action.

Justice delayed is Justice [
#ClimateJusticenow
#ClimateEmergency

FridaysForFuture Pakistan @... ·
In Gilgit City today! Energetic youth ca for everyone's future! Demanding Clirr

Tweet no. 27 retrieved on 22ⁿᵈ August 2021

In a similar domain, @UswaeZainab3 declares that "climate change is a global challenge now" which means that she accepts the alarming situation of climate change. She also shared @FridaysForFuture's tweet in which young students are seen protesting and demanding Climate Action for the current climate issues.She also confirms that Pakistani youth is fully aware of the approaching disasters caused by climate change like Global warming and are playing their active role to retort the effects.

Tweet no. 28 retrieved on 22nd August 2021

This tweet from @DevelopmentPk reports about the great Plantation drive by the government of Pakistan in District Mansehra. It specifically, is aimed to combat the current climatic issues in Pakistan. #ClimateChange #ClimateEmergencyare the hashtags that make circles around Twitter because people around the world are discussing it and demanding an urgent policy to fight this evil. Likewise, in Pakistan, citizens are being vocal about this issue and posting their demands and concerns about it. #10BillionTreeTsunami #Plant4Pakistan are some of the hashtags that are functioning as a vehicle to carry the message of the need to plant trees in Pakistan, to the wider audience. Some other hashtags like #CleanPakistan #GreenPakistan are also being used to provide context to the message.

Tweet no. 29 retrieved on 22nd August 2021

Throughout the year 2020 media and social media around the world were abuzz with #Amazon #wildfire to share their thoughts about #ClimateEmergency, Pakistan

was fighting with heavy rains and floods in the mid of the year.To illustrate these major crises, @fatimakramhayat uploaded a tweet while sharing a news article "Climate risk and response: Physical hazards and socioeconomic impacts". She captioned it with a revelation that "#Pakistan will be the 5th most affected country by climate change disasters". She continues by calling and demanding to 'act upon and mitigate the risks now because it's the second time'. She provides a context of flood in Karachi by using the hashtag #KarachiRain.

Tweet no. 30 retrieved on 22nd August 2021

@NadiaMubarakPTI shared an article regarding the report of the rising number of Glacier lakes. She highlights the name of Pakistan along with South Asia in which around 7M people are at risk. Relevant hashtags i.e. #ClimateChange #ClimateAction are used to provide background for the caption.

4.2.7. #StayHome

It is the hashtag that became a trend multiple times and during each phase of the pandemic when the virus spread was at its pinnacle. This hashtag primarily instructs the audience to remain at home during critical pandemic periods to prevent interaction with other people and minimize the risk of viral spread.

Tweet no. 31 retrieved on 13th December 2021

This is one of the tweets taken under the hashtag #stayhome. It is evident from the tweet that the person is encouraging the public to stay at home as it helped in lessening the covid cases. He included a graph that clearly shows a decline in cases so the more people will stay at home, the less would be the spread of the virus is stated in the tweet. He said to follow the SOPs during the Eid holidays to make sure that the decline in the cases is not reversed.

Tweet no. 32 retrieved on 13th December 2021

Here in this tweet, the person showed concern about the situation during COVID days as the public kept on meeting despite having high risks of spread. He mentioned

two ministers to bring the issue in the limelight as he stated that the lockdown would be of no use if people continue to meet without masks and follow the SOPs as shown in the picture.

Tweet no. 33 retrieved on 13ᵗʰ December 2021

Under the hashtag of the #stayhome, a Twitterati has expressed her concerns in a satirical way owing to the high price of petrol and the increase in inflation. Her stance is that the government has taken the #stayhome and #staysafe connotatively as staying home is the only way to keep you away from the increasing inflation. She also brings the middle-class public to the discussion and asks them to vote wisely in the upcoming election.

Tweet no. 34 retrieved on 13th December 2021

Another Twitterati in a tweet is speaking against the lockdown because people hangout and enjoy more in lockdown as they are free and have nothing to do at home and work. So, they then begin going out and this increases the risk of spread in the virus even more. Therefore, the user is saying that lockdown is of no good as people do not stay home.

Tweet no. 35 retrieved on 13th December 2021

In this tweet, the person is showing a way to control the spread of the virus in Pakistan. The video attached includes amillitarytank which is added in the tweet to show a means to control the public during lockdown and make them stay at home. The person added that the Pakistani public will only listen if this kind of rule and strictness is applied.

4.2.8   #NoMore

The hashtag #nomore has been used for a long time on social media in a variety of ways as a determiner of discordance with oppression and injustice. In the West, the hashtag is mostly used by public to oppose gender inequality, abuse, and abuse. Specifically, racial discrimination of Ethopians gave rise to this movement. In Pakistan, the hashtag was adopted to symbolize Imran Khan's refusal. It reflects the political discourse of no longer obeying the orders of US regarding their military engagement in Afghanistan.

Tweet no. 36 retrieved on 13th December 2021

In this tweet, the user is drawing attention to the intense tension in Afghanistan when the Taliban took over the region. The tweet indicates the situation when the US was in Afghanistan and was continuously asking Pakistan to provide a route to take artillery. It was for the first time in history when Pakistan took a stand and refused to carry the orders in the form of #nomore.

Tweet no. 37 retrieved on 13th December 2021

This is a tweet from a very renowned news anchor that states that the US still wants the help of Pakistan to control the situation in Afghanistan. In response to that, the Twitterati said that this is kind of "Do More" situation and wants the foreign office to clarify this as the public wants it.

Tweet no. 38 retrieved on 13th December 2021

This tweet represents the statement of the Prime Minister of Pakistan during a debate on the situation of Afghanistan. The picture shows a collage of the statement of PM Imran Khan which indicated that there will be no more support to the US from Pakistan on the Afghanistan situation which adds more to the trend of #nomore.

Tweet no. 39 retrieved on 13th December 2021

The Twitterati here states that the US has been seen as an active participant in the warlike situation in different countries including Pakistan. A question in this regard has been raised by the user who states why other countries do notdo the same when there is war and terrorism which involves the US. The tweet is supported by hashtag #nomore to convey the message that no more US involvement will be tolerated.

Tweet no. 40 retrieved on 13th December 2021

In this tweet, two pictures are added following the trend of #nomore. On one side there is a flag of Pakistan and on left, there are pictures of Donald Trump with a quote "do more" and PM Imran Khan with a quote "no more". The user here wants to appreciate this step of courage of the Pak army.

4.2.9 #UnitedWeWin

This hashtag was created to show support for the PSL Cricket team, Islamabad United, during PSL matches. Later in the World Cup 2020, the hashtag was used by Pakistani people to show their support for the Pakistani team and to convey the message that we are united and that is the only way we will win.

Tweet no. 41 retrieved on 13th December 2021

The tweet is about PSL matches where the trend emerged for Islamabad United to appreciate their efforts and motivate them. The picture represents that a match between Peshawar Zalmi and Islamabad united was going to be held and the user prays for Islamabad United to win the match.

Tweet no. 42 retrieved on 13th December 2021

In this tweet, the user shows support to the cricketer Shadab Khan in Pakistan versus the New Zealand match. The user said that"teamwork" is more important to make a "dream work" and also wishes luck to Shadab khan.

Tweet no. 43 retrieved on 13th December 2021

In this tweet, the user is all in praises for Shabab khan as he shared his tweet and added his comments "oh captain my captain". The tweet by Shabad Khan expresses his move on the loss of the match. He is saying sorry and thanks to the nation for their support.

Tweet no. 44 retrieved on 13th December 2021

This tweet is from Islamabad united to encourage Pakistan in the T20 world cup. It is to encourage the team to play well in the upcoming match with Australia. Before this, Pakistan won consecutive matches in the tournament and this tweet is a clear indication of motivation and encouragement for the Pakistani team in their semi-finals.

Tweet no. 45 retrieved on 13th December 2021

The tweeter in this image has included two images of a bag with the Islamabad United emblem and added the caption "ready for PSL6." The user is attempting to demonstrate his devotion to the team by creating a bag bearing the team's insignia.

4.2.10 #MeBodyMyChoice

It is a hashtag that is primarily used by women to express their ideas on gender inequality and to speak out against patriarchal notions in society. The hashtag is commonly used to represent the sentiments of women who demand complete control over their decisions about marriage, childbirth, and adoption. On the other hand, in Pakistan, some other viewpoints of the people are also noticed.

Tweet no. 46 retrieved on 13th December 2021

The user in this tweet is referring to the women's march that is widely known as the Aurat march in Pakistan on international women's day. The user reflects his views by saying that they are protesting as it is their basic right of saying "no" against oppression and they are doing it without any fear. The picture attached in the tweet also shows that it is the right of women to say "no" and in doing so they should not be harmed or disfigured in any way. Here, disfigurement alludes to the idea of Acid attacks on women.

Tweet no. 47 retrieved on 13th December 2021

The user in this tweet also shows support to the #AuratMarch in Pakistan but in a different context. The attached tweet shows a snippet from the first lady, Bushra Bibi's interview. The user quoted one of her statements about her choice of the veil

and shows her agreement with the statement by putting hashtags like #MyFirsLady, #FirstLadyPakistan, #MyBodyMyChoice, etc.

Tweet no. 48 retrieved on 13th December 2021

Following the trend of #mybodymychoice, a Twitterati has expressed his concerns about the slogan. He added a picture of the first and the only female Lt. general NigarJohar as an embodiment of women's empowerment. The tweeter is basically of the opinion that "chanting slogans on streets" is not the real concept ofwomen empowerment rather it is to see how successfully women are contributing in nation-building.

Tweet no. 49 retrieved on 13th December 2021

The user in this tweet is appreciating the efforts of the girl from the picture holding a placard that shows "I will build a house you can't kick me out from". This represents the empowered, strong, and brave women of Pakistan as some know how

to stand tall, fight for their rights, and become such strong and brave that no one can harm them.

Tweet no. 50 retrieved on 13ᵗʰ December 2021

This tweet also represents the women supporting the #AuratMarch as the picture included in the tweet is taken from the march. The user stated his stance on the march by saying that the women of Pakistan are now on their way to fighting the patriarchy and takingit down with all their strength and bravery.

4.2.11 #RedTwitter

Initially, this hashtag was used by twitter users all over Twitter as a themed hashtag to express their love for red color. According to a blog of IMAGES, people post pictures in red theme to attract the needed positivity (2020). Even now, People from all over the world upload their selfies in red color dresses. Not only dresses, but people also share other red-themed pictures like red: coffee cups, red flowers, red cars, etc. Let us now see what meaning is conveys in Pakistani contexts.

Tweet no. 51 retrieved on 25th October 2021

The person in this tweet emphasized on his concern for India's Muslims, who are treated inhumanely by the Indian government and RSS which is a violation of human rights laws. He addressed Pakistan's Prime Minister Imran Khan and slammed him for his support to Indian Prime Minister Modi. The user has addressed a question to Pakistan's president and also requested that Pakistan should support Indian Muslims. The image in this tweet is speaks volumes since it depicted a bleeding infant as a result of Hindu crimes in India.

Tweet no. 52 retrieved on 25th October 2021

This tweet expresses a notion of unfair treatment as embedded in the trend. The user is alluding to the solidarity march by students across Pakistan, during which students protested against elites and allies to recover their societal presence as equal citizens.

Tweet no. 53 retrieved on 25th October 2021

This is a photograph of the Turkish and Pakistani flags. The user stated that this is the best pair of national flags and expresses her gratitude for the country's blessings. This tweet comes under the hashtag #redtwitter due to the red color of the Turkish flag.

Tweet no. 54 retrieved on 25th October 2021

In this tweet, the user expresses his affirmations regarding the trend #RedTwitter. He thinks of a moment when students expressed their desire to enter politics, and the accompanying image depicts a person addressing on stage and there is huge red flag. He also, is wearing red muffler.

Tweet no. 55 retrieved on 25th October 2021

The Twitterati has demonstrated his admiration for Islamabad's beauty in this tweet. He also included two images of flowers with a red color, which fall within the original theme of the hashtag #redtwitter. He desired to demonstrate that the red flowers represented Islamabad's beauty and serenity.

4.2.12 #WarOnTerror

Initiated by the ex-president of the US, J.W Bush, the "war on terror" began life as a war against terrorist organizations responsible for 9/11 events (Guemida, 2020). However, it has become a global hashtag now to express views on the fight and struggle against US drone attacks in support of those who suffer disproportionately from its consequences.

Ulus yar
@ulusyar3

Afghan / Pashtuns were targeted in controversial war on terror while Pakistan & taliban both claim that we are the victims of war on terror. Executioners playing victim card.

#WarOnTerror

7:13 PM · Aug 27, 2021 · Twitter for Android

Tweet no. 56 retrieved on 25th October 2021

The user expresses concern in his tweet on what the war on terror was truly about. He singled out Pakistan and the Taliban for playing the victim card and claiming to be harmed by the conflict, when the reality is exactly the opposite, with the Pashtuns/Afghans being the primary victims of the war on terror, not Pakistan or the Taliban.

Laiba Yousafzai
@yousafzailaiba3

Pashtuns in Pakistan have not only faced war & conflict for over 7 decades but also military operations in the Pashtun majority areas,abductions,suicide blasts,targeting killings & drone strikes.More than 70% of those killed in the phoney #WarOnTerror are Pashtuns.
#ZiaratSitIn

> Siraj Khan @SirajMoomand#POC · Sep 6
> Pashtuns in Pakistan have not only faced war & conflict for over 7 decades but also military operations in the Pashtun majority areas,abductions,suicide blasts,targeting killings & drone strikes.More than 70% of those killed in the phoney #WarOnTerror are Pashtuns. #ZiaratSitIn twitter.com/a_siab/status/...

8:25 PM · Sep 6, 2021 · Twitter for Android

Tweet no. 57 retrieved on 25th October 2021

The user has raised the public's attention to the grave consequences of the conflict on the Pashtun people in Pakistan with this tweet. According to the user, the majority of persons slain in the war on terror are Pashtun, and they are abducted, kidnapped, and killed in suicide assaults.

Tweet no. 58 retrieved on 25th October 2021

A Twitterati offered his thoughts on the now-famous trend #waronterror in this tweet. He stated that while everyone has heard of America's "war on terror," what it is doing is murdering innocent Muslims in Afghanistan, Iran, and Pakistan under the cover of "terrorism."

Tweet no. 59 retrieved on 25th October 2021

According to this tweet, Pakistan has been subjected to the real crimes of the war on terror. This is mostly because the country lifted the heaviest little coffins. The user above was referring to the Peshawar APS School attack, in which numerous innocent children were killed.

Tweet no. 60 retrieved on 25th October 2021

A Twitterati voiced his concern about Dr. Afia Siddique, Pakistan's iconic talented woman who has been held in an American prison on allegations of assisting the Afghan Taliban. As, the Taliban have retaken control of Afghanistan, the user has demanded that Afia be returned to Pakistan. Additionally, the image shows Afia Siddique with phrases advocating for her return to Pakistan.

4.2.13 #WeMetOnTwitter

This hashtag started back in 2018 and urged Twitterati from all over the world to share tweets about how they met their friends and spouses. They share stories of meeting their significant other, fellows, and partners in an entertaining way to show how they met.
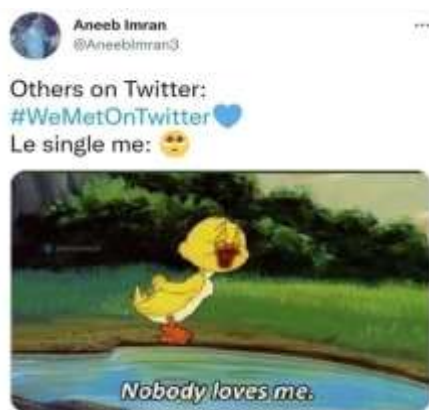
Tweet no. 61 retrieved on 13th December 2021

This is a comical tweet that appeared in response to the hashtag #wemetontwitter. This tweet demonstrates that other users on Twitter are following suit by indicating that they met on Twitter, despite the user's single status. He included a screenshot from the popular "ugly duckling" story to demonstrate that he is despised by everyone.

Tweet no. 62 retrieved on 13th December 2021

The user attempted to inject some humor into this tweet by including a picture and a line from a well-known Indian film. The user states plainly that while others are busy writing about their relationship statuses, the user is single, which is why he is departing this world.

Tweet no. 63 retrieved on 13th December 2021

The user recounts her experience with #wemetontwitter in this tweet, as the girl she met on Twitter turns out to be a classmate, as they are both in the same biology class. This demonstrates that they met over Twitter and discovered they were fellows.

Tweet no. 64 retrieved on 13th December 2021

The Twitterati here shared his thoughts on the trend of twitter meetings. He also included a photograph of a man who appeared amazed and shocked at the same moment, which reflects the user's state. This indicates that the user, like this man, is taken aback by the fact that people are genuinely meeting through the bird app, which he mistook for Twitter.

Tweet no. 65 retrieved on 13th December 2021

A user having relationship status "single" shares a picture that characterizes his condition on the trend. The picture shows a cartoon drowning in a water bowl which in reality refers to the user dying as he mentioned himself as "shadeed single".

4.2.14 #Stopracisim

When an act of racism or discrimination against a minority occurrs anywhere, the hashtag #stopracisimrise to surface. This hashtag is a kind of social media protest against racism and was first created to demonstrate solidarity with black people and to kick-start a movement to remove racism towards minorities based on their skin color. In Pakistan, the movement shares the same goal of eradicating racial prejudice against any minority group, including Shia and Pashtun groups.

Tweet no. 66 retrieved on 5th December 2021

The user of this tweet condemns the racist attack on Pakistan's Shia community. He made it abundantly clear that he was concerned about Shia Muslims facing discrimination and oppression. Additionally, he stated that he is opposed to the murder of Shia based on their sect.

Tweet no. 67 retrieved on 5ᵗʰ December 2021

The user makes it apparent in this tweet that there should be no racism or labeling by sect since we are all citizens of the same region and country. As a result, segregation should be avoided. He asserts that because Shia people were coming back from Iran during Covid-19 outbreak. So, he asserts that they should not face discrimination.

Tweet no. 68 retrieved on 5ᵗʰ December 2021

In this tweet, the user seeks justice for a 17-year-old child who was murdered in an act of racism. The user inquired whether this nation belongs exclusively to influential and elite people and that weak people lack authority or rights, which is why they are slain and not brought to justice.

Tweet no. 69 retrieved on 5ᵗʰ December 2021

The user shared his views on racism-based discrimination. He stated that people are slain just because they hold a different set of beliefs than the majority of the population, which becomes the sole reason for their assassination. Additionally, the person mentioned that Pakistan's minority population ratio has decreased from 30% to 5%.

Tweet no. 70 retrieved on 5ᵗʰ December 2021

The person drew a connection between American and Pakistani discrimination in this tweet. He stated that it is the same in both countries since prejudice in America is based on Black race, but discrimination in Pakistan is based on Pashtuns and Punjabis. This necessitates taking immediate and significant action.

4.2.15 #EverythingWillBeOkay

Whenever is there a situation of distress and disharmony, the tweeters use this hashtag to convey that the matter will be resolvedsoon. This hashtag is used as a positive affirmation that the followers should keep themselves motivated and should not lose hope in a difficult time.

Tweet no. 71 retrieved on 5th December 2021

In this tweet, the user has used the words of the DG ISI Faiz Hameed to emphasize what he said earlier. In this, the user has shown an attitude towards Faiz Hameed's words simply by recreating them in his tweet.

Tweet no. 72 retrieved on 5th December 2021

In this tweet, the user has referred to one of the scenes from the famous Spanish series Money Heist which says "contact Pakistan". By doing this, the user is trying to draw the attention of the audience that you need to contact Pakistan whenever you are in mess and then everything will be okay. He also said that this is the most satisfying scene in this today's world by keeping the context of "everything will be okay" by DG ISI in mind.

Tweet no. 73 retrieved on 5th December 2021

The user in this tweet has combined two events by using hashtags of those events. One is from the time when Indian Wing Commander Abhinandan was captured and was offered tea by the Pakistan army. Upon question that how was the tea? He responds the tea is fantastic. On the other hand, the user has also referred to the event when the DG ISI said that to a reporter that "everything will be okay". in this way, the user has mocked and used sarcasm that of course tea is always fantastic and everything will be okay in Pakistan.

Tweet no. 74 retrieved on 5th December 2021

The user in this tweet added a Picture of DG ISI Faiz Hameed and a report. The user has added a caption that "this picture says it all" referring to the event when DG ISI replied to a question that everything will be okay.

> Naqash Mushtaq Baloch
> @NaqashMushtaq1
>
> After marvellous success of
> "Absolutely Not"
> New phrase in the town.
> "Don't worry! Every thing will be
> okay."#EverythingWillBeOkay
>
> 2:02 PM · Sep 5, 2021 · Twitter for iPhone

Tweet no. 75 retrieved on 5th December 2021

In this tweet, the user is referring to the two remarkable statements that hit social media like a storm. One was from the PM Imran Khan "absolutely not" and the other was from DG ISI "don't worry! Everything will be okay". The user said that after the iconic Imran Khan's phrase, "everything will be okay" is the new phrase in trend.

4.2.16 #AbhiNoneDoneAward

This hashtag was created in response to Indian Wing Commander Abhinandan being awarded a medal for fighting bravely. The actuality, however, was quite the opposite, with the Pakistani air force shooting down the wing commander's aircraft. The hashtag was derived from the wing commander's surname, which rhymed with the terms "none" and "done." to infer that an award that is given for doing nothing.

> Ahmad Gujjar
> @i_m_ahmadsh
>
> Power of a cup of tea
> #AbhiNoneDoneAward
>
> 8:50 PM · Nov 23, 2021 · Twitter for Android

Tweet no. 76 retrieved on 5th December 2021

The user is criticizing the award granted to Indian wing commander AbhinandanVarthaman for shooting down a Pakistani fighter plane. The user is referring to the cup of tea that was provided to him upon him being arrested by Pakistani army. The post was intended to convey that even though he did nothing more than having a cup of tea in Pakistan, he was still receiving a prestigious award as if he had achieved some real, great accomplishment.

Tweet no. 77 retrieved on 5th December 2021

The user here refers to the incident back in February 2019 when PAF shot down the Indian aircraft that came into Pakistani airspace. The user added the picture from the incident and said that Pakistan's enemies will never be able to forget this day.
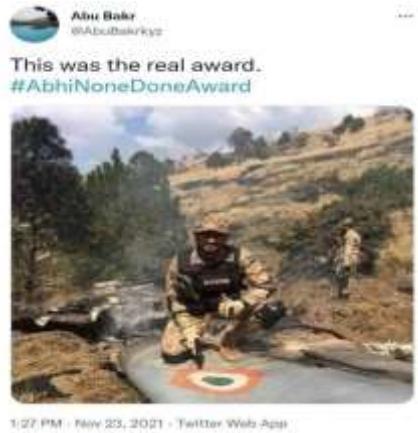
Tweet no. 78 retrieved on 5ᵗʰ December 2021

As the medal was presented to Abhinandan, a user submitted a photo of a wrecked Indian aircraft with an army officer sitting on top of it. The caption shows that this was the real award to give him. However, the Indian wing commander was rewarded for doing nothing.

Tweet no. 79 retrieved on 5ᵗʰ December 2021

The user in this tweet added a picture of Abhinandan who is undergoing a thorough checkup under the custody of the Pakistan army. She refers to electrodes on the chest of Abhinandan as the real awards which were given to him by the Pakistani forces in a fit of sarcasm.

Tweet no. 80 retrieved on 5th December 2021

In this tweet, the user added a picture of Abhinandan when he was captured by the locals after the plane crash and dragged him along with them. As the twitter space was filled with the Abhinandan award tweets, the user added this picture and showed that this is the way he was taken on his way to receiving the award.

4.2.17   #BlessedFriday

Blessed Friday is the hashtag that appears at the end of each year to start the sale of all branded and independent products. As Friday is a blessed day for Muslims, the hashtag is #blessedfriday, as it offers discount on a products on Friday.

Tweet no. 81 retrieved on 5th December 2021

Due to the growing popularity of black and blessed Fridays, one user wrote that no Friday can be black for Muslims with angry emoticons. Friday is always great for Muslims regardless of the circumstances. He goes on to suggest that we should avoid any sale that falls under the banner of black Friday out of respect for the religion.

Tweet no. 82 retrieved on 5th December 2021

In this tweet, a user offered links to websites that are now on sale and are labeled with blessed Friday. The user stated that near the end of the year, the two well-known websites had reintroduced the blessed Friday offers online.

Tweet no. 83 retrieved on 5th December 2021

In this tweet, a user offered links to websites that are now on sale and are labeled with blessed Friday. The user stated that nearing the end of the year, the two well-known websites had reintroduced the blessed Friday offers online.

Tweet no. 84 retrieved on 5th December 2021

According to the user who posted this tweet, some brands are also celebrating Black Friday. The user offers a screenshot of the top three black Friday trends. The user expresses worry because, while we observe Blessed Friday, the other celebrate Black Friday.

Tweet no. 85 retrieved on 5th December 2021

The user in this tweet shared a hadith that shows the saying of the Prophet Muhammad PBUH which states that Friday is the blessed one among the other days of the week. This makes it more blessed so it cannot be #BlackFriday in any case but #BlessedFriday due to its blessings.

4.2.18 #BlackLove

Identical to #BlackTwitter, this hashtag starts getting viral time and again by the Black community to show support, affection, and unity. Black couples use this hashtag to express their love and bonding with each other, a TV series has also been released with the same title which covers Black lives and their relationships.

While, in other parts of the world including India and Pakistan, this hashtag embodied the timeless fashion trend of wearing black. This hashtag was incorporated to show folks their admiration and enthusiasm for the color black, as well as anything else with a black color.

Tweet no. 86 retrieved on 5th December 2021

The user in this tweet uploaded selfies wearing a black dress to demonstrate his affinity for the color black. Additionally, the user captioned his image in black with the simple phrase "wonderful day," demonstrating that while wearing black, every day is always beautiful.

Tweet no. 87 retrieved on 5th December 2021

The image depicts a black logo with a white highlighted portion. This demonstrates the user's affinity for black, as she used the color black to create a logo.

Tweet no. 88 retrieved on 5th December 2021

This tweet is uploaded by a person who has created this account for advertisement purposes. He shared an advertisement for a black dress along the #blacklove tag to attract the audience and promote its products.

Tweet no. 89 retrieved on 5th December 2021

The user uploaded a selfie in a black outfit in this tweet, continuing the practice of expressing affection for the color black.

Tweet no. 90 retrieved on 5th December 2021

The user included a photo of a logo developed in a combination of black and yellow colors in this tweet as a graphic design. She expresses her affection with black color and to keep up with the trend.

4.2.19 #GoraComplex

Numerous hashtags are generated as a result of events that occur in any place. #Goracomplex is one of the hashtags, which was created in response to two females misbehaving with a restaurant waiter and requesting to communicate in English. The Twitterati brought the subject to the tweeter's attention and coined the term "Gora complex" to describe such people's attitudes. This refers to the superiority complex that some individuals may experience as a result of their ability to communicate in English.

Tweet no. 91 retrieved on 5th December 2021

The user stated that concerning the Gora complex concerning the English language spoken as a result of the inferiority complex in this tweet. The user included a tweet from several users and stated that when people converse in English with those who do not understand the language, it demonstrates their sophisticated and cheap mentality.
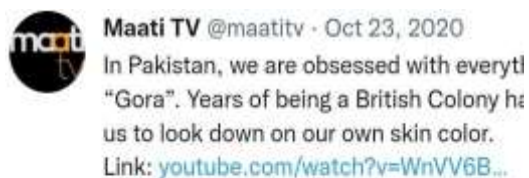
Tweet no. 92 retrieved on 5th December 2021

A user included a link and a graphic illustrating the concept of fairness in this tweet. According to the user, individuals in Pakistan are fascinated with being "Gora." The user stated that even though we have been free of British colonization for years, we continue to look down on our brown skin color.

Tweet no. 93 retrieved on 5th December 2021

The Twitterati has expressed her concern regarding the Gora complex in this tweet. She observes Pakistani stars and actresses who speak out in support of a black man named Geroge Floyd and all the ensuing uproar, even though these actors and actresses have appeared in several advertisements promoting white-colored skin and whitening and beauty products.

Tweet no. 94 retrieved on 5th December 2021

The user is raising the public's attention to the restaurant manager being insulted by some members of society's elite in this tweet. She said that no other group of individuals, including Americans, Turks, or people from other countries, prefers another language above their native tongue. However, this is only true in Pakistan and India, where people retain their sick mentality and are unable to overcome the Gora complex.

Tweet no. 95 retrieved on 5th December 2021

The user makes a complaint in this tweet about the cannoli overspeaking English and disrespecting a brand manager. He continued by suggesting that the restaurant be

renamed "East India Company" to commemorate the momentous event. This demonstrates that the Gora complex is far from over.

4.2.20 #pawri

This hashtag was created with a sense of comedy and amusement in mind. It acquired attention after a viral video of a girl having fun then parting with her companions went viral. The girls incorrectly pronounced the word "party" as "pawri," and both Pakistani and Indian users rapidly made it a top trending topic for days by sharing numerous photographs and duplicating the video. However, the major objective of this hashtag was to create a sense of humor.

Kamran Baig
@dr_kbaig

Our people on re-opening of shopping malls, indoor dining, theatre, indoor wedding etc.-
Yayyy #pawri time 🕺

Our people on School's re-opening -
Oh No cases are rising, it's not safe to send kids to schools. Our families are at risk. 🤔

#covid19Pakistan #NCOC #Pakistan #Karachi

Tweet no. 96 retrieved on 5ᵗʰ December 2021

The user indicated in this tweet that the government has lifted the lockdown and ordered the reopening of several institutes and other public spaces, indicating that this is the true "pawri" (party) season. He also added that many are dissatisfied with the reopening of schools since there is still a possibility of infection and families are not safe.

Tweet no. 97 retrieved on 5th December 2021

This Twitterati is expressing his concerns and also informing other users about what he believes is the real (asli) "pawri" in this tweet. He also included a photo of Indian wing commander Abhinandanand referring to his crash, stating that this is how the party was when he was served a cup of tea following his downing by the PAF.

Tweet no. 98 retrieved on 5th December 2021

Due to the viral trend of "pawrihorhihai", a user submitted a photo of a model sitting on a rooftop to symbolize her feelings and situation regarding the trend. She stated, referring to the photograph that she is looking this way from her rooftop to observe other people's pawri (party).

Tweet no. 99 retrieved on 5th December 2021

The user added a video to this tweet and captioned it, "pawri mood." This reflects the user's perceptions of what constitutes an ideal party vibe.

Tweet no. 100 retrieved on 5th December 2021

The Twitterati provided a photo of several edibles to demonstrate iftaar time in this tweet. The user refers to it as "Aftar party ho rhi ha" about a famous line from a viral video featuring a girl saying "pawri ho rhi ha." Due to the party's shared theme, the tweet is labeled with the hashtag #pawri.

4.2.21 #enviornmentaljustice

Following the trends of #climatejustice, #climatechange, and the like, this hashtag addresses concerns and sentiments on the issues of climate change.

Tweet no. 101 retrieved on 30th November 2021

The user demonstrated concern for the environment and trees in her message. Due to the increase in climate change and the cutting down of trees, the user included a picture of trees to emphasize the importance of tree conservation.

Tweet no. 102 retrieved on 30th November 2021

The user included a photo of a "forest city" that China is planning to develop to preserve nature and trees. The user stated that this is exactly what we need right now because it allows us to develop new structures while simultaneously conserving nature and growing more trees.

Tweet no. 103 retrieved on 30th November 2021

The user shared a video of a verdant green place in Karachi. He stated that we must conserve what little green remains in our surroundings and support the Prime Minister's "go green" campaign to save nature and plant more trees.

Tweet no. 104 retrieved on 30th November 2021

In his tweet, the user drew attention to another incident in which he uploaded a photo of CNNA with a significant remark. He stated that if everyone washed their garments in cold water, we could eliminate 250000 tons of CO2 each year.

Tweet no. 105 retrieved on 30th November 2021

The Twitterati has expressed grave concerns over Lahore's pristine sky. He stated that it is only possible through the implementation of some sustainable measures. The

more environmentally friendly products that are used, the more environmentally friendly the environment will become.

4.2.22 #SquidGame

Squid game was a popular Korean serial that became a Twitter craze following its success. To comprehend the tweets related to this hashtag, a contextual understanding of the series is required. This also represents the population's viewpoints on a variety of issues and serves as a source of entertainment for the public.

Tweet no. 106 retrieved on 30th November 2021

The user who uploaded this tweet included a video of schoolchildren engaged in a tug-of-war game. He said, jokingly, that the Korean popular serial squid game had made its way to Pakistan.

Tweet no. 107 retrieved on 30th November 2021

The user employed a sarcastic tone in this tweet by including a graphic illustrating the relevance of the squid game. Concerning Pakistan hosting the champions trophy in 2025, the user stated via a screenshot that this is how the PCB will be addressing the CT 2025 guidelines to all the teams.

Tweet no. 108 retrieved on 30th November 2021

The user created a cartoon depicting the squid game and named each player after a player from the T20 world cup. This was done to indicate who will win the game and advance to the semi-finals.

Tweet no. 109 retrieved on 30th November 2021

A user illustrated the implementation of traffic signal rules using the iconic squid game doll from the series. According to the user, this is the only method for Pakistan's traffic laws to be enforced.

Tweet no. 110 retrieved on 30th November 2021

Another person mentioned his concern about traffic restrictions and how to enforce them. He stated, with the addition of a graphic, that only squid games kind of strict rules can force people to obey traffic rules.

4.2.23 #BlackTwitter

#BlackTwitter emerged on the surface of Twitter as a struggle against racial discrimination and exploitation of Blacks. Moreover, this hashtag also connects the tweets about Black Lives. Nonetheless, in areas like Pakistan, this hashtag is employed in a variety of contexts.

Cyeda RB Sherazi
@ridz_ridzee
...

Imran Khan Just Introduced Black
Mode Of Pakistan

Yooo More Power To IK
#Black_Out
#BlackTwitter

1:19 AM - Jan 10, 2021 from Sahiwal, Pakistan · Twitter for Android

Tweet no. 111 retrieved on 30th November 2021

The user is referring to the incident of black out when the whole country ran short of electricity because of some technical fault. He makes a mocking reference to the situation, claiming that Imran Khan has introduced a "black mode of Pakistan."

Zayn.
@...
#BlackTwitter
#QauidAzam
Leader of pakistan Legendary person.

Tweet no. 112 retrieved on 30th November 2021

The user shared a photograph of Pakistan's founding father, Quaid-e-Azam, dressed in a black gown in his tweet. The user added a caption stating that he is the leader and that his black and white image fits the blacktwitter trend.

Tweet no. 113 retrieved on 30ᵗʰ November 2021

Given the popularity of wearing black trend on Twitter, one user stated that black will never go out of style. He added black to his images and stated that no one has ever stated that black is out of trend.

Tweet no. 114 retrieved on 30ᵗʰ November 2021

A user shared a picture in Eid to participate in the black Twitter trend. He captioned the image "signature pose," indicating that the pose depicted in the photograph is his characteristic pose.

Tweet no. 115 retrieved on 30th November 2021

Another user contributed to the trending topic on Twitter by sharing four images from four distinct locations in Pakistan. He also demonstrated that black is his preferred color by including all of his photographs in black gowns.

4.2.24 #AntiSemitism

#AntiSemitism is followed by people who express support for Jews and want to condemn the slurs directed towards the Jews community. Anti-semitism means hostility or prejudice against Jewish people.

Tweet no. 116 retrieved on 30th November 2021

The user uploaded a screenshot of the front page of a well-known Pakistan's daily newspaper Dawn. He stated that a bold message was given, pleading to Pakistan's two great political figures to keep anti-semitism and children out of dirty politics. He said that this is the first time that editorial writers have expressed such a clear message in a newspaper.

Tweet no. 117 retrieved on 30th November 2021

The individual expressed his views on India's allegations against Pakistan and its foreign minister. He stated that Indians are eager to associate Pakistan with the false

charge of antisemitism. He added that the Pakistani people are opposed to any form of discrimination against any religion or faith.

> **Mubashir Akhtar**
> @MubashirAkhtar
>
> Hatred towards any community or group is unacceptable. Criticism of Israel for #Apartheid, #WarCrimes and other atrocities should not be labelled as #Antisemitism in a similar way we can criticise Iran, Saudi Arabia or Pakistan and it doesn't get labelled as #Islamophobia. Simple
>
> 1:14 AM · Jul 5, 2021 · Twitter Web App
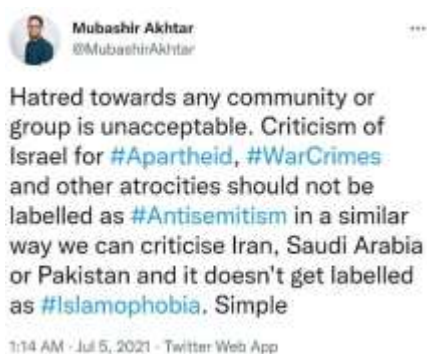
Tweet no. 118 retrieved on 30th November 2021

A user stated that the allegation of antisemitism is unjustifiable since creating hatred towards any community not justifiable in any way. He asserted that criticism of Israel should not be labelled as anti-semitism, just as criticism of Muslim countries is not classified as islamophobia.

> **Anas Rehman**
> @AnasRehman2001
>
> Pakistan's FM told the truth. Israel violates ceasefire Why isn't this being reported on CNN? #Antisemitism
>
> > **Bianna Golodryga** @biannagolodryga · May 22
> > .@LeaderHoyer: "I was also extremely disturbed by comments made by Pakistan's FM. They were disgusting, inappropriate, and dangerous coming from a nation's most senior diplomat.They only served to highlight how pervasive antisemitism is around the world."
> > majorityleader.gov/content/hoyer-...
>
> 7:03 PM · May 22, 2021 · Twitter for Android

Tweet no. 119 retrieved on 30th November 2021

The user included a screenshot of the famed host's tweet from his interview with Pakistan's FM. He stated that the FM spoke the truth, namely that Israel is violating the truce, but CNN did not broadcast this. And he inquired as to why this is the case.

Inshal Khan
@InshalKhant24

This is the best foreign minister of pakistan right now he speak better than pmln spokespersons i dont supoort pti but i say shah mehmood is a best troller. 🇵🇰
#Antisemitism
#SaveGazaFromZionists

5:04 AM · May 23, 2021 · Twitter for Android

Tweet no. 120 retrieved on 30th November 2021

This tweeter is in praises for Pakistan's Foreign Minister's statement about western media during an interview. He stated that Pakistan now has the best Foreign Minister, who talks better than the other spokesperson. The user stated that while he is not a supporter of the PTI, He believes, this minister is the greatest and also possesses the skills to troll western media on an international forum.

4.2.25 #Ertugrul

Ertugrul is a popular Turkish drama series that aired on Netflix and dubbed on PTV during the outbreak of Corona. The hashtag is named after the success of the Turkish drama, and Twitter users have voiced their views on the Turkish drama in comparison to Pakistani entertainment. While the various tweets reflect a diversity of opinions, perspectives, and other expressions, they all share a common thread, allowing them to be included in the same Turkish series hashtag. To grasp the communicator's message, the audience must have a working knowledge of drama.

Tweet no. 121 retrieved on 1st December 2021

The user in this tweet criticizes Pakistani actors for urging PTV to ban the popular program Ertugrul. He included images from Pakistani dramas and pleaded with the actors to create dramas worth seeing so that we would be unable to watch any other country's dramas.

Tweet no. 122 retrieved on 1st December 2021

The tweeter congratulated and welcomed the Turkish actor from the popular drama series Ertugrul to Pakistan. He also included a clip from his drama, referring to him as a "legend" for keeping Bollywood and Hollywood dramas out of Pakistan's television business.

Tweet no. 123 retrieved on 1ˢᵗ December 2021

The tweet includes a video in which the user explains that it is the Pakistani version of Ertugrul. The user stated that a gang of Pashtun teens made the Pakistani version of DirilisErtugrul, based on the Turkish serial.

Tweet no. 124 retrieved on 1ˢᵗ December 2021

The user expressed his opinion on the success of the Ertugrul series in Pakistan through this tweet. He stated that it is solely because of the Prime Minister that people have lost their minds and are just watching dramas. Because hum tv had earlier shown this serial but no one noticed until Imran khan's influence.

Tweet no. 125 retrieved on 1ˢᵗ December 2021

A Twitteratitweeted a photo of a document in which a name of a newborn infant is highlighted. He included a caption stating that a newborn is named Ertugrul which is a reference to the Turkish series.

4.2.26 #PlantATree

This hashtag has trended on Twitter to demonstrate the critical significance of tree planting and wildlife conservation throughout the world. It also caught the attention of Pakistanis due to Prime Minister Imran Khan's campaign to plant millions of trees to make Pakistan green. As a result, the hashtag emphasized the critical nature of tree planting to preserve biodiversity and safeguard forests.

Tweet no. 126 retrieved on 1ˢᵗ December 2021

The user mentioned information concerning climate change in this tweet to encourage the public to save and plant trees. She stated that Pakistan's climate is at peril and that we must make earnest efforts to conserve and rejuvenate our forests through tree planting.

Tweet no. 127 retrieved on 1ˢᵗ December 2021

The user who posted this tweet conveyed an extremely profound message. He also included a photograph of a voting station and a tree. He captioned the image with the same wording as the image about voting and planting a vote. These two factors can have a significant impact.

Tweet no. 128 retrieved on 1ˢᵗ December 2021

This tweet depicts an individual planting a tree. The user added a caption that read "let's make Pakistan green," implying that she intended to plant a tree and therefore avert the devastation caused by climate change.

Tweet no. 129 retrieved on 1ˢᵗ December 2021

The user of this image conveys a profound message. He also included a graphic that reads, "Donate red (blood), spread green (trees), and save blue" (water). He expanded on the image by stating that we should establish a culture of blood donation for ourselves, plant a tree for the sake of Pakistan, and save water for the earth.

Tweet no. 130 retrieved on 1ˢᵗ December 2021

In his tweet, the user outlines the benefits of tree plantation. He included a photo of the mangoes and stated that he planted the tree four years ago and that the mango fruit is now 100 percent organic.

4.2.27 #Selected

The hashtag picked is a very common and viral tag that is used by people with tweets of victory and achievements. However, in Pakistan, this word is used and perceived in a different light. The majority of tweets with this hashtag are against Imran Khan's success in the 2018 elections. Therefore, they have expressed their thoughts on the same subject.

Tweet no. 131 retrieved on 1ˢᵗ December 2021

The user is a supporter of the PTI political party, who uploaded a video praising their opposition to the selection. It refers to Prime Minister Imran Khan as he is referred to by the opposition party leaders. The user is sending bravery and motivation to the one imprisoned.

Tweet no. 132 retrieved on 1ˢᵗ December 2021

The user included a video of Prime Minister Imran Khan and stated that he epitomizes hypocrisy and arrogance. He stated that he was chosen as prime minister due to his attitude and high level.

Tweet no. 133 retrieved on 1st December 2021

In this tweet theperson expresses that democracy awaits Maryam Nawaz. He included a photograph of the PML-N's leader and stated that only Mariam Nawaz is capable of exposing the prime minister as a selected puppet.

Tweet no. 134 retrieved on 1st December 2021

The user uploaded two images to illustrate two distinct political narratives. The user stated that only two words are necessary: elected and selected.

Tweet no. 135 retrieved on 1ˢᵗ December 2021

This user has added a clip of a puppy to show his views about the political situation in Pakistan. He metaphorically compares PM to a puppy and said that this is how the selected are controlled. He said simple words but the meaning behind them is deeply rooted.

4.2.28 #AbsolutelyNot

This hashtag is essentially the words spoken by Pakistani Prime Minister Imran Khan during a famous interview in which he was asked if he would allow Pakistani airspace to conduct operations in Afghanistan and responded, "Absolutely not." Following the interview, the Twitterati descended on the social media platform to express their gratitude and admiration for the Prime Minister.

Tweet no. 136 retrieved on 1ˢᵗ December 2021

Owing to the trend of #absolutelynot, the user claimed that we do have the power to say no as it is attractively done by PM by denying a question in an interview. A photo of PM is added which is a famous phrase of the great leader Quaid e Azam. He also appreciated Imran khan for his comments.

Tweet no. 137 retrieved on 1st December 2021

This user created a graphic that reads "Pakistan zindabad." He also compliments Imran Khan, stating that sure, we do have the ability to say no, as Pakistan comes first.

Tweet no. 138 retrieved on 1st December 2021

Another person lauded Imran Khan for his comments on Pakistan's airspace usage. He attached a screenshot from a television channel and stated that it is for anti-Pakistani activists, so-called politicians, and journalists.

Tweet no. 139 retrieved on 1st December 2021

The Twitterati uploaded a photo and mocked the United States with his statements. He stated that after being denied by Pakistan, the US is now attempting to exploit other countries' airspace to carry out terror attacks in Afghanistan. He is applauding Imran Khan for saying "no."

Tweet no. 140 retrieved on 1st December 2021

This tweet features a photograph of an automobile with the phrase "my caption stated categorically not." He stated that the captain (Imran Khan) stated "absolutely not," which prompted him to write it on the automobile.

4.2.29   #UTurnKhan

This hashtag is used to refer to Pakistan's Prime Minister by his opponents because he frequently reverses his positions or denies what he has previously stated. As a result of this, Khan's opponents have said that he makes no stable decisions and has dubbed him U-turn Khan, referring to his tendency to reverse his own decisions.

As a result, the tweets associated with this hashtag reflect the perspectives of those who believe Imran Khan should constantly pivot and alter his decisions.

> **Nasim Bhutto**
> @NBhutto
>
> A Confused and narrow-minded politician..
> #UTurnKhan
>
> 1:22 PM · Jul 14, 2021 · Twitter for Android

Tweet no. 141 retrieved on 1st December 2021

The twitterer used two adjectives to describe Prime Minister Imran Khan in this tweet. As the hashtag #UTurnkhan is referring to Imran Khan, the user has referred to him as a "confused" and "narrow-minded" politician due to his abrupt policy changes and the inconsistency in his words.

> **MM** 🔘
> @mansoormannan
>
> This is how it started and ended.
> #absolutelynot to #AbsolutelyYes
> #uturnkhan

Tweet no. 142 retrieved on 1st December 2021

The user has uploaded three photos in this tweet to demonstrate the hashtag #uturnkhan's legitimacy. It reflects Imran Khan's statement in which he stated "absolutely not" to a journalist when asked if he would allow Pakistani airbases to be used for any operations in Afghanistan. And then, despite his early statements, the flight of an American soldier revealed Pakistan. This is why the user stated that the change from 'absolutelynot' to 'absolutelyyes' occurred because PM is always changing his mind.

Tweet no. 143 retrieved on 1ˢᵗ December 2021

In this tweet, Twitterati has added three screenshots of the images taken from a news channel. The person has not added any caption rather mentioned #hashtags to show his concerns regarding the rise in the rate of inflation. The pictures are in the Urdu language which shows that there will be a huge increase in inflation. It also shows the increase in the rate of electricity per unit by 1 rupee and 95 paise.

Tweet no. 144 retrieved on 1ˢᵗ December 2021

The user has added two pictures from a news channel which two different stances from the ruler party PTI. He said that different news is released in one day by the government which is in contrast to each other. This is why he called PM Imran Khan a U-turn khan in the form of a hashtag.

Tweet no. 145 retrieved on 1ˢᵗ December 2021

The Twitter user in this tweet added a picture of a signboard that shows a sign of U-turn with a leader written on it. He said this signboard was perfect. By this, the user referred to the change in the stances of Imran Khan as he takes a U-turn in his decisions.

4.2.30 #Moneyheist

'Money Heist' is a Spanish blockbuster television series that premiered in 2017 and has a total of 5 seasons. It kept on trending once each new season is launched with hashtag #moneyheist. The series revolves about stealing, with a joke robbing the government of its money. The hashtag is generally used to display people's opinions on the series, its theme, or anything else that has to do with stealing in Pakistan.
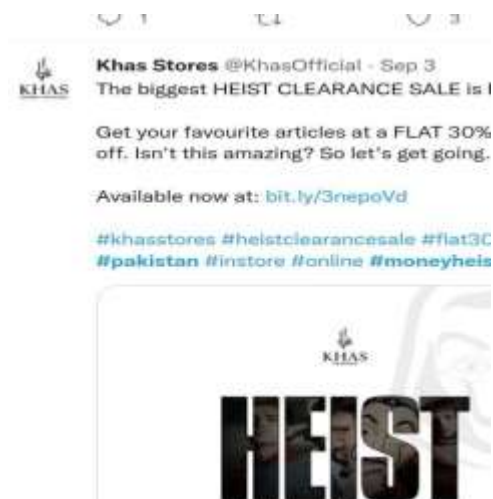

Tweet no. 146 retrieved on 13ᵗʰ December 2021

The user in this tweet does a comparison between the act of theft in the Money Heist series and the one in Pakistan. According to the user, in the series, the robbers wore masks and changed their names to avoid detection, whereas, in Pakistan, people

use their names and faces are used to plunder the government and win elections. The user has thus distinguished between theft in series and theft in Pakistan.

Tweet no. 147 retrieved on 13th December 2021

The user stated the image of Pakistan in the eyes of other countries' citizens in this tweet. He expressed that the creators of the money heist are aware that they might employ criminals from Pakistan due to the country's history of terrorism and other criminals. Additionally, the user identified two prominent criminals who originated in Pakistan.

Tweet no. 148 retrieved on 13th December 2021

This tweet is from a clothing brand that has given its sale the name Heist Sale after the Spanish television series Money Heist. It also falls under the hashtag #moneyheist, as the sale is titled after the popular television series Money Heist.

Rana Sheraz Azeem
@RanaSherazAzeem

Dam fund and covid fund was th
money hiest of Pakistan
#MoneyHeistPakistan

Tweet no. 149 retrieved on 13th December 2021

The user stated his opinion in this tweet on the money collected by the government in the name of the dam and the Covid fund. He referred to these funds as Pakistan's "real money heist," a reference to the television series Money Heist.

← Tweet

Khalid Farooq
@KhalidFarooq37

We are much more advanced tha
Spain
#Pakistan
#MoneyHeist 🐷

Khalid Farooq
Just now · 🌐

منی ہائسٹ کے نام سے ایک ٹی وی سیریز
س میں سپین کی عوام چوروں کی حمایت
ی ہوتی ہے حتی کہ وہ چور ان کے ملک کا
الی کر دیتے ہیں پھر بھی لوگ ان کےلیے
ا رہے ہوتے ہیں۔ سپین والوں نے تو ایسا

Tweet no. 150 retrieved on 13th December 2021

The user included a screenshot of another tweet and commented on it in this tweet. The added image is in Urdu, implying that the Spanish people support robbers in a television series even though the thieves looted the national treasure. Additionally, the image implies that Spain has seen this on television, whereas Pakistanis witnessed it in real life. As a result, the user commented with the image indicating that we are more progressed than Spain.

4.3 Stage 3: Relevance Lexical Pragmatics

Using the Relevance- Lexical Pragmatic theory by Deirdre Wilson (2003), the researcher has attempted to address the second objective which is to identify the types of neologisms undergoing lexical-pragmatic modification. Moreover, it also reflects on the third research objective in which the effectiveness of these hashtags in conveying sociological change is observed. This in turn, helps the researcher to establish that the hashtags can be considered as neologisms because of its meaningful implication in a social context.

When hashtags are used in a specific region or a country, their meaning is modified significantly, resulting in a significant shift in the lexical and pragmatic sense. This can be seen in the discussion below, where various hashtags have undergone changes based on the user's perception and the audience's interpretation. The study in hand was conducted through a meticulous analysis of various tweets with the relevant hashtag, taking into account visual and textual material, to ascertain the changes that occurred in the lexical and pragmatic processes. Each hashtag is a lexical change in itself because it falls under the category of neologism whereas, the pragmatic change occurs as a result of the Twitter users' perceptions and the meaning they assign to a hashtag.

Given covid-19's recent outburst, numerous hashtags have been trending on Twitter, as it was a new phenomenon to the world. The various hashtags used during covid time are primarily related to the virus's context. However, after analysis of the tweets, the pragmatic meaning of covid-19 reflects certain changes. Among the numerous hashtags associated with the virus pandemic, the researcher chose '#Covid-19', '#lockdown' and '#stayhome.' These hashtags have undergone distinct lexical and pragmatic changes as a result of the analysis of the tweets posted by users.#covid-

19 expressed the opinions and the experiences of people during the pandemic and the tragic befall of the viral disease on the people. As the hashtag's name implies, tweets using this hashtag will contain material and content linked to the covid-19. The tweets do reflect the participants' ideas during the covid-19 days. However, tweets with the hashtag #Covid-19 reflect the public's attitude towards a variety of issues, including the PDM protest, Pakistan's political crisis, and educational exams. It can be called a lexical broadening as the hashtag's meaning encompasses not only the lexical meaning of the words Covid-19 but also the diverse perspectives of individuals on various events and situations during the pandemic and how they associate them together in a same lexical field.

The study of tweets with the hashtag 'lockdown' reveals that people expressed their concerns about how many individuals suffered from a shortage of food and other necessities because they were not paid day salaries. Lockdown resulted into suffering of the downtrodden, modulating the lexical meaning of the term and encompassing its negative connotations. This pragmatic interpretation of the #lockdown is also intelligible to the recipient, as both the writer and the reader are aware of the underlying context. When this contextual information and the encoded sense of the hashtag interact with the pragmatic expectations of the hearer, a modification called lexical broadening takes place.

On the other hand, the hashtag was also used to express gratitude on part of some citizens. As evidenced by several tweets, users acknowledged the importance of lockdown situation and lauded police and the government for maintaining such a balanced and regulated lockdown during these circumstances. However, some criticize them for being ignorant of the situation, indicating their carefree and careless attitude towards the lockdown. This is because many believe that lockdown is no longer necessary and that the problem can be dealt with easily if the social distance is imposed and people wear masks, as they cannot remain in lockdown for years to prevent the virus from spreading.

By this, we can establish that the lexical meaning of lockdown becomes diverse when different contexts and pragmatic effects are applied. Moreover, the meanings get broadened, and a simple hashtag may be used to indicate a variety of feelings and

thoughts. However, whatever is depicted and spoken is inextricably linked to the hashtag since it explains the situation surrounding the lockdown.

Taking into account the hashtag 'stay-home,' the study revealed divergent views among users on the meaning of the lockdown and the hashtag's adoption by Pakistan's Twitterati. If the lexical definition of the term "stay-at-home" is used, it means to remain at home during a lockdown to halt the spread of the virus in Pakistan. Naturally, one would expect each tweet in this trend is to serve the purpose of imposing lockdown, but the study revealed that people use the tag to spread their various views and ideas.

Tweeters used hashtags to express their emotions and perspectives on staying at home during the lockdown. Simultaneously, people have expressed their concerns about staying away from home. This hashtag has circulated at various times because, as a result of the virus's spread, the lockdown has occurred numerous times to force people to stay at home. Some users acknowledged that staying at home is safe and that they should do so on various occasions including Eid. It is because the number of cases decreased as a result of the public staying at home. However, as evidenced by the tweet, people have expressed grave concerns about what they were doing during the virus outbreak. As there was a clear order to stay at home but people continued to ignore corona SOPs, tweets demonstrate that the lexical meaning changes to a pragmatic one in which those with background information are aware of what is happening in the general public. Due to an increase in the number of petrol prices, users altered the hashtag's meaning and turned it into a humorous situation. For instance, a tweet states that the government has taken the issue of staying at home seriously by raising petrol prices, claiming that if prices are raised, everyone will automatically stay at home. Thus, the lexical meaning of the hashtag was transformed into a pragmatic one in which a person must possess both, knowledge of high prices and the ability to remain at home during the pandemic. This is done to comprehend the tweet's underlying meaning.

Additionally, where the user and the audience share the same contextual knowledge about the hashtag, a slight change in its meaning occurs. This can be seen in numerous instances where the current meaning of hashtags is opposed to its original meaning of the time when that particular hashtag was created. Initially, the

meaning was intended to encourage people to stay at home and keep themselves safe but later, it evolved into conveying larger and underlying messages encompassing the opinions and thoughts mutually shared by users and the audience.

Despite the significant change in meaning and the addition of sarcasm, there were still many users who adhered to the tag's literal meaning; thus, representing it with a certain lexical meaning. This process of change can be seen through the lens of Relevance and Lexical Pragmatic Theory. In this theory, the concerned lexemes are seen to generate an occasion-specific sense based on mutual adjustment and interaction between contextual information, encoded concepts, and pragmatic expectation.

Each hashtag created and the tweets associated with it demonstrate the user and audience's mutual understanding, as stated in the theory. However, a meticulous analysis is required to ascertain the essence of what the user says and how it is interpreted by the public.

Another popular hashtag was 'abhinonedoneaward,' which was inspired by the crash of the Indian wing commander Abhinandan's plane in Pakistan. The hashtag began life as 'Abhinandan' on Indian social media, but when it entered Pakistan, it changed to 'abhinonedone.' This was essentially a criticism of the Indian government's award to him.

The Twitterati used the hashtag 'abhinonedoneaward' to demonstrate that the wing commander had done nothing to deserve such an honorable award. The tweet was written in a sarcastic tone, mocking the Indian commander's award achievement. The user posted various Images from the incident in which the Indian wing commander was taken into custody by the Pakistani armed forces, the meanings of which can be deduced through a mutual understanding of the event.

This hashtag primarily demonstrates the users' collective intent, as their collective goal was to mock the award given for doing nothing. Although the original hashtag was changed, the message conveyed by the new hashtag remained consistent, and each user has a similar perspective on the event. Since each tweet was relevant to the hashtag and the encoded concepts were delivered smoothly, it was easy for the

audience to decipher the tweet's meaning. Thus, the hashtag was used to broaden the concepts, with the Pakistani Twitterati attempting to achieve a different concept of giving advice and showing the Indian reality. In contrast to the hashtags 'stayhome' and 'lockdown,' users of this hashtag were united in expressing their concerns and opinions about the event.

In comparison to this hashtag, the tweets containing the hashtag "pawri" encapsulated a broad range of meanings and concepts. Originally, the hashtag gained popularity after a girl said "pawrihoRahihai" while enjoying herself with a group of friends. Following that, Twitter was flooded with the hashtag "pawri" in Pakistan. People have either copied the girl's style or altered it slightly to convey the spirit of "pawri" in the form of fun and enjoyment. The hashtag's implicit lexical meaning was to enjoy and have fun with friends. The users used the Twitter platform to demonstrate how much they enjoy their lives and are content. Both users and audiences were well aware of the tag's modified meaning and extended coded concepts. For instance, a user expressed her joy when the school re-opened following the lockdown. This demonstrates that happiness and possessions can mean different things to different people, regardless of the original meaning of the hashtag, which was altered as soon as the hashtag storm hit the Twitter platform. As described in stage #1, the tweets associated with this hashtag revealed that Twitter users have used it to express their joy, happiness, entertainment, and even to inject some humor into their life. The communicators and addressees must be familiar with the hashtag's background to comprehend each tweet and its hidden meaning. This hashtag frequently contains lexical-pragmatic extensions, as the pragmatic meaning of the tweets requires both a comprehension of the hashtag and the information delivered in a particular tweet.

According to the Relevance and Lexical theory proposed by Wilson (2003), lexical adjustments can be deduced by applying the framework of relevance theory. It refers that the perceptive ability of the users and their mental ability results in creating various tweets in which they relate the situation with the hashtag and then the audience finds it easy to comprehend the concept. Additionally, the concept that underpins the formation of certain hashtags and the evolution of their pragmatic meaning is the relevance theory, which uses a cognitive concept or an idea to infer its

meaning in light of the current situation. As a result, hashtags with altered meaningsemerge spontaneously in a particular region. Hence, Twitter is a social media platform for communication via tweets, in which both the addresser and the addressee are most likely to infer the meaning stated in the tweets because they share the same contextual information.

Such hashtags as #nomore, #mybodymychoice, #metoo, #stopracism, #blacklivesmatter, #blessedFriday, and #envirometaljustice have been seen in a variety of contexts and concerning a variety of issues. They are largely based on Sperber&Wilson's understanding of the Cognitive Principle of Relevance (1995). The communicators are fully aware of the addressee's knowledge and the contextual knowledge of these hashtags, as they were widely used to express opinions. As a result, it minimized the peocessing effort communicators because their audience could infer the underlying meaning and context, which made it easier to process the three factors and reach to its relevance to create ad hoc concepts of lexical broadening. It is because it encapsulates several other contexts along with the context of Black racism.

Users from all over the world used the hashtag #nomore to express their stance and interpretation of no longer performing a particular act by resisting it or behaving in a particular way. For instance, in the western world, #nomore was used to express one's views and stance on pressing domestic issues and gender-based violence (Clark, 2016). Soon, the hashtag evolved into a new way of expressing various interpretations of no more; it evolved into a way of negating and resisting any social issue with which a person disagrees or relate with. Keeping the meaning and cognitive understanding in mind, the hashtag entered Pakistan as a symbol for an entirely new narrative that quickly took over the Twitter. It occurred following the Prime Minister's speech in the United Nations, during which he refused to assist US armed forces in conducting any operations in Afghanistan. Based on a common understanding of the hashtag #nomore, Twitteratis expressed their position on the event through the process of broadening. The original perspective was widened and extended to the point where it was sufficient to generate a new concept while maintaining the contextual understanding.

Using the hashtag #nomore, Pakistan's Twitterati expressed their opinions and positions on the ongoing tensions in Afghanistan and the steps taken by the Pakistani

army and prime minister in response to the US demand of air bases. As can be seen in the tweets the hashtag has taken a shift from its earlier concept of sexual abuse and gendersegregation and extended to the words of the PM of Pakistan. The communicators in their tweets appeared to be pleased as they express their appreciation for the words of PM Imran Khan. In terms of the lexical and pragmatic meaning, the hashtag's lexical meaning remains unchanged, as it refers to the meaning of denying or resisting something. In contexts other than Pakistan, #nomore is used by users to defy some social norms in male- dominated society and its pressure on weak and downtrodden people. This hashtag is used as a challenge or shut-up call to patriarchy and demand for women's rights. Since then, the hashtag's pragmatic meaning has evolved significantly depending on the context in which it is used and the message it communicates to the larger public. However, the underlying and lexical meanings remain unchanged when the pragmatic sense is altered. The shift in its encoded sense is indicated by a shift in the types of discussions taking place around it in Pakistan. The general widely used hashtag in diverse situations and contexts has become restricted and defined in a specific, political situation. The meaning of #nomore got bounded into a political discourse related to the event of rejecting the US's demand of supplying air bases. Thus, when the Twitter neologism #nomore entered Pakistan, Tweeters shared a common understanding of the issue, it became easier to comprehend what the tweet represents in such a critical situation. Hence it is an example of Lexical Narrowing.

Additionally, #mybodymychoice encompasses a broad range of concepts in various parts of the world. The hashtag dates back to the times when women in the west started voicing their right to abortion. The hashtag has been trending on social media on various occasions, most notably during Women's Day, to protest the patriarchal system and raise awareness for oppressed and depressed women worldwide. When it entered Pakistan, it retained some of its original meaning, but the pragmatic sense was altered due to cultural and religious constraints. Twitter users have expressed their concerns and referred to the Pakistani women march as a way to speak out against abuse and violation of women's rights. Every country has followed suit and protested against men's dominance, where men are viewed as superior and women as inferior. Similarly, in Pakistan, the hashtag represents an elevating stance in support of women's rights and the freedom of women to enjoy equal right as men

do in private and public sectors. Although the content and perspective vary according to the system of its respective government, the fundamental purpose of fighting for rights has remained constant. The purpose of this hashtag is to demonstrate and educate the world and men about women's rights. In contrast,numerous tweets have been observed in which the context has shifted but the communicators can still relate their intended meaning to the hashtag. Numerous individuals have spoken out against the women's march, and the current trend of protesting in streets and raising slogans opposed to the original intent of the hashtag. For them, the true protest is women empowerment, in which one does not need to head to the streets or highways to bring a change; rather, one's profession and career make a difference. In many tweets, the pragmatic meaning is determined by the content of the tweet, with the context of the hashtag serving as background knowledge for the audience. This change in the hashtag's meaning broadens the original concept of the hashtag by adding additional content and meaning while maintaining the original hashtag's roots intact. Lexical extension and broadening are frequently observed in these hashtags and tweets, where the content and context dictate the format of the hashtag change. These are hence, considered as neologisms due to its new and broader senses.

Another similar hashtag to the #nomore and #mybodymychoice is the #metoo which was internationally recognized as the movement against sexual harassment and abuse. In Pakistan, the hashtag has been used multiple times in different contexts. The researcher has chosen one of the aspects during which the hashtag surfaced greatly which was the conflict between the two renowned Pakistani singers MeeshaShafi and Ali Zafar. This is an example of lexical narrowing where the meaning of the hashtag is narrowed down to a certain event and the thoughts of the people on that particular event. Although the lexical construction and the meanings are the same, contextual meaning is required to understand the intended meaning of the communicator.

One of the most diversified hashtags is #stopracism, which was initially created to describe and speak out against acts of violence against black people. In countries where white people are the majority, blacks and people of color are viewed as inferior and subjected to a great deal of hatred, injustice and aggression. As a result, the public created the hashtag to raise their voices in support of black people and to alleviate their suffering. These hashtags have the potential to attract the attention of numerous

policy-making authorities and organizations, which is why these are surfaced when something grave and of serious concern happens. #stopracism has become a trending topic in several countries, including Pakistan. Here, it acquired a new sense representing the users' outrage against the acts of bully and mocking those who cannot speak English fluently. The content of the tweets reflected the users' varied perspectives and stances on the subject. Twitterati was not required to alter the hashtag's lexical meaning; it remained unchanged, implying an end to discrimination and segregation against minorities.

When minorities were targeted on a variety of occasions based on their sect and religion, the hashtag was born in Pakistan. The change in the hashtag in this scenario is a lexical broadening, in which the original view is broadened by the inclusion of forms of racism. The pragmatic shift in the meaning of the hashtag occurred in response to Pakistan's Shia genocide when various users used the hashtag #stopracism to express their alignment and association with the oppressed sect and families. Although the hashtag was created to represent black lives and oppression wherever a minority group is targeted, it is now used to represent racism directed at those minority groups who are officially and constitutionally citizens of Pakistan. In Pakistan, the hashtag is used in a variety of ways to represent fight against persecution and discrimination of Shia, pashtoon communities. In these instances, the meaning is appropriated because the audience is aware of the tweet's encoded sense and both of its pragmatic expectations and contextual information behind this hashtag. Originally, #Blacklivesmatter embodies the importance of preserving black people's rights in areas where they are in minority. The hashtag was created in response to the atrocious behaviors of White people towards Blacks. However, it has been used in Pakistan to represent the oppression of the Baloch people and the oppression they face. This is a result of the phrase's lexical broadening, as it applies to and extends to different other situations than the encoded one. The hashtag was used to demonstrate the connection between the oppression of the Baloch people and the oppression of black people.

Due to the increased demand for branded and high-quality products, it has become a growing trend that each year, various national and international brands start black Friday sales featuring discounts on a variety of products. The hashtag was initially used in Pakistan as #blackFriday, referring to the final Friday of November as a day

of massive discounts and sale products. However, following the backlash, the hashtag was changed to #blessedFriday sale in Pakistan. This hashtag underwent a lexical change, with "black" being replaced by "blessed." This shift occurred because, as a Muslim nation with the majority of Muslims in Pakistan, Friday is regarded as the most blessed day of the week. Being labeled as black, hurt the people's sentiments attached to Friday. As a result, the graphology of it changed and a lexical shift occurred. However, the hashtag's pragmatic meaning remained unchanged. By drawing on the theory of Wilson (2003), it is established that a change in the hashtag is called a lexical broadening. Here, the meaning of the original expression is not only broadened but also shows a change in its morphological structure. #BlackFriday is changed by replacing its prefix with 'Blessed'. Another compound word was created by alteringthe hashtag's initial word. Although the lexical structure of the word has changed, contextual information and the audience's encoded concept keep it understandable even after the change. For example, in a tweet, a user has mentioned that we are Muslims and our Friday is a blessed Friday, not black Friday. This shows the concerns of the user regarding his religion. Therefore, due to such concerns of the users, the original hashtag #blackfriday undergo modification when it entered Pakistan as #blessed Friday.

One of the current global issues is climate change, which was also seen as a trend on Twitter via various hashtags with the primary goal of highlighting climate change and making earth a pleasant place to live. The users expressed their concerns about climate change and the importance of trees in preserving the environment in their tweets. The hashtags #enviornemtaljustice, #plantatree, and #climateemergency were adopted in Pakistan to emphasize the need of changing the living system and protecting the environment, as well as to draw attention to the global climate crisis. Environmental justice was a trend that primarily represented the foregrounding concept of saving nature. The hashtag reflects the same context of protecting the climate and the users have prior knowledge of the situation, which is why users are immediately familiar with the message being conveyed and delivered to them. These types of hashtags do not require a linguistic change to fit a bigger context because they are acceptable and widely used in their original form in any area of the world and have a universal approach. This can be attributed to the fact that several of the concepts and concerns discussed are universally recognized and well-known. The

lexical alteration in this tweet is imperceptible since the underlying context and the name of the hashtag ensure that the audience understands the gist of the user's presentation. However, in terms of pragmatic change, the hashtag's contextual value remains constant, but there is a subtle difference that becomes apparent after critically and thoroughly reviewing the tweets. Hashtag #plantatree conveys the same message as #environmentaljustice; the lexical and pragmatic meanings of the hashtag stay consistent as the communicator highlights the importance of trees and tree planting. The tweets demonstrate the public's concern and commitment to tree planting. On the other side, #climateemergencey focuses on the climate crisis that the world is currently experiencing as a result of global warming. The lexical and pragmatic meanings are also preserved in this instance. This is despite the fact that the resulting neologism has no effect on the meaning of the lexical construction and has no effect on the hashtag's lexical form. The tweets under the hashtag represent the meaning of the climate emergency such as the melting of the glaciers at a fast rate is labeled as the climate emergency. It is due to the reason that the communicator and the addressee are well aware of the consequence on the environment if the glaciers have been started to meltdown at a high rate.

Even if these are not developed in a single country, certain hashtags undergo considerable changes in their pragmatic meaning. For instance, the hashtag #unitedwewin got adapted by Pakistani users in the context of PSL and evolved significantly in its pragmatic and ad hoc meaning. Although there is no morphological change in the hashtag, the meaning has been modified as a result of the hashtag's change in contextual use. Originally used by people around the world in the scenario of collective struggle and resistance, the hashtag got adopted by PSL team, Islamabad United's followers to express their love and support for their team. However, the hashtag reappeared during the world cup match, with Twitterati expressing their support for the Pakistani team. As seen in the tweets indicated under stage one, the hashtag was used to demonstrate support, love, and solidarity among team members to win matches against other international teams. The pragmatic meaning of the hashtag is narrowed to cricket context and represents exclusively the Pakistani team's victory.

Numerous hashtags reflect multiple meanings than the single encoded meanings. This is due to the effect of widening, in which words have a broader meaning and are employed in a broader context. As Wilson emphasizes, it arises as a result of the linguistically determined denotation (2003). The hashtag #redtwitter, demonstrates the love for red color trend. Lexical transformation is based on contextual information and the idea of cognitive relevance, where each syllable and word produced with the hashtag #redtwitter helps the audience's cognitive system understand the concept and maximizes its relevance to the message being given. The tweets demonstrate that #redtwitter can be used to depict anything linked to or symbolic of the color red. To gain the pragmatic sense, it is necessary to have prior knowledge about the tweet. For instance, because the #redtwitter hashtag conveys a variety of meanings, including the color, the bloodshed, the solidarity march, and the relationship between Turkey and Pakistan, the lexical-pragmatic shift is widened and broadened as a resultof the hashtag symbolizing and metaphorically representing more than what is encoded. Hence approximation in the meaning of hashtag has taken place here. Decoding the hashtag enables the addressee to gain a better understanding of the user's perceptions and the message he wishes to convey to his audience.

On the other hand, #blacklove and #blacktwitter are two hashtags that were created to demonstrate support for the black community. Originally, Black Twitter was an internet community which is based on preservation of Blacks. However, these hashtags show approximation where a relatively strict meaning is widened to a variety of cases. In this, the meanings of the hashtags are widened, and are used to convey a variety of concepts associated with the black color dress designs. It demonstrates that black may be employed independently of its context, but one must understand the significance of the word 'black' in developing the connection between the communicator and the addressee's perception.

Similarly, the hashtag #waronterror encapsulates the same process of decoding lexical and pragmatic meaning. The shift in lexical meaning is attributable to the context and underlying meaning conveyed by the communicator. As seen by multiple tweets, the hashtag reflected the reality in Afghanistan and a desire to put an end to terror through military force, prompting people to rename the hashtag #waronterror. However, a noticeable shift in the hashtag's adaption can be observed, as the situation

of Afia Siddique, her captivity, and Afghan Taliban are all conveyed using the same hashtag. Such concepts are only intelligible in the context of a certain setting and the significance that may be derived from hashtags and tweets. The trend occurred due to the communicator's and addressee's mutual understanding; otherwise, the trend would be difficult to spread on Twitter if there was a little to no contextual knowledge about the circumstance.

Numerous hashtags are also established in response to the amusing circumstances and to facilitate creating humor and funfilled situations via the social media platform. One such example is the hashtag #wemetontwitter, which represents the   intention of the various communicators and the audience to have fun. Numerous tweets using the hashtag #wemetontwitter demonstrate that people employ a variety of popular images and their associated meanings to express their thoughts about the trend. The trend lexically conveyed the concept of finding true love via Twitter, and as a result, the trend gained traction on Twitter, where users expressedtheir concerns and opinions about the topic. However, the original meaning remains unchanged.

The evolution of hashtags such as #antisemitism, #selected, and #absolutelynot is a result of lexical narrowing. These terms have generic meanings and can be employed in a variety of ways depending on their co-national connotations. However, the meanings of these words shifted as a result of the linguistic-specific denotation associated with the concept conveyed. All of these terms, such as anti-Semitic, selected, absolutelynot, and U-turn-Khan, have various dictionary definitions, but when employed as a hashtag by Pakistani political parties, a lexical-pragmatic shift occurs. As evidenced by the various tweets, #antisemitism surfaced when Pakistan's foreign minister commented in an international media forum that was then labeled by the host as "anti- Semitic", This resulted in a shift in meaning where communicators expressed not only the encoded meanings of the words but also the meanings of defiance, justice, and the islamophobic nature of people in various countries. Furthermore, if we analyze the term 'selected' it conveys the meaning of being nominated for something, whereas the hashtag conveys a completely politicized meaning. It is a form of lexical narrowing in which the word is removed from broad words and given a more specific meaning in the context of election by wicked means.

Communicators have expressed a variety of emotions by focusing on the hashtag's chosen meaning.

The hashtag's encoded meaning of the U-turn is completely different from what it states. Users added "khan" to give the phrase additional significance and to symbolize Imran Khan's inconsistency in his decisions. Thus, the dennotative meaning of the hashtag was altered with the change of context. This can be characterized as lexical narrowing as a result of the lexical word 'U-turn' being modified and specified to a political situation. More precisely, the meaning is specified by limiting its interpretative process because of the addition of the preffix, 'Khan' to U-turnKhan.

Additionally, the hashtag #absolutelynot has a more limited meaning than the original meaning of the phrase itself. Following Imran Khan's declaration that Pakistan's airspace will not be used for any US military activity/operation in Afghanistan, the term has been restricted to a single event. Each tweet refers to Imran Khan's address. The tweets with this hashtag only focused on the event of the PM's speech; therefore, ifany other idea is represented then to understand the meaning the mutual understanding of the communicator and the addressee is needed.

Certain hashtags were formed in the names of popular programs or seasons after they gained widespread popularity among their fans. Such types of hashtags include: #ertugrul, #squidgame, and #moneyheist. Following the successful release of these foreign dramas, Pakistani users symbolized different feelings and thoughts by using the titles of these dramas in their relevant tweets. The entirely distinct contextual use of these hashtags demonstrates the category extension under lexical broadening. The tweeters incorporated hashtags by these names, allowing them to be perceived as more diversified and symbolic content. However, the pragmatic meaning of these terms is context-dependent and also depends on the communicator's and audience's search for relevance. #ertugrul is the hashtag for a popular Turkish drama series, and the hashtag trended on Twitter with posts referencing to the drama. However, for the audience to comprehend the tweets and the pragmatic meaning inherent in them, the background of the drama must also be grasped. Regardless of how the information and idea stated in the tweet are used, the central idea and concept are drawn from the drama itself, which is why the hashtag was formed.

Similarly, a Korean season named Squid Game touched new levels of fame after its release in 2021. Twitterati in Pakistan started sharing memes that are used symbolically and sarcastically. The users made memes on the famous concept of punishing the losers of the game to convey a humorous idea that only through the employment of harsh action, can certain laws can be followed in Pakistan. To comprehend tweets, both communicator and addressee must have a shared comprehension of the drama and meaning represented in the tweet. The series revolves around some debt-trapped people, invited to play a game and if they failed to perform according to the rules they are shot dead. The users in the tweets adopted the same idea and said that this kind of strategy is needed to be applied on traffic lights so that people can follow traffic rules. Therefore, not only the hashtag and the tweets have a co-relation in between but also used as a category extension to refer to many other situation with same plot story.

Another hashtag derived from the series' title is #moneyheist. Money Heist is a blockbuster Netflix series that premiered in 2017 and has been renewed for a total offive seasons. Following the success of the fifth season, the hashtag #moneyheist trended on Twitter, with users sharing their ideas and adding humor for amusement purposes. Considering the lexical pragmatic shift in the hashtag, the tweets are connected to demonstrate Pakistan's political situation. For instance, a tweet indicates that the user made a comparison between the drama's main characters and the story of Pakistan's political leaders. The user believes that throughout the series, the thieves wore masks and concealed their identities to avoid getting apprehended. However, in Pakistan, individuals pillage the government using their family names and looting openly. Similarly a famous dialogue "contact Pakistan" is interpreted in a way that Pakistan is the country that can provide you such professional criminals. Similarly, heist sale, dam fund are some other contexts. Thus, the pragmatic meaning has been transformed, and the hashtag now refers to a distinct scenario rather than the seriesitself. It falls under category extension, in which a Netflix show title is used to address a more common perspective rather than relating just to the series.

Additionally, #goracomplex and #heroes are also some the hashtag neologisms that have experienced a lexical pragmatic transformation. #goracomplex is a neologism that alludes to the superiority complex that some people have attached with

English language and act more like a westerner. The hashtag's name is a lexical and morphological shift that can only be comprehended by individuals who have some knowledge of the Urdu language. It has taken 'gora' from the urdu language which means 'white'. 'gora' is then replaced with the original word 'white' of the #whitecomplex which gives it a sarcastic sense if one is aware of the hashtag's underlying meaning. It is a case of lexical narrowing in which a broad phrase is employed in a more specific manner following an incident at a restaurant in which two ladies conversed in English with a staff member who does not speak English. On the other hand, #heroes encompass a broader range of meanings than the one encoded in the lexical definition. The hashtag #heroes was used to offer appreciation to individuals who merit the title of hero, rather than others who are famous yet do nothing noteworthy of being considered as hero. It is an illustration of lexical broadening, in which categories are created to express the heroic qualities of the people.

Another hashtag that took rounds on social media is #everythingwillbeokay and the users have added an element of humor in it. It occurred when the DG ISI Faiz Hameed said this phrase "everything will be okay" an answer to a question by areporter. After this, the Twitterati used it as a hashtag to say anything where the phrase fits well. The understanding of the hashtag depends on the audience's background knowledge. The background knowledge along with the contextual information of the hashtag is needed in order to get the idea of the tweet and what the communicator is trying to say. In the data, most of the tweets are related to the act of praising the DG ISI and extending their gratitude to him for his courageous response. Since, the otherwise broad aspect of meaning of this hashtag is limited to a specific case of DG ISI's response; it is concluded that lexical narrowing has taken place here thus making it a neologism.

Stage no. 4: Crystal's Distinctive Features of Netspeak

This is the last stage of the analysis which sheds light on different patterns of neologism. The researcher has drawn on Crystal's model of Distinctive features of Netspeak.

Crystal has discussed and argued that the internet language has its distinctive features and its language can be understood under specific situations and circumstances in which it is used. Here, the researcher has addressed the first and second objective of the study and helps the researcher to validify the hashtags as a new form of internet language.

4.4.1. Lexicon

Crystal defined lexicon asthe most obvious and distinguishing element of the internet language that is encountered when something enters internet's environment (2001). According to him, lexicon refers to everyday terms that take on a new meaning in the context of online language. Twitter hashtags, in terms of internet lingo, provide new meanings to terms when they are used in internet-specific language. The researcher has classified some of the hashtags used in the study as lexicon, such as 'stayhome', 'lockdown', 'antisemitism', and 'absolutelynot'.

Stayhome is a Twitter hashtag that trended numerous times throughout the COVID-19 days. Stayhome has a straightforward definition as staying at home; yet, when it became a trending hashtag during the pandemic, it took on a new and refreshed connotation. According to the scenario, the phrase, when used as a hashtag on Twitter, provides information about COVID-19 and encourages the public to remain indoors to escape the virus's mayhem and to help prevent the virus's spread. Thus, #stayhome falls under the distinction produced by Crystal, as it provides the word a whole new meaning and has been frequently used as internet slang to convey this new and altered meaning, hence making it a neologized hashtag. Crystal also made a distinction between netspeak and conventional language. He stated that the language becomes ingrained in the jargon associated with computer-mediated communication (2001). When it comes to Twitter, hashtags and their relationship to the crystal's Netspeak features, it is clear that when some words are used in conjunction with a hashtag to express some idea on Twitter, they constitute jargon for the relevant platform and its language. This is because it carries a complete meaning or a reference to refer to a specific event, lending it a new and fresh meaning in internet communication. Similar to the #stayhome, #lockdown is a common English language term used in imposing curfew situations. However, during the epidemic, the term 'lockdown' took a whole new meaning when it was used as a hashtag on Twitter. As

can be seen from many tweets, the hashtag is used to express the various beliefs and perspectives of individuals regarding the virus. Thus, the lexicon has given the word a completely new meaning, as evidenced by its use as a hashtag in tweets.

Words are critical in communication and internet communication, and particular words can function as netspeak, as crystal stated in his model (2001). Netspeak refers to a convoluted and muddled message that can only be deciphered in the context of the current online scenario. Therefore, certain tweets can only be understood in the context of the hashtag from which they originate. As the researcher has employed the hashtags #absolutelynot and #antisemitism, these terms can only be understood in the context of their use and the new meaning they provide. Both hashtags allude to a specific event or scenario and hence, each tweet associated with them contains contextual information about these events. The hashtag #absolutelynot alludes to a situation in which Prime Minister Imran Khan responded to a reporter's question by saying "absolutely not". So the term can be referred to as netspeak or, more precisely, lexicon according to the classification of crystal. Similarly, antisemitism is a word that is used in support of the Jewish Community. When #antisemitism is used as a hashtag, it pertains to the circumstances surrounding Pakistan's Foreign Minister's Remarks. Additionally, the hashtag is employed in internet communication when a user adds a new and fresh meaning to the word through the use of a hashtag, as well as the context in which the user adds the hashtag. In this case, the twitterati is poking fun and some reprehend the news Anchor's reaction when she regarded the Foreign minister's remarks as an act of anti-semitism.

When words like #metoo and #nomore are used as hashtags, they fall under the lexicon's categorization. Normally, these terms are used in casual conversation, but they became popular on social media sites, particularly Twitter, where they have an encoded meaning. #nomore and #metoo are two hashtags that feminists frequently use to demonstrate their sympathy and commonality with women around the world who are demanding equality with their opposite gender. When these hashtags are used in internet communication, they allude directly to the women's movement and their position on oppression, and their desire for equal rights in all spheres of life. Thus, these conventional terminologies acquire a new and exquisite meaning when they come into contact with a new circumstance in internet communication. Additionally,

these hashtags have evolved into a visual depiction of feminism's oppression and principles. Additionally, the hashtag #mybodymychoice serves as a lexicon, since it takes on a new and distinct meaning when it is used in a certain context within internet communication. The combination of the words can be used in everyday life as well, but due to its status as a hashtag, it refers to the feminist position of allowing women to exercise control over their bodies. When used as a hashtag in online communication, it relates specifically to the thoughts of women who desire to be free to do anything they want with their bodies without being regulated and directed by their opposite gender. In ordinary language, expressions such as 'chosen' and 'U-turn' are also frequently employed. However, these phrases are employed in the Twitter language as a hashtag which has a completely different meaning. #selected is a word used by PM Imran Khan's opponents to convey their position that he is not the elected Prime Minister but a selected one, thereby giving the term a new meaning when applied to the circumstances. Similarly, U-turn is also employed as a traffic sign, but in internet communication and as a hashtag, it depicts the nature of Prime Minister Imran Khan, who frequently contradicts his own words and decisions. As a result, the word's initial meaning changed in the context of Twitter communication and took on a new connotation when it entered the political discussion.

With the internet language context in mind, some of the dramas' titles also take on a new and unique meaning when used as a hashtag on Twitter. These include the study's hashtags #Ertugrul, #moneyheist, and #squidgame. These are the titles of super-popular dramas that became viral due to their story and were viewed in a multitude of countries. The titles of these dramas are chosen to represent the variety of meanings and views expressed by social media users, infusing them with a completely new and fresh meaning. Each of them has reflected the Twitterati's opinions on the shows as well as on a variety of other real-world circumstances. Thus, the users have given these phrases a new and fresh interpretation, in which they symbolize not only the title of the drama but also a broad range of other meanings associated with these dramas. As a result, these hashtags fall under the category of the lexicon, as they meet Crystal's criteria for a lexicon.

Certain hashtags are lexicons because they have meaning only when used in the context of the situation in which they were developed or when their context is taken

into account. It includes the hashtags #stopracism, #blacklivesmatter, #waronterror, and #everythingwillbeokay. #stopracism and #blacklivesmatter are hashtags that reflect as well as condemns racist incidents and oppression of the black minority in many regions. However, as a hashtag, they represent a variety of perspectives of people and their opposition to racism. As a result, they provide a new meaning for the terminologies and also supplement the existing meanings. Similarly, #waronterror and #everythingwillbeokay are given a distinct meaning as neologized Twitter hashtags since the context in which they are used reflects a different meaning when not used as hashtags.

According to Crystal's classification, the hashtags #environmentaljustice, #climateemergency, and #plantatree are also lexicons. They are everyday terms that can be used in a variety of ways and contexts, but when used as hashtags, they take on special connotations that are underlined by the tweets that include these hashtags. For example, #plantatree can be used in everyday life to emphasize the importance of tree planting; yet, when used as a hashtag, it refers to Prime Minister Imran Khan's drive to plant one million trees to make Pakistan green and climate-friendly. Additional hashtags included in the lexicon category are #heroes, #unitedwewin, #wemetontweitter, and #blessedfriday. Each of these hashtags takes on a new and unique meaning depending on the situation in which they are used. These terms are utilized in everyday life, but their existence as a hashtag elevates them to a lexicon in the Twitter conversation, as they are employed in a unique and fresh context.

4.4.2. Compound/neologism

According to Crystal (2001), neologisms can also be created by combining two or more words or phrases to create a new meaning. Although the construction of compound words in Twitter hashtags is different than in other internet languages. The compound neologism represents the word's multiple meanings. The hashtags #abhinonedoneaward, #redtwitter, #blacklove, #blacktwitter, and #goracomplex are all compound neologisms in the study.

The name 'abhinonedoneaward' is derived from the two everyday terms 'none' and 'done,' which are used as infixes in the proper noun 'abhinandhan award.' When a compound word is formed, it takes on a new meaning in comparison to the original

term. Similarly, #redtwitter and #blacktwitter are the names of colors associated with Twitter that are used to symbolize the color on various platforms. Thus, #redtwitter encompasses situations of protests and collective struggle against injustice. On the other hand, #blacktwitter encompasses everything that contains a black color. They can either express their affection for the hue or convey some message through the use of color. Additionally, the hashtag #blacklove is a compound neologism that alludes to a person's love for the color black and is only used in the twitter language.

Moreover, #goracomplex is a compound word created by combining the Urdu word 'Gora' and the English word 'complex' to denote a concept of obsession with White culture and English language. The term is unique to internet communication and refers to an incident at a prominent restaurant in which two women ridiculed a staff member who couldn't talk in English.

4.4.3. Lexical innovation through unusual spelling

Many words in internet lingo are made up of multiple or odd spellings. The current study examines a hashtag that uses an uncommon spelling of the word "party": "pawri." It refers to the circumstance in which a girl modified the word's original sound to "pawri," which resulted in the word becoming a Twitter hashtag. According to Crystal (2001), lexical innovation by unusual spelling is universally acceptable. Nevertheless, the word "pawri" has largely been used in place of the word "party" on social media websites including Twitter. This is another neologized hashtag added to the internet world.

4.4.4. Abbreviations and Acronyms

Netspeak, according to Crystal's model, is famous and well-known for its diversity of abbreviations. According to the research, one abbreviation is used as a hashtag, namely COVID-19 (Corona Virus Disease 2019). However, the abbreviation can be used independently of the internet language or the hashtag, but when used as a Twitter hashtag, it conveys several meanings that are contextually relevant to internet communication.

It may be summarized that the above hashtags are considered as neologisms because of its newly acquired senses. Categorically, these can be classified as Lexical Broadening, Lexical Narrowing or Category extension. It is because of hashtags' lexical pragmatic implication in social contexts. Also, new social and cultural experiences may also be witnessed through the above analysis.

CHAPTER 5

5.1 Conclusion

The present chapter includes an amalgamated inference based on the entire research endeavor. It also provides few recommendations and suggestions related to the present study for future researchers.

The study plays a significant role in exploring linguistic changes in computer-mediated communication. It aims to examine the processes of new word formation in the form of hashtag neologism on Twitter. A hashtag is commonly defined as a word merged with a pound symbol which is used as a hyperlink to categorize different content on social media. When people use hashtags, they tend to express their own views and thoughts regarding that topic of the hashtag in their tweets. Moreover, people around the world can easily adapt these hashtags into their own context of use. In this process, the otherwise linguistically specified meaning is altered causing modification in the meaning of that word. Hence, this research is focused upon formation and description of types of hashtags that promote such kind of lexical and pragmatic change in English language as per the research questions no. 1 and 2. The effectiveness of these hashtag neologisms in propagating a sociological change is also analyzed which is related to the research question no.3.

This is a qualitative research study carried out by selecting content analysis as a research method. For this regard, images and text of the tweets along with the hashtags were selected as a unit of analysis. This data sample was then categorized in five different codes. These codes were entitled as: Pandemic, politics, social, entertainment and climate. Total of 30 Hashtags related to these five categories were selected representing 5 tweets for each hashtag. The process of coding was done by staying focused on these specific above-mentioned categories. This point was especially kept in mind in order to enable the researcher to study the diversified range these hashtags exercise. The time duration set for data collection was set between January, 2020 and Dec, 2021. It was especially made sure that all the tweets are by Pakistani Twitterati during the mentioned time duration.

As a theoretical framework, 'Relevance Lexical-Pragmatics' theory by Deirdre Wilson is selected. Also, it draws on Crystal's model of 'Distinctive feature of Netspeak' in order to support use of hashtags as an important linguistic feature of CMC (computer-mediated communication).

Through the in-depth analysis of the data, it is revealed that hashtag is a new linguistic feature that has become the most important tool of communication. These are used by Twitter users in the effort to put forward their views and opinions about the subject of hashtags. Hashtags are incorporated in tweets where people express different views and thoughts about the socio-political situations around the subject of the hashtag. As a result, the original meaning gets modified because of the mutual adjustment of three things, content, context and cognitive effects. Eventually, the encoded meanings of concepts, pragmatic expectation attached with these concepts and the contextual information are combined together resulting in the creation of ad-hoc and occasion specific sense. Hence, the originally encoded meaning of the hashtag undergoes three types of changes i.e.

a) Lexical narrowing

In lexical narrowing, the original meaning of a lexicon is narrowed to a certain situation or ad-hoc concept. Through the data analysis, it is found that certain hashatgs like: #Everythingwillbeokay, #Selected, #Anti-semitism, #absolutelynot, #U-TurnKhan, #nomore, #Heroes #unitedwewin and #Goracomplex have gone through lexical narrowing. Their original meanings got limted to certain specific events and situations.

b) Lexical broadening

This is the type of modification that is found in most of the hashtags. The meanings of hashtags belonging to pandemic category like: Covid-19, Lockdown and #Stayhome showed changes in its perceived notion. Their meanings underwent some alteration because of the positive and negative connotations attached by the user. Some hashtags from other codes including entertainment and social hashtags also exhibited a significant shift in its sense.

c) Category extension

Entertainment related hashtags like: #Ertugrul, #Moneyheist, and #Squidgame are used by tweeters in Pakistan. These users uploaded different pictures and memes in order to address and associate different political situations and events with the plot of these shows.

On the other hand, there are some hashtags that remained constant in their interpretation even used in different situations. All of the hashtags are related to the category of climate and one to entertainment category which is #wemetontwitter. Through this, we infer that there are certain concepts that retain its original sense regardless of the change in its context of use. It is because the ideas reflected in these hashtags are universal in nature and are free from the search for relevance and cognitive efforts for its interpretation.

These changes in meanings give these hashtags a new sense of interpretation hence termed as a neologized hashtag. Crystal's model elucidates that hashtag neologism is an emerging feature of computer mediated communication and plays a vital role in language change.

5.2 Recommendations and Suggestions

It is already a well-known fact that Computer mediated communication has become inevitable in today's world. It effects everyday language and thus paves way for more researches.

- This research studied data from a specific time period from a specific country i.e., Pakistan. Hashtags used by twitterati in other parts of the globe can give a different insight into modifications of language as per those parts' sociological and cultural events.

- It is also recommended for future researchers to explore use of hashtags on other social media websites for various models set by linguists.

- Researchers may also explore hashtags via discourse analysis (political, for instance) or even semantic analysis in Pakistani context.

- Moreover, Lexical pragmatic study may also be used for other linguistic features found in media, literary texts or even newspapers.

- Hashtags can also be studied in the context of other types of communication such as: bill boards, sign boards and mainstream media for its social and cultural implications.

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