

TRENDING NARRATIVES: A CONTENT ANALYSIS OF HASHTAGS ON INSTAGRAM IN PAKISTAN

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**NATIONAL UNIVERSITY OF MODERN LANGUAGES
RAWALPINDI**

June 2025

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MASTERS, National University of Modern Languages, 2020

A THESIS SUBMITTED IN PARTIAL FULFILMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF PHILOSOPHY

In ENGLISH

To

FACULTY OF ARTS & HUMANITIES



NATIONAL UNIVERSITY OF MODERN LANGUAGES, RAWALPINDI

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NATIONAL UNIVERSITY OF MODERN LANGUAGES FACULTY OF ARTS & HUMANITIES

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Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis **Trending Narratives: A Content Analysis of Hashtags on Instagram in Pakistan** submitted by me in partial fulfillment of my MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

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ABSTRACT

Title: Trending Narratives: A Content Analysis of Hashtags on Instagram in Pakistan

In today's digital media landscape, the use of hashtags has evolved into a powerful communicative practice that shapes online discourse. This study explores the role of neologized hashtags in constructing and circulating trending narratives on Instagram within the Pakistani context. As social media becomes a central space for public expression, hashtags are no longer limited to simple categorization; instead, they function as discursive tools for identity construction, social engagement, activism, commentary, and narrative building. Dealing with Pakistani Instagram users only, the study analyses the way the newly created hashtags are located within local sociocultural contexts, language choices, and developing online tendencies. The information includes 69 Instagram posts, and 14 trending hashtags gathered from January 2022 to December 2023. Qualitative content-analysis was made based on five thematic issues including religion, politics, social media, entertainment, and climate. These taxonomies can be used to investigate how hashtags capture the mood and group conversation about national events, popular culture as well as social issues. This paper is found on Digital Discourse Analysis (DDA) and examines the usage of these hashtags to cue meaning, shape perception, and mediate the interactions among the users as applied to digital texts. This framework allows the study to point out that hashtags have pragmatic forms of expression, including emotional, political, culture commentaries, humorous, and solidarities. The results indicate that the neologized hashtags on Instagram form part of how the Pakistani users interact with the modern discourse. These hashtags are elastic subject to the immediate situation and frequently combine English with other local languages and reflect the temporality and participation of online messages. They are used to represent identity, opposition, partying, and criticism. This paper sheds light on the nature of digital narratives propagated by the Instagram hashtags in Pakistan, and can be used to explain how language innovation, changes in pragmatics, and the impact of social media on matters of shaping a local, rooted understanding of the public sphere in a globalized world work.

Keywords: *Neologized Hashtags, Digital Discourse, Instagram Narratives, Identity Construction, Pakistani Social Media.*

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ACKNOWLEDGEMENTS

I am thankful to Allah, the most Merciful and Kind, without whose blessings, I would not have been able to complete this strenuous task.

I owe special thanks to Prof. Dr. Muhammad Safeer Awan, Dean Faculty of Arts and Humanities, ex-dean Dr. Muhammad Uzair, the Head of the Department of English, Dr. Ejaz Mirza, and their staff at NUML, for their academic help, cooperation, and facilitation in the fulfillment of this degree program.

I would like to express my heartfelt thanks and love to my grandfather (nana abo) and my late grandmother (dadi ame) who kept praying for my success and motivated me in every moment of this arduous endeavor. I also forward my gratitude to my father, who inspired and encouraged me in my pursuit of this degree, and to my mother, siblings, and friends who have supported me emotionally in all my years of academic study.

I pay my sincerest thanks to my supervisor, Dr. Bilal Hussain, who reviewed my work while challenging my ideas with the intent of bringing out the best in my research. He always gave me constructive feedback and helped me learn to draft this thesis with the least number of errors and much coherence. I am earnestly grateful for his input.

I also extend my deepest thanks to my best friends, Gull, and Mehwish Yaseen who led me as I moved ahead in my research, despite their busy schedules.

DEDICATION

To my father and my late grandmother (dadi ame) for their utmost love, endless support, prayers, and best wishes.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

In the digital age, the explosive growth of the media industry has transformed how people create, share, and engage with information. The rise of the internet and social media platforms has not only reduced communication barriers but also significantly altered language use and expression (Crystal, 2001). Beyond their technological capacities, platforms like Instagram have introduced new forms of interaction and discourse, most notably through hashtags and trending narratives that shape digital conversations. Hashtags have evolved into essential tools for organizing discussions, amplifying awareness, and constructing context-sensitive meanings that emerge through collective user interaction (Tagg, 2015).

The shift can be specifically observed in the Pakistani digital environment, where social media, and, more specifically, Instagram have contributed to the trend of hybridization of English, Urdu, and the expressions local to the country. Hashtags are not only used to tag the contents in this setting but also as part of discursive resources in which the user can use to engage in some already existing socio-political, cultural, and entertainment-related discussions. Hashtags allow users to identify with mass opinion, comment on it, create awareness and generate group action- especially in situations of political campaigning, social causes, and trending events.

With the increasing rates of technological improvement, intercultural communication, and rapidity of information, language difference and new story creation in virtualized territory is unavoidable (Bloom & Keil, 2001). This paper examines the effect of the hashtags that go viral on Pakistani Instagram on the perception, patterns of interaction, participation in a narrative, and highlights of social identity among users. In this respect, hashtags serve as live icons of solidarity, humor, protest, activism, or common values in the online public sphere.

Hashtags are not just descriptive tools, but vital expressions used in communication. According to Caleffi (2015), they are strings of characters preceded by the

pound sign that not only connects the user to a given discussion but also enables them to participate in and contribute to the collective narratives. Hashtags also serve as digital community building processes on Instagram which allow users to find, contribute into and influence discussions on relevant issues (Zappavigna, 2011). They build short term, but powerful communities based on associated topics or ideologies (Kristal's, 2015).

Instagram, specifically, is the main hub in the formation and spread of hashtags that infiltrate the elements of discourse. In Pakistan, topical events of the country usually become the source of hashtags, and in the field of hashtags, they go viral within a truly brief period, carrying the sentiments of people, political ideologies, or cultural styles. This is more so made easy through Instagram interface that helps to feature the most used hashtags, which, in turn, fosters their entrenchment and use by more people.

Instagram has become the platform of not only entertainment, but currently it is used also in commercial, political, and social protest. Hashtags are used by influencers, businesses, activists, and organizations to grow their messages, reach the target audiences, and influence the overall conversations. Over one million advertisers across the world are now sharing the stories and reaching consumers through Instagram and, in Pakistan, the hashtag-based campaigns have managed to generate supporters and influence opinion on important matters.

In order to interpret these phenomena, the study uses Digital Discourse Analysis (DDA) as the only applicable theoretical framework. DDA provides a deep exploration of the role of digital texts especially hashtags in the online forums in creating meaning, discourse making and provision of a reflection on society and its cultures. Concentrating on the hashtags as the discourse units on Instagram, this paper is going to examine the role they play in developing, negotiating, and distributing narratives in Pakistan.

Thus, this research undertakes a content analysis of neologized hashtags used on Instagram in Pakistan between January 2022 and December 2023. It aims to reveal how these hashtags serve as discourse-shaping tools that reflect evolving cultural expressions, public sentiments, and socio-political dynamics in a rapidly digitizing society.

1.2 Statement of the Problem

Social media platforms, particularly Instagram, have become central to how individuals and communities in Pakistan communicate, engage, and participate in public discourse. Among the many features of Instagram, hashtags have emerged as powerful tools for organizing conversations, amplifying messages, and creating visibility for social and political issues. These hashtags are not merely metadata; they are meaning-making devices that reflect collective narratives, mobilize support, and shape public opinion. Despite the increasing influence of hashtags in Pakistan's digital landscape, there is a lack of focused research on how trending Instagram hashtags operate as multimodal, context-sensitive discourse tools. Most existing studies tend to explore general social media usage, often overlooking the specific ways in which hashtags help construct and disseminate narratives related to social identity, solidarity, and political participation.

Moreover, the role of Instagram's algorithmic structure and platform affordances—such as content ranking, visibility through the explore page, and follower interaction—remains underexplored in relation to how certain hashtags trend while others do not. Understanding the dynamics behind the visibility and circulation of trending hashtags is crucial to grasp how digital discourse is shaped in Pakistan. This study addresses these gaps by analyzing the content, functions, and platform-mediated spread of trending hashtags on Instagram in Pakistan. It seeks to uncover how Pakistani users employ hashtags to construct social meaning, foster community, and participate in evolving digital narratives.

1.3 Research Objectives

- To analyze how Instagram hashtags in Pakistan operate as multimodal and context-sensitive digital discourse tools.
- To examine the role of hashtags in expressing social identities, solidarity, and community participation among Pakistani Instagram users.
- To investigate the impact of Instagram's platform affordances and algorithms on the dissemination of trending hashtags related to social and political issues in Pakistan.

1.4 Research Questions

1. How do trending Instagram hashtags in Pakistan function as multimodal tools to construct social and political narratives?
2. In what ways do Pakistani Instagram users use hashtags to express identity, solidarity, and participation within digital communities?
3. How do Instagram's platform-specific features and algorithmic mediation influence the visibility and circulation of hashtags in Pakistani online discourse?

1.5 Significance of the study

This study is significant as it explores how Instagram, one of the most widely used social media platforms in Pakistan, serves as a digital space where trending hashtags shape and reflect evolving social and political narratives. Hashtags are not only tools for categorization; they have emerged as powerful discourse mechanisms that allow users to express opinions, construct identities, and engage in collective communication. By focusing on trending hashtags on Instagram in Pakistan, this research contributes to the growing field of digital discourse analysis by highlighting the multimodal and context-sensitive nature of online communication. It examines how hashtags function within images, captions, and comments to construct layered meanings that resonate with diverse audiences. This is particularly relevant in a culturally complex and multilingual society like Pakistan, where social media platforms serve as key arenas for public expression.

Besides, this paper contributes to an understanding of how Instagram algorithmic capabilities and affordances, including explore page, can follow hashtag offers and access metrics in engaging particular hashtags determine their visibility and reach. In this way, it throws light on how design of the platform frames digital discourse and how users strategically use Instagram in order to popularize or react to issues of social and political significance. To a researcher, scholars of digital media, and any communication practitioner, the study gives a local insight on how online communities in Pakistan employ hashtag as a means of identity expression, solidarity, and participation online. It also helps to comprehend the ways of the mediation of the communicational space by the digital platforms which make it possible to form virtual communities united by causes and stories.

Finally, the present study contributes to scholarly knowledge of how the social media contributes to the construction of discourse, activism, and community in Pakistani society today.

1.6 Delimitation

This study is delimited to hashtags that are newly created on Instagram from January 2022 to December 2023. Moreover, the study is based on the Pakistani context and Pakistani Instagram users. The analysis explores how these hashtags are used in selected posts through the lens of Digital Discourse Analysis (DDA), which serves as the sole theoretical framework for interpreting their communicative and pragmatic functions. (John Searle, 1932).

1.7 Limitation

It was noted that some users used hashtags to promote their content while the posts were being collected. This indicates that a lot of Instagram posts use popular hashtags to reach a larger audience, but there is no connection between the hashtag topic and the message being conveyed. The researcher disregarded these posts because they had no connection between the text of the post and the hashtag. Also, the data is limited to 14 hashtags because it reached its saturation at this point and results were getting repeated.

1.8 Organization of the Study

This study is comprised of five chapters, each contributing to a comprehensive exploration of the subject matter.

Chapter 1: Introduction

A research roadmap is presented in the first chapter. It contains the problem statement, research objectives, research questions, and a thorough background. It also goes into further detail about the theoretical frameworks as the last section of the study's background, significance, and delimitation.

Chapter 2: Literature Review

The second chapter discusses various research on social media platforms, which have a major influence on the general public's use of trending hashtags. This section of the

study examines previously written works and publications about the usage of hashtags on social media and how, in recent years, they have become increasingly prevalent in public life. This chapter only discusses related studies to the current study in order to draw attention to a research gap.

Chapter 3: Research Methodology

The theoretical frameworks, A Digital Discourse Analysis (DDA) approach focusing on the multimodal, interactive, and platform-specific features of Instagram hashtags in Pakistan, are discussed in the third chapter.

Additionally, covered in this chapter are the three steps taken in the fourth chapter of the study, the sampling technique used to choose the Instagram posts, and the research method of content analysis.

Chapter 4: Analysis

The Fourth chapter provides us with an analysis of trending hashtags on Instagram of selected posts.

Chapter 5: Conclusion

This chapter fulfills the research objectives by presenting the study's findings and offering an answer to the research questions. Additionally, the researchers' future recommendations are emphasized.

CHAPTER 2

LITERATURE REVIEW

Few scholarly studies have examined hashtags as a new linguistic or functional element. More researchers are following in the footsteps of Zappavigna (2011) and Caleffi (2015), who set the foundation for the study of hashtags as a novel form of communication in linguistics. According to (Rauschnabel et al, 2019), all of these researchers concur that individuals utilize hashtags to link their content to a broader discussion.

This chapter provides a thorough summary of relevant research and studies regarding hashtags and their relationship to meaning and useful purposes. Additionally, I've highlighted some studies that take a theoretical approach to examining how trending hashtags are used in social media. The purpose of this research is to examine and elucidate the usage of hashtags on Instagram and how linguistics shifts in Pakistan have resulted in their categorization as novel terms.

2.1 Hashtag as a Distinctive Linguistic Feature

According to Caleffi (2015), the hash tagging process is a brand-new method of word construction. She looked into hashtags used in physical and online communication in two languages, including Italian and English. She suggested an unofficial taxonomy of eight different English hashtag kinds. She investigated the nature and makeup of these novel language items in her study. She goes on to say that hashtagging is a new and useful technique for creating words out of a combination of several words. Traditional words and part-of-speech categories can be altered using this technique. Calef (2015) considers the hashtag's word counts as well as where it appears in the post—first, second, or third. All elements that come after the "" symbol—whether they be symbols, digit-letter combinations, acronyms, or frequently used words and phrases—are also examined (Lin, 2017). The study also showed that because social media communication is informal and has a constrained amount of space, the phenomenon of coalescing or merging has become a prevalent practice.

2.2 Digital Discourse Analysis of Hashtags

Tamara (2011) examined political hashtags and viewed them as tools for organizing digital conversations around specific topics or events. He argued that social media platforms, like Twitter, function as democratic spaces by providing direct access to on-the-ground information. His research categorized hashtags into two types: informative hashtags that support real-time reporting, and commentary hashtags that convey opinions and evaluations. He also observed that many posts do not use hashtags, but those that do help extend the reach of information to wider audiences.

Zimmer (2011) investigated the ironic use of hashtags, highlighting how hashtags can serve as vehicles for self-directed sarcasm or self-mockery. He suggested that such uses reveal deeper social critiques and often reflect issues of identity, including racial and class-based humor, thus underscoring the need for critical examination of these forms.

Page (2012) analyzed the linguistic functions of hashtags by studying a large dataset of tweets. She categorized hashtags based on their syntactic context—declarative, interrogative, or imperative—and found that celebrities use hashtags strategically for self-promotion and brand building, integrating them into posts about both professional identity and public events. This underscores how hashtags function as tools for digital identity construction and audience engagement.

Wikström (2014) tried applying Speech Act Theory to differentiate between various communicative roles of hashtags such as humorous, emphatic, enthusiastic, gaming, and meta-communicative. The results of his research focus on the importance of hashtags as flexible linguistic realities capable of playing separate roles in the organization of online communication and interaction.

Having a discourse narrative perspective, Shapp (2014) has considered commentary hashtags that introduce an evaluative sense to posts. He made a distinction between hashtags included as part of the post or as a syntactical construct and extrasentential hashtags that determine the discourse not necessarily related to the writing.

Goodwin (2015) has observed the transformation of the usage of hashtags which have changed in complexity as topical markers to social commentary. She added that

hashtags allow fast and brief communication to be adjusted to the high tempo of the online world and, most importantly, they appeal to the younger generations with a low attention span and allow them to quickly establish a connection and simplify their stories.

In their analysis, Baghir et al. (2016) have interrogated Instagram hashtags through the characteristics of their gendered usage and found that female users generally use emotive and positive tags, whereas other members may prefer critical or informative ones. They identified the correlations between the use of hashtags, user engagement, and the popularity of content, which demonstrated the role of hashtags in the shaping of the digital identity and the reaction of the community to it.

With a Systemic Functional Linguistics and digital discourse analysis-based approach, Zappavigna (2015) has identified 3 meta-functions of hashtags, which are textual (arranging knowledge), interpersonal (relationship negotiation), and experiential (experience enactment). This conceptualization assists in understanding the contribution of hashtags to more than just labeling and thus the development of complicated social interactions on the internet.

Scott (2018) applied the hashtag analysis on spoken communication by classifying spoken hashtags as a language game with a discourse on the futures of online language activity that are both a reflection and a mockery of it. She has claimed that hashtags function as contextualizers and evaluative signs which increase comprehension in online as well as offline domain.

Mahfouz (2020) reviewed morpho-syntactic characteristics of hashtags in particular the Arabic language and indicated that they are used to express emotions, share support to causes and give disclaimers. His contribution is an example of the productivity of language that can be related to hashtags and their various uses of communication online.

The concept of hashtags as the means of establishing ad hoc publics as temporary online communities focusing on specific issues or events was introduced by Bruns and Burgess (2011). They stressed the importance of hashtags as a mechanism of structuring discussions, creating communal action, and associating individual positions with broader social dialogue.

Zappavigna (2013) proposed the idea of hashtags as searchable talk, metadata semantically embedded in posts which encourages other people to read, reproduce or react to content. She contended that hashtags are emotionally connotated and societally connoted boundaries towards linking personal discursive with broader social references.

As was discussed by Bonilla and Rosa (2014), hashtags are connected as intertextual links and a novel kind of user-created confessional genres, which are a kind of communal place to exchange opinions and experiences. They pay attention to the social and cultural aspect of the use of the hashtag, defining it as a new digital discourse practice.

Collectively, the studies note that hashtags are not functional labels only but a vibrant tool of digital discourse. Our work so far has been seen through the perspective of Digital Discourse Analysis in relation to the hashtag use. Hashtags allow individuals to create identity, bargain relationships, coordinate information and engage in larger social discourse. Nonetheless, as the role of hashtag as a means of communication and an instrument of functioning has been researched quite extensively, the hashtags as a changing form of discourse and the ways in which its existence changes the process of meaning-making in a dynamic digital world are underscribed. This gap will encourage exploring the linguistic innovativeness of hashtags and their use in the formation of trending discourses on social media platforms such as Instagram.

2.3 Trending Hashtags

Trending hashtags are defined by Aduda (2013) as newly emerging tags or expressions in digital communication (Katie, 2001). Aduda claims that morphological methods, semantic transfer, and language borrowing can all contribute to the formation of trending hashtags. However, after examining several definitions, he decided to base the terms used in his research on these sources. According to Aduda (2013), the term "trending hashtag" encompasses a wide range of newly created expressions. These include hashtags formed through morphological processes in the language under study, those that acquire new meanings over time, hashtags resulting from speech or writing innovations, and tags borrowed or adapted from other languages and dialects. Aduda (2013) provides an interpretation of Dholuo's lexical developments. The aforementioned study is distinct in that it is restricted to the Dholuo language and concentrates on expression formation

processes that are pertinent to this investigation. Only Dholuo speakers can fully understand its expressions; translating them into English does not guarantee that the meaning is conveyed completely. However, the purpose of this study is to investigate the role of English trending hashtags in a Pakistani setting. The use of prefixes and abbreviations is particularly common in tags like eLearning, eBooks, and eResources, which are examples of the extensive and specialized tagging patterns that the internet and digital culture have created.

The 2005 film *Lucida* concentrated on expressions that emerged as a result of technological development. She concluded that new tags or expressions are created to better explain our feelings when the ones already in use are unable to do so. Our attitudes towards the world are intrinsically and continuously reflected in the digital signs we use to express our experiences of it. This is particularly pertinent in light of the study's focus on the English language in technology and the fact that social media is inextricably linked to digital innovation in general. However, the study is limited to tags with the prefix *e* in technology. In the meanwhile, this study will look into trending hashtags in general as well as those used by online users on social media platforms, particularly Instagram, where hashtags serve as crucial communicative function.

2.4 Trending Hashtags and Social Media

The competition of homonymous variants of the tags that contain the same meaning in order to implement similar messages can be considered important to comprehend how the trending hashtags propagate. Wurschinger et al. (2016) present a longitudinal study of the introduction of three rival neologized hashtags, *rapefugee*, *rapugee*, and *rapeugee*, through which they demonstrate how the New Year Eve event caused peaks in the use of the aforementioned neologism, increasing online discussions about the issue, such as that of sexual assault and immigration. Their results lead to the idea that real-life events drive this hashtag spreading, which explains the emergence of hashtags as the way to deliver the need to protect sociopolitical emergencies.

The same point of view is supported by Hardini et al. (2019), who analyzed translation of neologisms on social media networks, such as hashtags. Through seven sites, the study has shown that there are six categories of neologism-usage, which include

acronym use, redefined existing words, etc. It was identified that hashtags had semantic flexibility and pragmatic adaptability influenced by the immediate environment and behavior in the online context. Nevertheless, their research can hardly be related to the universal linguistic community due to its Indonesian-centrism.

Haldner (2017) has taken up the problem of establishing neologized expressions such as hashtags as institutional features of a sphere of social media in inner-circle English-speaking countries. Kachru Three Circles Model (1985) of research and the theory on lexical changes by Fischer (1998) informed her research. Haldner inferred that trending hashtags are frequently developed in user innovation and others are fixed due to their regular exploitation and become a regular asset in digital vocabularies.

Onyedum (2012) has conducted a morpho-semantic analysis of neologisms on social media paying a particular attention to the use of hashtags that have been formed in the Modern English Lexicon. The theory used in the study, the theory of Computer-Mediated Communication (CMC), showed that hashtags serve several functions besides merely categorizing the subject; that is, they also carry unfamiliar terms and new strategies of communication which demonstrate changes in the social attitude. The study at hand differs with Onyedum in that here, the analysis of the popular hashtags in Pakistan is done based on the pragmatic approach instead of a semantic one.

Psycholinguistic experiments enabled Lehrer (2003) to gain an insight into the way in which listeners process so called novel blends such as those used as a hashtag. She discovered that the neologized expressions are slow to recognition since the author aims at creating acuity and recall. This is in line with the political and entertainment-oriented hashtags that are written to generate long-lasting effects on online conversations.

In the study of Khalfan, Batool, and Shehzad (2020), the researchers examined neologisms related to COVID-19 and their appearance via such hashtags as *quarantinelif* and *covidiot*. They discovered that such hashtags represented perception changes and were tactically employed to define perceptions on health, fear, humor, and social responsibility. True their work proves that the hashtags are working on the borderline of linguistic creativity and social cognition and makes them all the more important in shaping social rhetoric.

In Kenya, some works have been done on neologisms in Twitter, where Moria (2015) employed lexical pragmatics to describe the comprehension and creation of hashtags. Her analysis revealed that users can use lexical narrowing, broadening and off-loading categories and create the meaning of the hashtags like KOT (Kenyans on Twitter). Her findings also highlight the influence of the social and demographic then been subjected to hashtag innovation and meaning making, which can be related to the Pakistani Instagram experience of the present study.

Munyaya and Mutiti (2016) analyzed the context out of which hashtags elicit their pragmatic intents. They proved the ability of the meaning of a hashtag to undergo shifting in the context of a real-time discourse, as can be associated with a specific occasion of relevance. As an example, the use of such hashtags as *PakistanUnderFascism* or *JusticeForAmmar* gain different meanings based on the social-political background of their properties and repeated thousands of times, that is, by the level of lexical-pragmatic processes and socio-cultural origins.

Ibanez et al. (2011) conducted a study on sarcasm and sentiment detection on tweets that demonstrate that hashtags are not mere lexical objects but components that are pragmatically charged and can express compound attitudes like irony or protest. This can be seen in hashtags such as *ImportedHukomatNaManzoor* as they provide an immediate representation of opposition in the form of the lexical material as well as the contextual suggestion.

The study by Jovanovic (2013) touched upon the concerns about imparting Netspeak and hashtag culture on the process of teaching English. He found out that on the one hand, hashtags have become widely familiar among students and teachers; on the other hand, their pedagogical quality remains controversial. However, hashtags are valuable aspects of digital literacy as they meet the normative propositions of linguistic rules.

The inductive reasoning is the only research methodology of this study provides a road map on how social media users establish and share meaning based on the trending hashtag. This study is different from mine in that; It takes an inductive qualitative content analysis of raw data obtained in interviews and in the research approach adopted. Education is also the subject of the study.

Asif and Zahra (2006) investigated the language use of individuals residing in the Pakistani region on the social networking site “Orkut.” Their goal was to identify the linguistic elements of language used by young Pakistanis, which in today’s context translates effectively to hashtag usage on Instagram, Twitter, and TikTok. Their study’s emphasis on synchronic linguistic variation aligns with the unique and emergent lexical styles seen in trending hashtags such as JustLookingLikeAWow, PakistanUnderFascism, and ImportedHukomatNaManzoor. These hashtags reflect not only cultural adaptation, but also semantically rich social commentary embedded within compressed and creative expressions. Asif and Zahra’s findings on graphology, semantics, and user adaptability are highly relevant to understanding how contemporary Pakistani users innovate new forms within trending hashtags.

The non-standard dialect seen in trendy hashtags across platforms has emerged as a parallel to what was once called “netspeak.” Villares (2017) examined the Tumblr corpus using register theory and corpus linguistic methodologies to analyze idiomatic expressions, intensifiers, abbreviations, and emotional discourse. This analysis is comparable to hashtag use where linguistic innovation, multimodal expressions (e.g., emojis, unconventional typography), and stylistic choices function as discursive tools. Hashtags like SajalAlyDivorce or ShaheedArshadSharif often include non-standard punctuation and highly emotive language, reflecting how style and language in trending tags blend written conventions with speech-like spontaneity to express personal and political sentiments.

Yeo and Ting (2017) explored netspeak among university students via Facebook, finding the rise of non-standard spellings, vowel omissions, and code-switching, which mirrors modern hashtag behaviors. As an example, hashtags such as Dua and MolanaTariqJamil consist of not only linguistic innovation, but also emotional overtones, code-mixing, and religious insignia, which demonstrates interpersonal fashioning of meaning. Their results indicated the emergence of platform-native forms of language, which corresponds to the user-generated creativity the hashtags are reacting to popular incidents and feelings.

Nasir and Al-Ghizzy (2019) applied the model of Crystal used in a related study of such phenomena as acronyms, punctuation, and abbreviations in online string informal

English. This is of specific effect to the popular #IGPunjab and #JusticeForAmmar which contains an acronym (like IG or Inspector General) and shortened grammar as a matter of urgency and cultural background. Just like in internet discussions, punctuation in hashtags is not directed towards making them easier to understand but adding emotional or political statements to them-- exclamation points or upper-case letters tend to be used to make them more emotional or defiant.

Going by the above studies, it can be argued that social media users use informal English and use linguistic short cuts to create trending hashtags that are semantically intensive and culturally strong. This adaptation is predicated on demographic variables like age, classes, digital fluency, and other related aspects of digital fluency, which take on critical nature vis-a-vis the online discourse.

Liu and Liu (2014), in turn, studied English neologisms in the digital environment, and they outlined the following important processes: compounding, blending, and affixation. Compounding is clear in the recent popular hashtags BeggarsCantBeChoosers or FaisalabadChurchAttack and wordplay here are commonly based on a mixture of idioms and sociopolitical comment. Such neologisms are reflective of the linguistic innovation of discourses reflecting such events, as they will frequently take an idiomatic or metaphorical use of language and form it into a social discourse that is currently popular.

Lexical patterns: Jurida (2007) experimented with synchronous and asynchronous chat groups, a construction that can be applied to hashtags that appear when events happen in real-time. The model developed by Crystal is what guided her to study language adaptation in the digital lineage. Similarly, such hashtags as PakistaniWedding or PakShowbiz may be attached to emerging discourses of national identity, glamour, and humor, and it is important to note how individuals accommodate language to digital communication and shared expression.

Although the above literature focuses on chitchat and online chats, the present study examines the implied meaning on trending hashtags. These tags are preloaded with multiple meanings and depend upon the brevity, cultural coding, and multimodality to convey. Therefore, trendy hashtags extend further than language as they involve visual, emotional, and political sub-text.

Thangaraj and Maniam (2015) investigated the effects of Netspeak on students writing. Their results on the informal vocabulary usage and use of deviation on syntactic level strike a chord with how hashtags such as JustLookingLikeAWow are built out of meme or even a viral speech act to a digital linguistic occurrence. Although not formal, these tags are used to construct the user identity and cultural discourse where language innovation influences the formal informal texts.

Al-Ahdal and Algouzi (2017) examined the consumption of Saudi EFL bloggers who focused on Netspeak when writing their posts in the pandemic era. They discovered that they all had things in common such as lack of punctuation and misuse of abbreviations. The results apply to popular hashtags where emotional importance is usually substituted with linguistical accuracy. Thus, ShaheedArshadSharif and other hashtags are very affectively oriented and syntactically divergent, which shows that people tend to use expressive language forms which rely on context.

Lastly, Aleksic-Mastac et al. (2013) employed qualitative standards that examine the superiority of Netspeak. They identified heavier implementation of informal language in communication among peers, which share similarity to peer-generated nature of trending hashtags. The peer made discourse propagated in the form of hashtags such as SwatFlood2022 or PakWeatherForecast coordinates the patterns of crisis communication, solidarity, and a sense of collective identity which happens through the support of fast linguistic adaptation.

To summarize, these works all support the development of digital discourse by the use of informal language. Since trending hashtags have become the key tool of expression, their neologistic and stylistic properties are aligned with sociocultural, emotional, and political interactions occurring in the online environment.

2.5 Conclusion

Following the discussion presented above, one may state that the review of this chapter highlights the fact that it is important to note that trending hashtags have evolved as a dynamic and strong dimension of digital language; it has evolved to be complex and multifunctional tool of communication regardless of the fact that initially its use was as simple metadata tags. Based on linguistic creativity and influenced by sociopolitical,

cultural, and emotional streams, hashtags represent short neologisms with multilayered sense compressed inside the limitations of digital media. This scholarship critiques the fact that hashtags are not fixed labels but articulating entities and a manifestation of online conversation, self-definition, and crowd action. Notably, trending hashtags always exhibit a very peculiar compound of language productivity, practical flexibility, and social-cultural context. They reflect the informal, sparingly consumable linguistic practices of compounding clues, word-blending, word-building-up, acronymisation, as well as a combination of multimodal practices of emoji-use and punctuation marks to achieve greater affect, tone, and emphasis. Real world events and political climates as well as demographic and regional differences ought to be thought of as contextual factors of significant importance in determining the semantic flexibility and pragmatic functions of these hashtags.

Within Pakistani Instagram reality, which is explored in this paper, hashtags serve as a medium of cultural negotiation and social expression, where new forms of linguistic creations intersect with the local sense of community and online civic engagement. The insertion of informal features of language, affect, and politics into these hashtags is indicative of larger changes in digital literacy through use and interaction online, with the ability of users to think creatively and deploy language in order to create meaning and comprehending modern existence.

Finally, trending has a dynamic characteristic of a hashtag which highlights its importance as a linguistic phenomenon and as a tool of social influence. They oppose the conventional ideas on language usage, evaluating the limits of communication on the digital front. Therefore, current hashtags cannot be ignored when it comes to the domains of language maintenance and change in the context of the dynamic social media discourse where diverse and multilingual communities, e.g., the case of Pakistan, must cope.

2.6 Research Gap

Despite the expanding research on hashtags as innovative digital linguistic tools, significant gaps remain, especially when approached through the lens of Digital Discourse Analysis (DDA). Foundational studies (e.g., Zappavigna, 2011; Caleffi, 2015) and subsequent research have explored the linguistic creativity, pragmatic functions, and social

roles of hashtags, but these works largely focus on Western contexts and platforms such as Twitter. Furthermore, although DDA has been successfully applied to examine how hashtags organize information, build digital identities, and perform speech acts, there is limited exploration of how trending hashtags function within the distinct sociocultural and linguistic landscape of non-Western digital spaces—particularly Instagram in Pakistan.

While prior studies recognize the semantic flexibility, local adaptation, and multimodal nature of hashtags, few have systematically investigated how these features play out in Pakistani Instagram discourse, where multilingualism, cultural values, and socio-political realities uniquely influence hashtag usage. Moreover, existing research often isolates individual hashtag functions, lacking comprehensive analysis of how trending hashtags concurrently perform multiple pragmatic roles—such as identity negotiation, social commentary, emotional expression, and political activism—within a vibrant digital ecosystem.

This study addresses this gap by applying the Digital Discourse Analysis framework to analyze trending hashtags on Pakistani Instagram, focusing on how these hashtags function as trending narratives that construct meaning, engage communities, and reflect localized cultural and social stories. By concentrating on this underexplored context, the research enhances understanding of digital language evolution in diverse socio-political settings and enriches both linguistic theory and digital discourse scholarship.

CHAPTER 3

RESEARCH METHODOLOGY

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

3.1 Research Approach

This research's analysis is only grounded in the qualitative research approach. This research paradigm is considered appropriate since it usually focuses on the research's quality (Gounder, 2012). It examines non-numerical data that is specific to a certain phenomenon. Qualitative research involves gathering, analyzing, and interpreting data through observation of human behavior. Additionally, it looks into the definitions, qualities, and meanings of terms as well as their description. The researcher may argue that this is solely a qualitative study because the thesis sheds light on the underlying phenomena of meaning formation and changes in its practical sense as C.R. Kothari (2004) mentioned. "Qualitative approach to research is concerned with subjective assessment of attitudes, opinions and behaviors" (p. five). Within the same field, the current study examines the language patterns and behavior related to the use of hashtags in various scenarios and contexts. Additionally, it examines the viewpoints, attitudes, and patterns of thought of hashtag users. These pragmatic processes and thought patterns are described by this kind of study approach. The study is validated by such an analysis.

3.2 Research Design

A research design functions as a blueprint that directs the conduct of the research since it is a formal and methodical arrangement of the study. Below is a summary of the current study's plan of action. This study employs an exploratory strategy, delving into research questions that have not been thoroughly examined before.

The current study is descriptive since it examines and records many facets of a scenario that arises spontaneously. According to Dulock (1993), descriptive research is a

way to classify data and find "new meaning, describing what exists" (p. 154). Given that this thesis's research is oriented towards examining naturally occurring hashtag formation processes, a descriptive study aids in providing context for the investigation's fundamental ideas. Furthermore, the research provides a theoretical explanation for the phenomena of trending hashtags that are formed from different contexts.

3.3 Population

Pakistani Instagram users who are active participants in online discourse and regularly share content about contemporary socio-political, cultural, and environmental issues in Pakistan are the subject of this study. The study looks at Instagram posts' textual content as well as hashtags. These users are influencers, content creators, and general participants in digital discourse, influencing public conversations through the use of hashtags, and their posts receive some likes, comments, shares, and reposts from their followers, demonstrating their role in influencing and reflecting public sentiment.

3.4 Research Sample

A selection of 14 hashtags that Instagram users had discussed is made. In addition, five posts were chosen under each hashtag to examine how consistently the hashtags' perceived meanings held true. Non-random purposes sampling has been used in this research. In order to examine the content, context, and pragmatic effects, pertinent content was also chosen, including posts and images uploaded with the text. My primary goal is to analyze how the meanings of hashtags have changed as a result of current issues.

3.5 Research Time

In this study, pertinent Instagram posts from January 2022 to December 2023 are examined. Because it reflects a time of major political, social, and cultural changes in Pakistan, where hashtags were instrumental in influencing public opinion, this time was selected. During this time, trending hashtags emerged and were quickly adopted, offering important insights into language evolution, digital communication, and Instagram social engagement.

3.6 Data Collection

Instagram is where I got the data for this study, and I chose postings from Pakistani Instagram users who discussed current problems in their country. These people have engaged followers who comment and like their posts. Instagram.com is the source of data used in this study. People connect on Instagram, a social media platform, through discussions about sociopolitics, sociocultural and socioeconomics. As such, it gave the researcher a wide range of data. This data was gathered by searching for trending hashtags on Google.com in 2022 and 2023, specifically from January 2022 to December 2023. Only hashtags that had some societal significance in their respective contexts and were widely used were chosen. This point is considered in order to document how the meaning of these hashtags changes pragmatically as they virtually cross borders.

3.7 Research method

The research methodology used for this study is content analysis, which is a collection of approaches used for data analysis. Both the textual and visual components of the selected posts are examined.

This approach gathers the text's material first and then proceeds to a methodical analysis. Any written, visual, or spoken form that serves as a communication medium can be included in this text. Furthermore, according to Abrahamson (1983), it is also employed as a technique in observational research for assessing the This approach is thought to be suitable to proceed with since, according to Neuman (2011), content analysis is meant to describe a specific phenomenon in any society that is the subject of the investigation.

Here, content analysis is performed to examine social media communication material while taking the aforementioned aspects into account.

Furthermore, it is an observational method wherein the researcher concentrates on the fundamental patterns of communication that individuals make (Kerlinger, 1964). This suggests that communication between individuals is seen through messages and symbols rather than through interview questions or tool responses. Furthermore, we can determine that it is the analysis of meanings, texts and subtexts, settings, and intended messages involved in communication because it is evident that it is a scientific study of

communication content (Parveen et al., 2017). A conversation like this clarifies that content analysis examines the habits and patterns of human speech composition or document for communication. Thus, content analysis contributes to the resolution of research question number 2.

The content analysis uses descriptive analysis of recorded communication to provide a framework for studying various social behaviors and cultural manifestations. As a result, it helps the researcher explain how trending hashtags represent the sociocultural shift brought about by hashtag usage in context.

3.8 Theoretical Framework

Digital Discourse Analysis (DDA) is a contemporary approach within discourse studies that emerged in the early 2000s as a response to the rise of digital communication platforms and the transformation of linguistic practices in online environments. The increasing integration of digital technologies into everyday communication practices created a need for analytical tools that could account for the multimodal, interactive, and platform-specific nature of digital language use.

One of the earliest and most influential scholars in the development of DDA is Rodney H. Jones, who, along with others like Crispin Thurlow, Caroline Tagg, and Michele Zappavigna, has significantly contributed to defining the scope and methodology of this field. For example, Jones's edited volume "Discourse and Digital Practices: Doing Discourse Analysis in the Digital Age" (2015) lays foundational concepts, while Zappavigna's work (2012, 2018) focuses on how hashtags and social media discourse construct affiliation and identity.

DDA is an extension of the traditions of the critical discourse analysis (CDA), interactional sociolinguistics, and multimodal discourse analysis without being limited to the particular affordances and constraints of digital platforms. It considers not just what people say or write, but how they say it, where they say it, to whom, and in what technological context.

3.9 Key Features of Digital Discourse Analysis:

1. **Platform-Specific Affordances:** DDA emphasizes that digital platforms (e.g., Instagram, Twitter) shape the form and function of communication. Character limits, visual tools, hashtags, and algorithmic visibility influence how discourse is produced and received.
2. **Multimodality:** Digital discourse often includes not just text but images, emojis, hashtags, audio, and video. DDA analyzes how these different modes interact to create meaning.
3. **Participation and Interactivity:** Online communication is dialogic and participatory. Users perform identity, express opinions, and form communities through comments, reposts, likes, and hashtags.
4. **Indexicality and Social Meaning:** Language in digital spaces indexes social categories, ideologies, and emotions. DDA focuses on how users align with or resist social meanings through their discourse.
5. **Recontextualization and Intertextuality:** Online discourse is often repurposed across different contexts. Hashtags, memes, and slogans carry different meanings when moving from one event or platform to another.
6. **Algorithmic Mediation:** Unlike traditional communication, digital discourse is filtered and promoted by algorithms. This affects who sees what, when, and how often — all central concerns in DDA.

3.10 Applicability to This Study

Digital Discourse Analysis is particularly appropriate for the present study, which explores the pragmatic roles of trending hashtags used by Pakistani Instagram users. This study focuses on hashtags such as *molanatariqjamil*, *faisalabadchurchattack*, and *dua*, all of which demonstrate how users engage with political, religious, and social issues in platform-specific ways.

DDA provides theoretical tools to analyze how these hashtags operate not just as lexical items or tags but as social and technological discourse mechanisms. It helps to

uncover how meanings shift depending on user intention, audience interpretation, regional context, and algorithmic exposure. Because hashtags are multimodal, performative, and contextually sensitive linguistic tools, Digital Discourse Analysis is well suited to analyze their pragmatic evolution, emotional resonance, and discursive functions in digital spaces.

Furthermore, DDA allows the researcher to understand hashtags as socio-pragmatic neologisms, whose communicative functions go beyond tagging or categorization — they serve as expressions of solidarity, resistance, mourning, activism, or satire in Pakistan's online public sphere.

3.11 Data Analysis Procedure

Unit of Analysis

This is a crucial component of content analysis since it aids in the researcher's reduction and refinement of the data into a manageable form. Words, phrases, sentences, pictures, or larger units of analysis, including paragraphs, articles, photos, TV shows, audio files, or videos, can all be used as the unit of analysis. In this instance, a thorough analysis is done on posts, images, and the hashtags connected to the pertinent posts.

Following the choice of the unit of analysis, it is further examined by splitting it into more stages of analysis, as described in Chapter 4.

Model of Analysis

In light of the fact that several researchers have developed distinct designs for content analysis phases, the researcher has modified the content analysis approach with a Digital Discourse Analysis (DDA) theory that is a contemporary approach within discourse studies that emerged in the early 2000s. The study uses content analysis, as suggested by Parveen et al. (2017) in their research publication. The following are the phases or steps of content analysis:

Step No. 1: Determine the Research Question.

Step 2: Choose the sample.

Step 3: The content code (s).

Step 4: Examine the codes.

The researcher divided these procedures into the following four fundamental stages in light of the requirements and nature of the current work:

Step 1: Coding

From the POST content, a sample is chosen for coding based on the study objectives. The sample is categorized at this point. The guiding principles that follow aid in this process of coding:

1. The researcher concentrates on looking at particular sets of concepts, and the coding categories are pre-defined.
2. Regardless of how many times it occurs in the text, a certain concept or category is only counted once.
3. Manifest content analysis is the kind of content analysis that examines directly observable material.
4. It is expected that the text will be classified and categorized by separating the following categories:
 - a) Words with comparable concepts but visible distinctions; and b) The concepts that exactly appear as they are.

Both the stated and implicit meanings of the codes might be accepted as implications.

5. Manual coding is used to code the text rather than using software.
6. The text's codes only use notions that are widely applied to create their variety of meanings.

(Details in Chapter 4)

Religion	Politics	Social	Entertainment	Climate
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Step 2: After the coding is finished, these concepts/themes are used to analyze the text. The description of the posts is currently being done by text analysis.

Step 3: At this point, the content will be interpreted using digital discourse analysis theory.

3.12 Conclusion

This chapter provided the research methodology for the present study. The goal of a research design is to answer the research questions posed in the study's first chapter. The current study's research methodology is presented in this chapter. A research design aims to provide answers to the research questions that are presented in the first chapter of the study. In order to identify and investigate neologized hashtags on Instagram in Pakistan, the researcher analyzes the data in this chapter. The main focus of this investigation is the emergence, usage, and communication functions of hashtags on the site.

CHAPTER 4

ANALYSIS AND DISCUSSION

The findings of the data analysis are explained in this chapter. A thorough analysis of the hashtags and the posts linked to them is conducted in order to achieve the objectives and address the research questions. The hashtags were analyzed using A Digital Discourse Analysis (DDA) approach focusing on the multimodal, interactive, and platform-specific features of Instagram hashtags in Pakistan.

Religion	Politics	Social	Entertainment	Climate
molanatariqja meel	ImportedHukomat NaManzoor	Pakistani wedding	sajalalydivorce	Swatflood2022
faisalabadchur chattack	ShaheedArshadSh arif		justlookinglikea wow	pakistanweather forecast
dua	Beggerscantbecho osers		pakistanshowbi z	
	Pakistanunderfasci sm			
	IGPunjab			

4.1 STAGE 1: Coding and Categorization

Made by stemming from posts about social, political, cultural, and environmental problems, the hashtags were classified depending on the meaning they communicated,

purposes, and fundamental topics. All of these hashtags were coded in the internet discussions by their intended meaning be it update information, criticism, togetherness, or cry of justice. Based on the Cooperative Principle and the Speech Acts theory developed by Grice and Searle respectively, this method of coding highlighted the principles of cooperation on which effective online discourse is based, as well as an illocutionary force that gives specific force to any particular hashtag. The hashtags Faisalabadchurchattack and Molanatarqjameel solidarity and sadness have been coded as public refunds of the people who witnessed them as they wanted to discuss such incidents and shed some light on them. Hashtags including: Shaheedarshadshareef and

Beggarscantbechoosers is one of the means of critical remark and political utterances in order to speak about social and political problems in Pakistan. In this coding technique, it will be possible to gain in-depth understanding on how exactly the users use the hashtags to be involved in speech activities, such as information sharing and feelings sharing, online community initiation, and so on. Nothing of this sort gets revealed in the manner of a painstakingly coded set of hashtags, which is how these hashtags function as discursive elements, a means by which messaging on social media is changed to provoke action or encourage public dialogue.

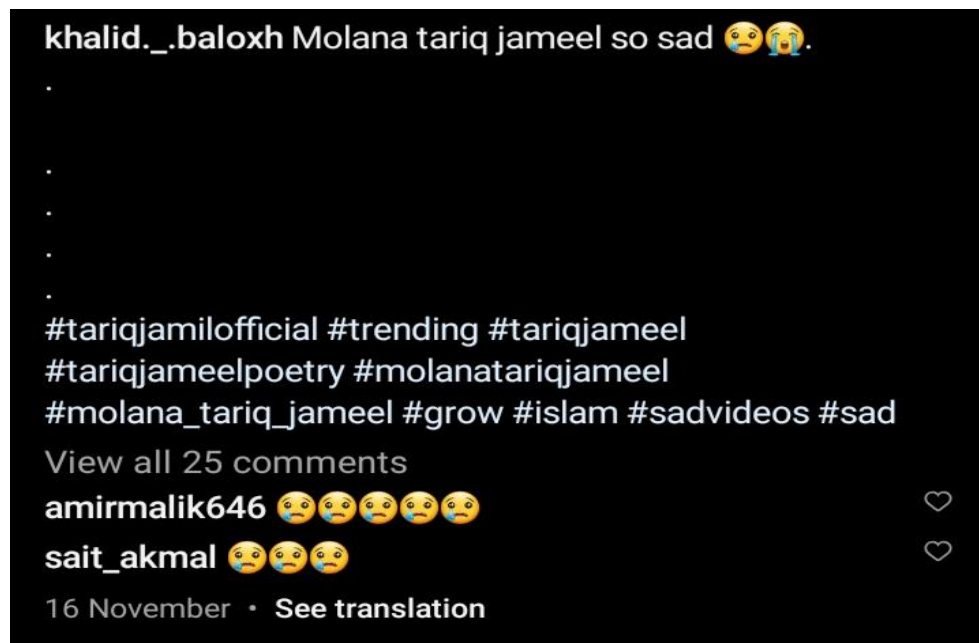
4.2 STAGE 2: Content Analysis of Hashtag Usage

This phase is about performing an in-depth content analysis through viewing and describing posts related to each selected hashtag. This analysis aims to achieve the central research goal of the paper, which is to explore the various strategies with which neologisms are used to reach different communicative goals. It also wants to know how these hashtags were generated and whether they are trending on social media. The researcher can clear the separate ways that these neologisms help communication, percept society, and draw people into ongoing discussions by seeing what content is clicked on in connection to each hashtag.

molanatarqjameel

After the tragic murder, the hashtag molanatarqjameel spread like wildfire Molana Tariq Jamil's son, who shot himself while cleaning a gun. And the event sparked a subtle

conversation on social media that ended up causing the hashtag to go viral, in addition to generating a lot of sympathy. This study explores the communicative roles of neologisms associated with this hashtag in the context of Islamic teachings and public opinion. The hashtag became the focal point for talks of support, resiliency, and loss among the Muslim community. As the hashtag evolved, however, it became part of a wider narrative about loss and faith-based perseverance even as people sent prayers and condolences that linked them to the teachings of Molana Tariq Jameel. Within the Islamic discursive framework and commonplace sentiment, this hashtag serves multiple communicative purposes. The hashtag replaced talk of support and resiliency and loss in the Muslim community. That shifted to a broader narrative about loss and faith-based resilience as users offered their condolences and quoted from Molana Tariq Jameel's lectures.



Post No.1 retrieved on 16 November 2023

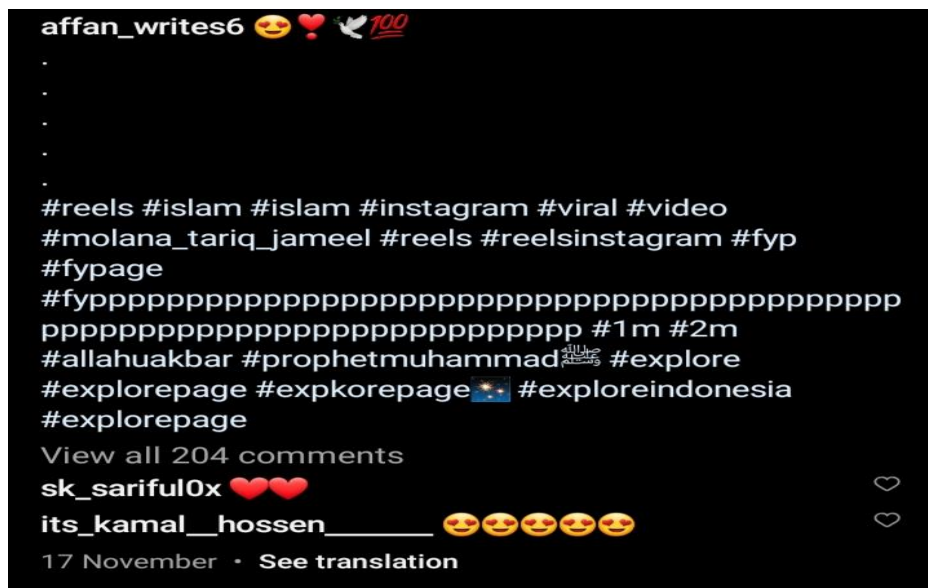
Molana Tariq Jameel is recently trending on social media due to a sad event in his life. Since the death of his dear son, the hashtags tariqjamilofficial, tariqjameel, tariqjameelpoetry and sadvideos have come to abound. Just metal / clips of an old clip of Molana Tariq Jameel about Sabar (patience) in Islam are also becoming viral. These hashtags encapsulate the compassion and love that indexicalities are showing the scholar during this very challenging time for him. They also emphasize the importance of his

teachings about perseverance and strength in the face of adversity, which resonated deeply with people who knew of his writings and philosophies.



Post No.2 retrieved on 22 November 2023

In Molana Tariq Jameel's trend what we have is relatable and irrelevant hashtags combined, recently. Others, like explore, trendingreels, foryou, reelsinstagram, and explorepage, appear no more related than to the prominent Islamic scholar or recently mourned death of his son. However, hashtags like tariqjameel, tariqmasood, and molana_tariq_jameel are related to the renowned Islamic scholar. Furthermore, while they might not relate to Molana Tariq Jameel's current trending status, hashtags like muslim, islamic, islamicstatus, and islamicquotes reflect a connection to Islamic teachings. Though there is a mixture of trending and irrelevant hashtags, the main focus is on how powerful Molana Tariq Jameel's lessons are, particularly in light of her recent personal tragedy.



Post No.3 retrieved on 17 November 2023

Molana Tariq Jameel is currently trending, most likely as a result of a recent spike in interest brought about by a particularly well-known or viral video linked to him. The hashtags `molana_tariq_jameel`, `reels`, `reelsinstagram`, and `fyp` all allude to the possibility that his content is available on social media, most likely in the form of Reels or other brief videos that have become well-known. Furthermore, the usage of Islamic expressions such as `allahuakbar` and a mention of Prophet Muhammad (ﷺ) in the hashtags suggests that the information pertaining to Molana Tariq Jameel may have religious or spiritual significance, which in turn adds to the work's appeal to individuals who are drawn to Islamic teachings. The purpose of using hashtags like `explore` and its variants (`explorepage`, `exploreindonesia`) is to make the content more visible and accessible across geographical and interest-based borders, allowing it to gain popularity among a variety of audiences.



Post No.4 retrieved on 7th November 2023

The current rise in popularity of Molana Tariq Jameel can be attributed to the death of his son. Hashtags that pertain to Islamic teachings and conversations about Allah include allah, molanatariqjameelsaheb, molana_tariq_jameel, and molanatariqjameel. Using the hashtag wearemuslim7 with expressions like "الله صلى" (meaning "peace be upon him") demonstrates how the Muslim community is mourning and standing by one another. The post seems to have caught a poignant moment from the burial, perhaps Molana Tariq Jameel's address or prayer (namaz jinaza). It resonated deeply with individuals, leading to widespread social media sharing and trending.

faisalabadchurchattack

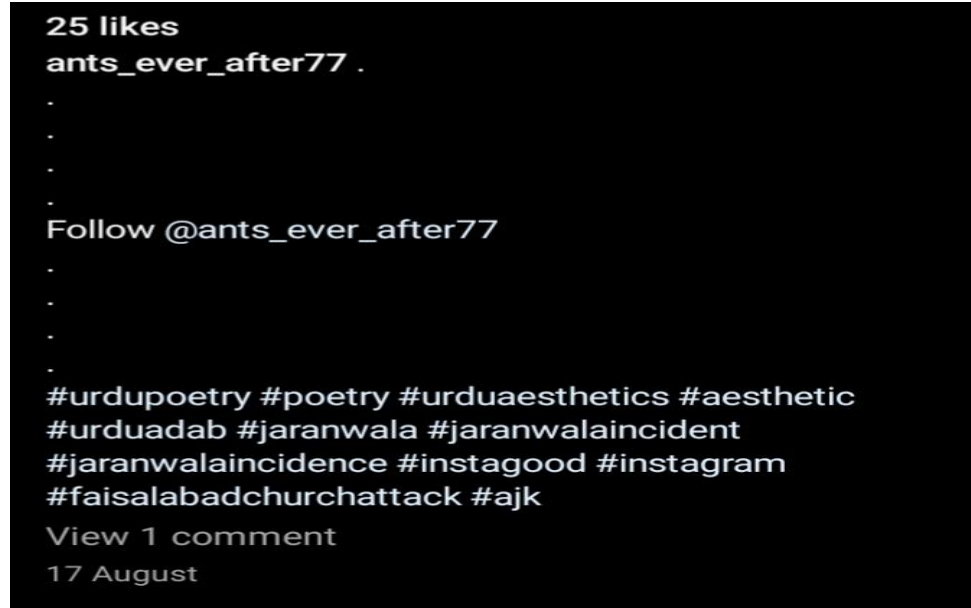
The trending hashtag faisalabadchurchattack was inspired by a tragic incident in Faisalabad, Pakistan, where a mob attacked a Christian community. The violence was triggered by three Christians who were accused of disrespecting sacred texts. The crowd set fire to multiple churches and destroyed one. The situation worsened as a result of mosque speakers being used to instigate violence.

#faisalabad #church #blasphemy #churchattack
 #mobviolence #justiceforchristians #pakistan
 #humanrights #lahore #karachi #islamabad
 #AnwaarulHaqKakar #faisalabadchurchattack
 girish1541 @andream658 watch it 🙄
 16 August

Post No.5 retrieved on 16 August 2023

The hashtags are about a troubling occurrence that occurred in Pakistan's Faisalabad, where a Christian community was attacked by a big crowd. They destroyed some churches and set one on fire. This occurred as a result of accusations made by some that three Christians disregarded holy texts. This infuriated the mob, who then used mosque loudspeakers to attack the area.

The locals were terrified because the police had not yet taken any action to quell the crowd. Hashtags like church attacks, mobviolence, and blasphemy are being used by people to discuss what transpired. They are concerned about human rights in Pakistan and want justice for the Christians. Concern also stems from the fact that Anwar ul Haq Kakar, the prime minister, hasn't yet taken any action, and this incident is increasing people's anxiety that similar incidents will occur more frequently. The hashtags also feature cities like Islamabad, Karachi, and Lahore, demonstrating the widespread concern and desire for change among people in various locations.



Post No.6 retrieved on 17 August 2023

The hashtags faisalabadchurchattack, blackday, and jaranwala demonstrate how people are reacting to the horrific event that happened to Christians. Due to an incident at Jaranwala, where a church in Faisalabad was attacked, it appears to be an unbelievably dreadful day. People started using the hashtag blackday to express their disappointment and melancholy in response to this incident.

These hashtags alert us to the fact that on August 16, 2023, a terrible incident occurred that affected Christians. People are expressing their displeasure with what transpired in Jaranwala, Faisalabad, and discussing it on social media. They can express their emotions and offer support to the Christian community during this trying time by using the hashtags.

dua

The dua hashtag gained popularity as a way to express solidarity, compassion, and support for the Muslim community in trying times. It is also used to show support for those impacted by tragedies like attacks in India, Pakistan, and Palestine.



Post No.7 retrieved on 16 December 2022

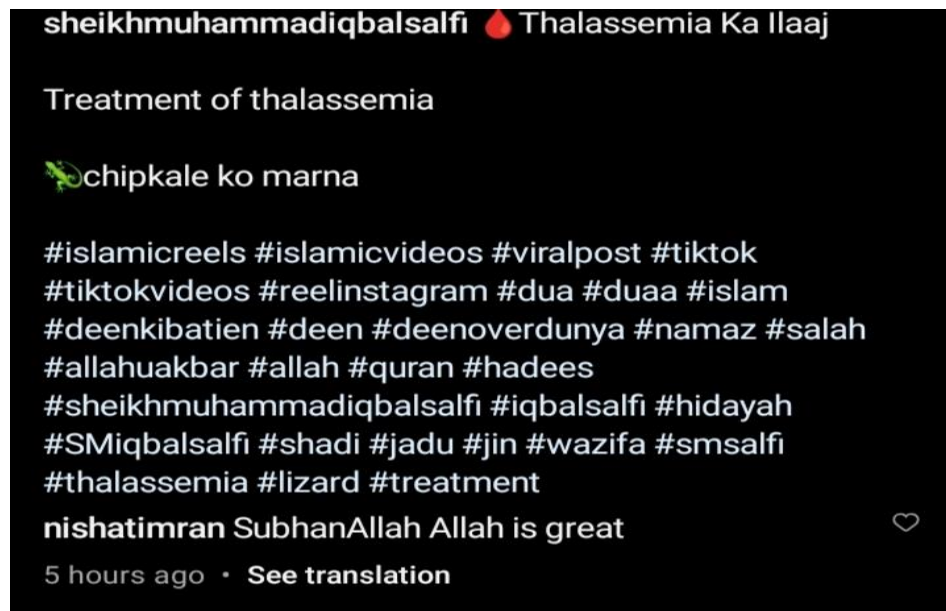
The hashtags are mostly related to Islamic subjects, specifically the Quran, making du'a (prayer), and creating content for social media. The terms "QuranTarjuma" and "QuranTranslationUrdu" imply an emphasis on comprehending and sharing the lessons of the Quran, particularly in translation into Urdu. These hashtags most likely intend to encourage Urdu-speaking audiences' access to and understanding of the holy text. The use of Dua highlights the importance of prayers and supplications in Islamic practice.

Furthermore, the existence of hashtags like "QuranReels," "IslamicReels," "ReelsInstagram," "InstaReels," and "Reels" indicates a desire to share Islamic content on Instagram using the Reels feature. This convergence indicates that social media platforms must be adapted to transmit and understand religious teachings to reach wider public audiences. One medium to do so is creating short films that highlight Quranic verses or prayers or messages related to Islam. Reels popularly share short yet engaging videos. Using them on social media is a way to share Islamic messages and engage the audience in a modern way in an appealing visual aesthetics.



Post No.8 retrieved on 21 January 2023

Such tags pertain to diverse Islamic-related issues. They speak ideas like Allah, Islam, the Quran, and the teachings of the Prophet Muhammad. Following the Sunnah of Islamic traditions like headscarf, Namaz (praying) and Tags also fall under it. Examples could be two of the hashtags that link to places that are sacred to Muslims: Mecca and Madinah. They seek to enlighten people about Islam, believe in the importance of Islam, and share quotes, artworks, and reminders about Islam which serves as a catalyst for them to educate others in the process. Various tags: goals include alhamdulillah, or gratitude, and Jannah, or heaven. These hashtags furthermore suggest a desire to circulate this Islamic content online and possibly extend it through social media, particularly Instagram and its Reels feature.



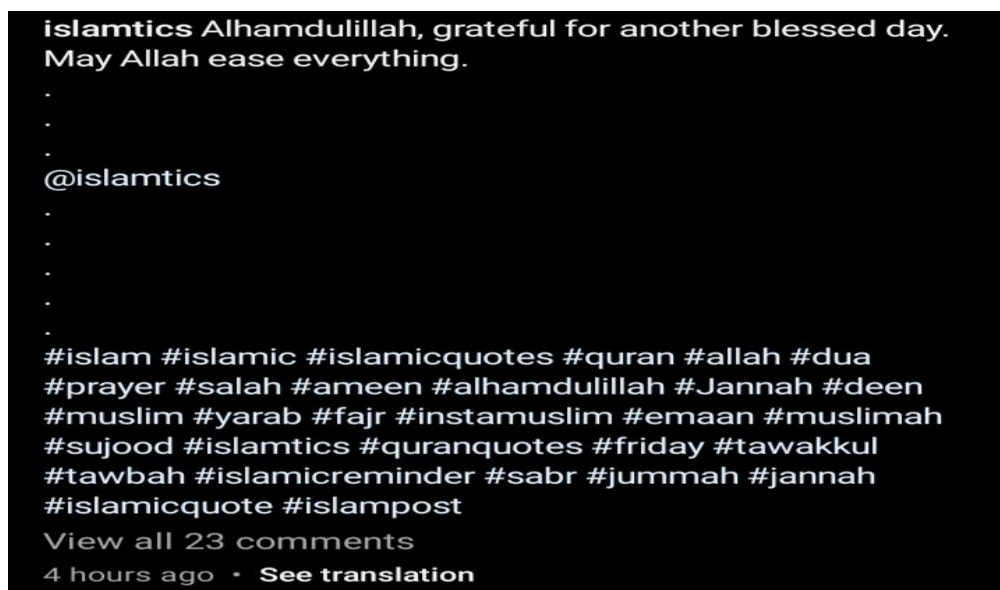
Post No.9 retrieved on 25 November 2022

These hashtags can be about anything, including Islam and social media. This includes such terms as "Reel Instagram," "Islamic Reels" or "Islamic Videos" — which suggests that attention on these [on media] is using video formats to disseminate Islamic content on TikTok and Instagram. Hashtags like; Dua; and Salah; (Namaz) which relate to worship, and prayers (spiritual side of Islam) are also there. These are the foundational tenets and teachings of Islam, the Deen (faith) of Allah. Additionally, names of Imams or Islamic leaders, as in "Sheik Muhammad Ibrahim Salfi," suggest an interest in religious teaching or guidance. However, other thematic hashtags with these religious themes such "Jadu," (magic), "Shadi" (marriage), "Jin" (genies), and "Wasif" (a form of prayer), can cover a variety of non-religious topics that seem to be related to individuals' preference or values related to certain culture. Endorsement phrases such as "Thalassemia," "Lizard," and "Treatment" appear unrelated to the hashtag's main subject and may refer to private or irrelevant subjects.



Post No.10 retrieved on 11 November 2022

These hashtags reflect various aspects of Islamic teachings and beliefs. They include Arabic-scripted references to the Prophet Muhammad (peace be upon him) and expressions like "Tawakkul" (dependence on God), which highlights faith in Allah.. "Mufti Menk" and "Yasmin Mogahed," two well-known Islamic speakers, are mentioned, suggesting interest in their views and reaffirmations of peace. Additionally, the hashtags highlight core Islamic values like as gratitude ("Alhamdulillah for Everything"), spirituality throughout Ramadan, and the importance of love, faith, and the Quran. The terms "Dua" (prayer), "Fajr" (dawn prayer), and "Reminders" imply that the focus is on praying and reflecting on life's blessings. In addition to "Viral Post," social media trends like "Explore" and "Trending" are also referenced; it's probable that their objective is to spread positive messages and gain renown on platforms like Instagram while staying true to Islam and Allah.



Post No.11 retrieved on 20 December 2022

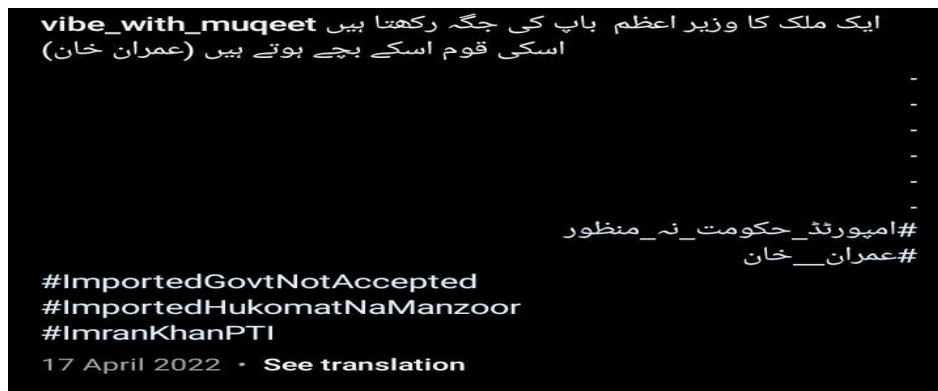
They are just an example of the many hashtags to be found on this topic and more related to Islam and Islamic teaching. They use hashtags such as “Islam,” “Islamic Quotes,” and “Quran” to bring attention to Islamic ideas and expertise. “Alhamdulillah” means thank you while “Allah” refers to Allah. Allusions to these, meanwhile, highlight gratitude. Also, the hashtags “Dua,” “Salah” and “Fajr” (dawn prayer) point to how essential prayer is in Islam. They not only want "Emaan" (faith) and "Tawbah" (repentance), but they also want to be spiritually connected, strengthen their faith, and pray for forgiveness. Verse also hints at Heaven (i.e., Jannah) & express wishes to receive the best reward afterlife. These hashtags are generally used to promote Islamic teachings, encourage devotion, and gently remind Muslims of their religion, patience (sabr), and the importance of Friday prayers (Jummah).

Politics

ImportedHukomatNaManzoor

A popular hashtag for voicing disapproval or criticism of the government is IMPORTEDHUKOMATNAMANZOOR. Na Manzoor, translating to “not acceptable,” implies that doomsdayers feel their government is alien or unconstitutional. The suggestion that American and foreign influence was responsible for the rise of the PDM government is indicative of a political environment in which the PDM government is being assessed.

The hashtag expresses how opposition figures view the government and provides an alternative narrative of the government as being based in illegitimacy in the context of a contestation of the state's historicity and legitimacy.



Post No.12 was retrieved on 17 April 2022.

The hashtags ImportedGovtNotAccepted and ImportedHukumatNaManzoor show dissatisfaction or resistance to a government perceived as "imported" or not locally elected. A rejection or disapproval of a government that is viewed as imposed or illegitimate is suggested by specifically criticizing the PDM Government. 'Imported' denotes a lack of native origins or an administration that is thought to have been established by force rather than by popular consent. The hashtags are probably a means of public expression, either supporting or criticizing the current leadership and highlighting the notion that locally developed, democratically elected leadership is preferable to what is thought to be externally imposed governance. These tags capture a generalized feeling of distrust or disapproval of political authorities who are thought to have come to power through methods that are deemed to be outside the bounds of normative democracy.



Post No.13 retrieved on 8 May 2022

These hashtags appear to be associated with a particular political movement or circumstance. The hashtag *wewantimrankhanback* implies that Imran Khan wants to take the reins once more and become a leader or powerful person. It appears that the hashtag *ImportedHukomatNaManzoor* expresses opposition to a government that is seen as imposed or imported. Given the circumstances, these hashtags express discontent with the current administration and support for Imran Khan. There appears to be an ardent desire for change and a conviction that people's expectations are not being met by the current administration.

34 views

ume.1331 He s a little one but a big fan of #imrankhanpti whenever he saw Imran khan s photo or video on news or somewhere he shouted mama miraan khan(Imran khan) may be some day he met with him insha'Allah but the thing is k bachoun ko b itni pehchaan h khary khotty ki but rip our judiciary system n the corrupt establishment #importedhukomatnamanzoor #behindyouskipper #imrankhanpti #ptiofficial#pakistanzindabaad

23 July 2022

Post No.14 retrieved on 23 July 2022

These hashtags exhibit an elevated level of engagement and passion. Support and appreciation for Imran Khan and his PTI party can be expressed with the hashtag *imrankhanpti*. The association with PTI is further emphasized by the hashtag *ptiofficial*. The hashtag *pakistanzindabaad* conveys affection and a wish for the advancement and well-being of Pakistan. The hashtags *importedhukomatnamanzoor* and *behindyouskipper*, on the other hand, imply discontent with the present administration and a call for reform. There appears to be a strong commitment to fighting corruption as well as a belief in the necessity of an accountable and transparent judicial system. The various viewpoints and issues that Pakistanis have are reflected in these hashtags.



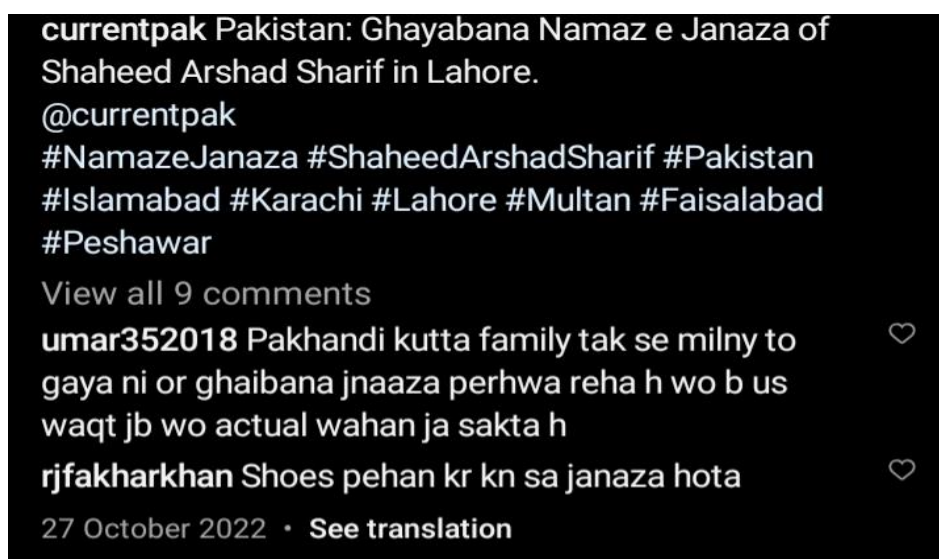
Post No.15 retrieved on 22 July 2022

The aforementioned hashtags express a variety of opinions and ideas about Pakistan, Imran Khan, and the Pakistan Tehreek-e-Insaf (PTI). ImranKhan, loveyouik, imrankhanfans, and kingkhan are just a few of the hashtags that demonstrate the widespread support and admiration for Imran Khan.

These hashtags show his followers' dedication and affection. Hashtags pti [the abbreviation for Pakistan Tehreek-e-Insaf, the Insaf party] and PakistanZindabad reveal love and pride for the nation and support for PTI. One such trending hashtag is importedhukoomatnamanzoor that expresses discontent with the current government. This means that some people are NOT happy with the way the government is working. Furthermore, hashtags including KhanOurRedLine and there is a wistfulness in nayapakistan which expresses an ardent desire for change but also faith in Imran Khan's leadership and new Pakistan vision. In order to further emphasize the gratitude and pride that comes from being a supporter, the hashtags pride, pride, and fame are used. In the end, these hashtags illustrate the mix of sentiments and discussions that are happening around Imran Khan, the PTI and Pakistan.

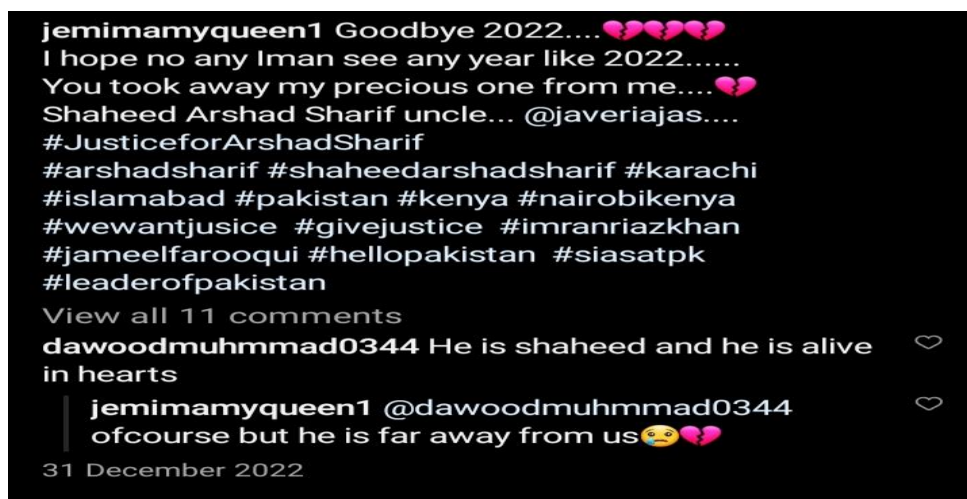
ShaheedArshadSharif

Pakistan journalist who went viral under the hashtag shaheedarshadshareef. This murder of Arshad Sharif was shot in Kajiado, Kenya. The Kenyan police have characterized the circumstances of his death as “mistaken identity,” a description that has fuelled speculation and debate. Some social media users theorize that he was killed by assassination. People are discussing the tragedy and expressing their views using this hashtag. Some individuals are claiming that the military, some politicians, and senior Pakistani intelligence officers were involved.



Post No.16 retrieved on 27 October 2022

The hashtag NamazeJanaza represents the funeral prayer, while the hashtag ShaheedArshadSharif represents the journalist who passed very tragically in Kenya. In a number of Pakistani towns, including Peshawar, Islamabad, Karachi, Lahore, Multan, Faisalabad, and maybe more, he conducted funeral prayers in absentia, known as Ghayabana Namaz e Janaza. In Kenya, a famous journalist named Arshad Sharif passed away due to an unfortunate incident. His funeral prayers were held in multiple Pakistani cities, demonstrating the country's profound respect and sorrow at his sudden death. The nation's solidarity and togetherness are demonstrated by this act, which honors the life and services of a resolute journalist like Arshad Sharif.



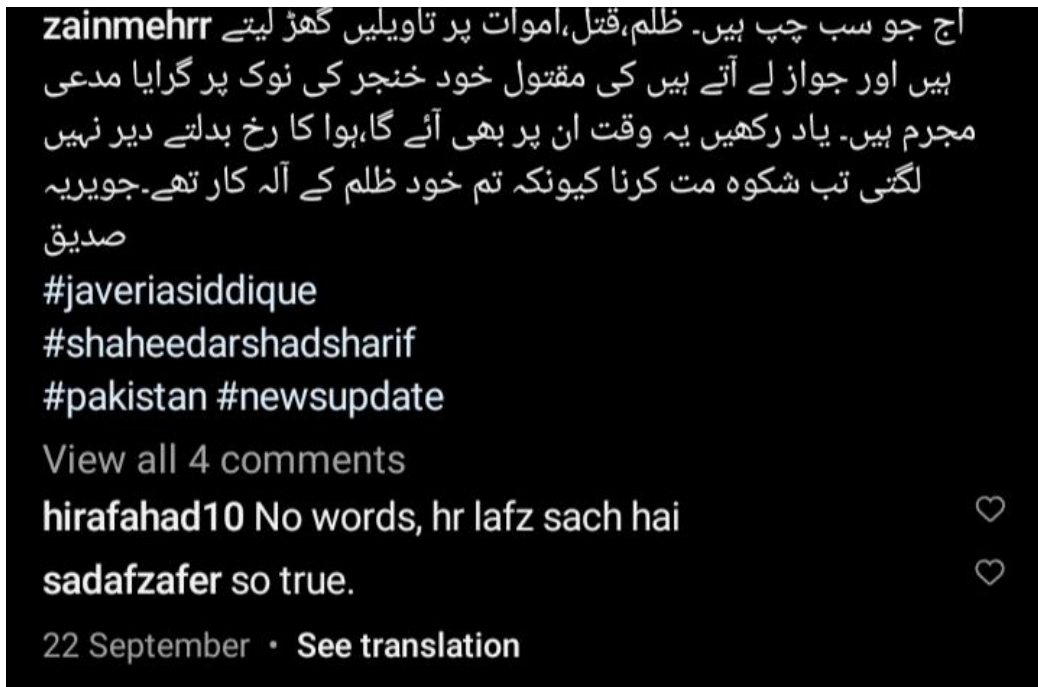
Post No.17 retrieved on 31 December 2022

The hashtags Goodbye2022 wish 2022 a happy departure, maybe expressing a wish to move past the challenges and hardships of that era. "I hope no Iman see any year like 2022," the statement says, expressing the desire that no one will go through the difficulties that were faced in 2022. There are also the hashtags of JusticeforArshadSharif, and a dramatic hashtag called Shaheed Arshad Sharif uncle implying that justice is sought in relation to the horrible event that sparked the demise of Arshad Sharif. The relevance of justice and accountability can be traced to the hashtags shaheedarshadsharif, arshadsharif, and wewantjustice which are attached to his killing. The fact that Imran Riaz Khan and Jameel Farooqui friends of Arshad Sharif were also suffering also suggests that people want justice and support of everyone who is a victim of the situation.



Post No.18 retrieved on 27 October 2022

The farewell and tribute to Arshad Sharif are reflected in the hashtags Alvidah and ShaheedArshadSharif, which are derived from his frequently used phrase, "Arshad Sharif kah Salam," which he used to introduce any conversation in his YouTube vlog or show. "Alvidah" means farewell or goodbye, and it denotes a serious farewell to Arshad Sharif. The recognition of Arshad Sharif's martyrdom is emphasized by the hashtag ShaheedArshadSharif. It's a polite way to honor him, acknowledge his contributions, and maybe express sadness over his passing. Overall, through his signature phrase and the acknowledgment of his sacrifice, these hashtags convey the feeling of saying goodbye to Arshad Sharif and paying tribute to his memory as a notable figure.



Post No.19 retrieved on 22 September 2022

Javeria Siddique, the martyr Arshad Sharif's wife, is linked to the hashtags javeriasiddique and shaheedarshadsharif. Her words offer a moving meditation on those who, when faced with injustice, say nothing, explaining and rationalizing oppression until, when the tables turn, they find themselves on the receiving end of accusations. The message warns against supporting wrongdoing because things can change quickly and even those who were wrongdoers in the past may find themselves in similar situations. The

hashtags also refer to Pakistan and news updates, presumably drawing attention to Javeria Siddiqui's remarks about Arshad Sharif's case and the significance of considering one's actions in light of social responsibility and justice.

nutriify @arsched you r my teenage favorite.. I didn't knew you will b our role model one day but the purity of heart can b felt!!!
 I didn't wanted to read "dead" next to "shot" on news that day..
"YOU ARE FAMILY"
 you are ideal of future generations..
 we will teach our kids about brave journalist Arshad sharif..
 You were gold!!!
 may Allah shower his blessings upon you & grant you highest rank in jannah ameen
 may Allah reward the family for their patience & bless them ameen
#arshadsharif
@javeriajas @aleezasherry @aliarshad_14

#shaheedarshadsharif #ary #powerplay #Islamabad
#pakistan #pakistanzindabad #imrankhan
#longlivepakistan
 23 October

Post No.20 retrieves on 23 October 2022

The hashtags **shaheedarshadsharif** and **arshadsharif** pay homage to the esteemed journalist Arshad Sharif. The message conveys the sender's sincere admiration for Arshad Sharif, recognizing him as a role model whose sincerity and purity of heart have been deeply felt since the sender's teenage years. The feeling that he doesn't want the term "dead" to be connected with him expresses the shock and grief at his untimely passing. The message aims to teach kids about Arshad Sharif's bravery and integrity, viewing him as family and a role model for coming generations. It asks Allah to grant Arshad Sharif's soul blessings and makes prayers for the fortitude of his family. The hashtags also highlight elements of Arshad Sharif's professional life, like his "Power Play" program on the channel ARY and the reference to former Prime Minister Imran Khan, demonstrating the broad influence of his contributions and relationships in Pakistan's political sphere.

Sir,

With due respect it is stated that being a Pakistani, i am suffering depression due to death of "Shaheed Arshad Sharif". This incidence is a dark page in history of Pakistan with respect to democracy and freedom of speech. Being a Pakistani Muslim I respectfully demand you to investigate and grant justice to "Shaheed Arshad Sharif". As a Chief Justice and a Muslim it is your duty to fulfill all measures and needs have Justice related to this case.

I along with my nation will be Fantastic to you.



13 likes

dr.areebaaziz Cheif Justice Of Pakistan! I request you:

Please 🙏 Give Justice To "Shaheed Arshad Sharif" 🙏🇵🇰

#arshadsharifshaheed #wantjustice #🇵🇰🇵🇰🇵🇰 #instapost

شہید ارشد شریف کا جرم انکی اپنے وطن سے غیرمشرط محبت اور بے
لوٹ عشق تھا، اصل دکھ یہ ہے کہ اس وطن سے محبت و عشق کی وجہ
سے اس کیلئے اسی وطن کی زمین تنگ کردی گئی تھی۔ اُن کی شہادت کی
وجہ جو بھی ہو اس کی ذمہ داری ان پر ہے جنہوں نے ان پر وطن کی زمین
تنگ کردی تھی۔

#shaheedarshadsharif

30 November 2022 • See translation

Post No.21 retrieved on 30 November 2022

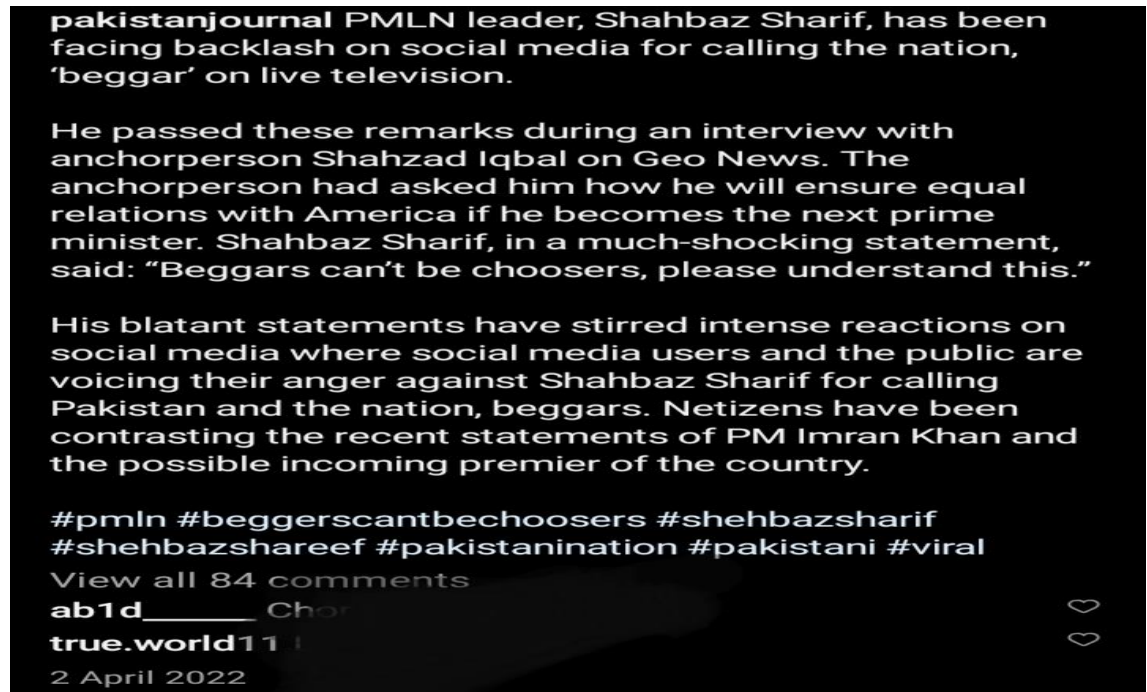
The mention of an Instagram post and the hashtags arshadsharifshaheed, wantjustice, and 6 are related to a request for justice for the late Arshad Sharif, who was martyred, made to Pakistan's Chief Justice, Umer Ata Bandiyal. The plea relates to a letter addressed to the Chief Justice about the fact that those responsible for Arshad Sharif's tragic death have not been held accountable.

The text that goes with it pays tribute to Arshad Sharif's deep love and ties to Pakistan, his birthplace, and conveys his immense affection for it. But it also says that his suffering came about as a result of his love for the country. The message suggests that whoever caused him to feel alienated in his own nation is accountable for his unfortunate outcome, regardless of the motivations behind his martyrdom.

Beggarscantbechoosers

Leader of the PMLN Shahbaz Sharif made a contentious remark in a TV interview, which led to the viral hashtag beggarscantbechoosers. Asked if he would continue to

maintain ties with the United States if appointed prime minister, Sharif responded, "Please understand that beggars cannot be choosers." The popularity of the hashtag was sparked by criticism of this statement on social media.



Post No.22 retrieved on 2nd April 2022

The hashtag analysis centers on the controversy that was started by PMLN leader Shahbaz Sharif after he called the people of the country "beggars" in a TV interview. When asked how he would maintain fair relations with the United States if he were to become the next prime minister, Shahbaz Sharif responded as follows. He said, "Beggars can't be choosers, please understand this," which sparked a social media backlash.

Several aspects of this incident are captured by the hashtags used, including pmln, beggarscantbechoosers, shehbazsharif, shehbazshareef, pakistanination, pakistani, and viral. Shahbaz Sharif's political party is denoted by PMLN, and his controversial statement is directly quoted by beggarscantbechoosers. The goal of both shehbazshareef and shehbazsharif is to identify the political figure in question. The hashtags pakistanination and pakistani highlight the national identity under discussion, and viral probably denotes the incident's extensive social media traction.

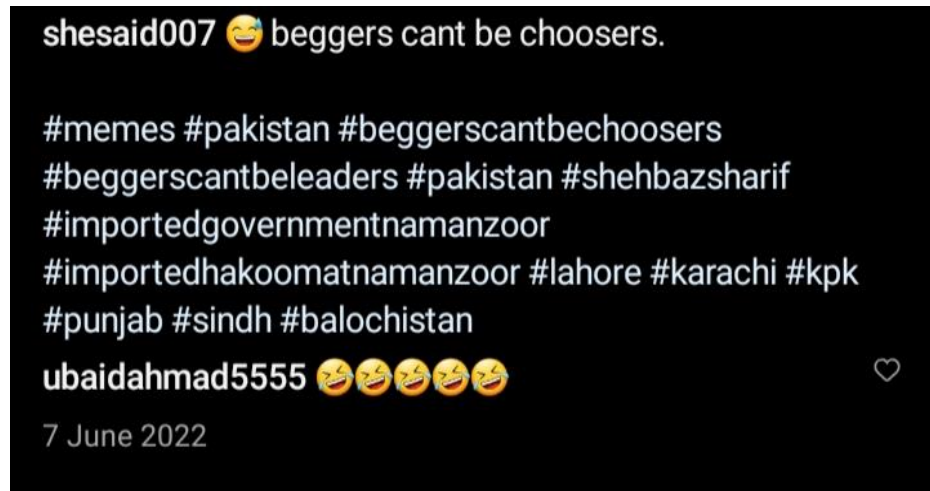
The collective sentiment, criticism, and conversations surrounding Shahbaz Sharif's statement are reflected in these hashtags. They provide a forum for people to voice their thoughts, demonstrate their displeasure, and compare this incident to the remarks made by other political figures—most notably Prime Minister Imran Khan—which in turn sparks more extensive discussions and debates on social media.



Post No.23 retrieved on 27 September 2022

The hashtags *beggars*, *beggarscantbechoosers*, *fypage*, *fyp*, and *fypage* are associated with the uproar caused by Pakistan's then-prime minister, Shahbaz Sharif, calling his countrymen "beggars" in a live television interview. Strong reactions were seen on social media following his comment, "Beggars can't be choosers, please understand this," which he made in response to a question about keeping ties with America if he were elected prime minister.

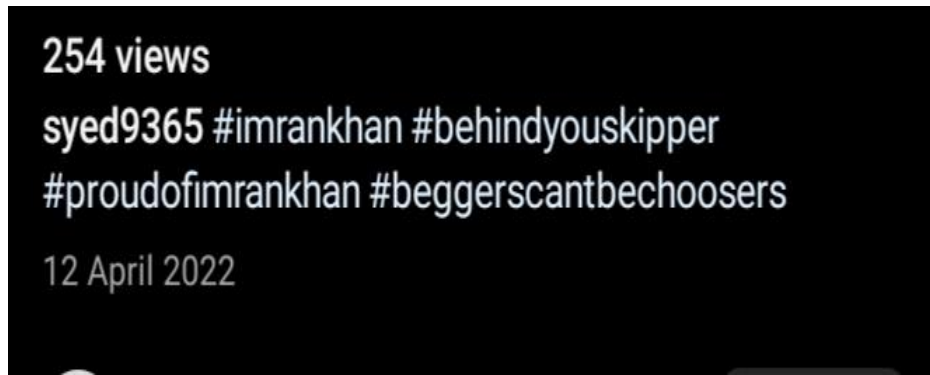
The hashtags *beggars* and *beggarscantbechoosers* highlight the critical and divisive nature of Shahbaz Sharif's statement regarding the nation, echoing his controversial remarks. However, *fypage* and *fyp* are widely used general hashtags on TikTok and Instagram, suggesting that this controversy has gained traction there as well and may have reached a wider audience than it has on Twitter or Facebook. The controversy and the use of these TikTok-related hashtags imply that people discussed Shahbaz Sharif's statement in Pakistan and possibly abroad on this social media platform, where they voiced their opinions. Taken as a whole, these hashtags capture the online debates, criticisms, and wider implications of the controversy surrounding Shahbaz Sharif's statement regarding the country being 'beggars' during his expected tenure as prime minister.



Post No.24 retrieved on 7th June 2022

The hashtags memes, pakistan, and beggarscantbechoosers are reflections of debates and reactions to a comment made by Shehbaz Sharif, Pakistan's prime minister at the moment, referring to his country as "beggars." Following this statement, there was a public outcry, with people sharing amusing content (memes) about the incident and highlighting Pakistan's identity (pakistan) as well as the contentious idea that "beggars can't be choosers."

The ruling party, PDM, is being criticized through the use of hashtags such as beggarscantbeleaders, shehbazsharif, importedgovernmentnamanzoor, importedhakoomatnamanzoor, and geographic locations like lahore, karachi, kpk, punjab, sindh, and balochistan. These hashtags imply that the current government is perceived as being 'imported' or imposed. The public criticism of Prime Minister Shehbaz Sharif's statement that "beggars cannot be choosers" is mirrored in hashtags that attack the leadership qualities of those who beg (beggarscantbeleaders) and highlight the discontent with an imposed government (importedgovernmentnamanzoor, importedhakoomatnamanzoor) in various parts of Pakistan. Together, these hashtags express the general dissatisfaction and conversations on social media about the Prime Minister's remarks and the perceived quality of Pakistani governance.



Post No.25 retrieved on 12 April 2022

Probably shared by one of Imran Khan's supporters, the hashtags imrankhan, behindyouskipper, and proudoimrankhan are statements of admiration and support for the politician. These hashtags demonstrate dedicated support for Pakistani Prime Minister Imran Khan by expressing encouragement (behindyouskipper) and pride (proudoimrankhan).

But the final hashtag, beggarscantbechoosers, alludes to a comment made by Shehbaz Sharif during an interview in which he called the people of the country "beggars." Social media users use this hashtag to make fun of and criticize Shehbaz Sharif's remark, drawing attention to the contrast between the country's support for Imran Khan and Shehbaz Sharif's controversial remarks. These hashtags, taken together, show a range of opinions on social media, including criticism of Shehbaz Sharif's statement and support for Imran Khan.



Post No.26 retrieved on 12 April 2022

In addition to expressing general admiration for Imran Khan, the hashtags *imrankhanpti*, *imrankhan*, *imrankhanvoiceofmuslims*, *imrankhanvoiceofkashmir*, and *imrankhanzindabad* express support for him. They also highlight his role as a voice for Muslims and Kashmir. These hashtags show that the public supports and admires Imran Khan's leadership (*imrankhanpti*), particularly his support and popularity (*imrankhanzindabad*) and his position on Muslim issues.

But hashtags like *beggerscantbechoosers* and *beggerscantbeleaders* link to a statement made by Shehbaz Sharif, another prominent figure, in which he called the country "beggars." These hashtags most likely function as a critique, highlighting dissatisfaction with such viewpoints by contrasting the positive sentiment toward Imran Khan with criticism of Shehbaz Sharif's remark. Furthermore, a variety of expressions are suggested by the hashtags *karachi*, *karachistandwithpmik*, *pakistanstandwithimrankhan*, *istandwithimrankhan*, *memes*, *tweets*, and *publicfigure*. These include regional support, sharing memories, tweeting, and recognizing Imran Khan as a well-known public figure, all of which reflect the complex interaction with social media content surrounding these individuals and issues.



Post No. 27 retrieved on 10 April 2022

Strong disapproval and criticism of Shahbaz Sharif, a well-known PMLN politician, can be seen in the hashtags *nomoreshahbazsharif*, *beggerscantbechoosers*, and

PmlnBhikari. The hashtag nomoreshahbazsharif expresses the public's discontent or opposition to Shahbaz Sharif's leadership or political involvement, clearly calling for an end to his influence or role.

Moreover, beggerscantbechoosers is reminiscent of a previous declaration by Shahbaz Sharif, in which he called the people of the country "beggars." If I remember correctly, this hashtag probably originated as a form of criticism, as in, there is disagreement or lacking satisfaction with what Shahbaz Sharif said and, potentially, it was intended to mean in a way that someone would find that well, unpleasant or even not OK. In addition, hashtag PmlnBhikari combines the word "Hikari", that denotes "beggars" in Urdu, and the initials of Shahbaz Sharif's political group, PMLN.

This hashtag presents the PMLN party in an unfavorable light, intensifying criticism and implying dissatisfaction or contempt for the party's policies and leadership.

Pakistanunderfacism

The hashtag Pakistanunderfacism gained popularity after former Prime Minister Imran Khan criticized police tactics against him and his friends. Khan condemned what he saw as "fascism" in Pakistan, citing instances of police raids on homes without a warrant to arrest PTI activists. He also cited cases when it was reported that children as young as 10 had been arrested. Social media discussions over Pakistan's democratic and human rights conditions were triggered by Khan and his followers' perception of these moves as excessive and anti-democratic. People began using the hashtag to share their thoughts and concerns about the situation, which led to its rise in popularity.

ptiofficial Global Pakistan | English News | Top Stories | 2
December 2023

- High Court Order Violated: Illegal secret Cipher Trial begins in jail
- Chief Justice of Pakistan refused to acknowledge Human Rights Violations in response to Imran Khan's letter
- Pakistan Inflation at record high
- Indian intelligence planned kidnapping

#PakistanUnderFascism

#LawlessPakistan

janatarzu ہم کل بھی عمران خان کے ساتھ کھڑے تھے اور آج بھی عمران خان کے ساتھ کھڑے ہیں واللہ

4 days ago

Post No. 28 retrieved on 21 September 2023

Based on the hashtags used, this article expresses a number of topics and moods. Concerns about the state of affairs in Pakistan and a perceived lack of the rule of law are hinted at by the hashtags LawlessPakistan and PakistanUnderFascism. The Chief Justice's refusal to admit human rights abuse and the mention of a "secret Cipher Trial" raises questions about potential abuse of the legal system and human rights. Furthermore, rising inflation and the alleged involvement of Indian intelligence in kidnapping instances are highlighted via the hashtags IndianIntelligenceKidnapping and PakistanInflation. These hashtags indicate worries about potential security threats and the status of the economy. Together, the hashtags in the tweet allude to a variety of concerns about governance, security, inflation, and human rights.



Post No.29 retrieved on 1st October 2023

The hashtag justiceforammar signifies the urge of justice in the incident of Ammar who died, unfortunately, since the hospital failed to give him the attention he deserved. The hashtags pakistanunderfascism and nationsheroarshadsharif are indicative of the issues, which surround the present-day state of Pakistan and its leadership, especially, after the death of Arshad Sharif in Kenya. Lastly, the hashtags FairTrialForImranKhan and nationslifeimrankhan bring the point that an objective judicial system is required and Imran Khan should be safeguarded. These set of hashtags capture the conversations and the feelings towards these vital matters. The aforementioned hashtags associated with Imran Khan raise questions with regard to his safety and wellbeing. All in all, the hashtags utilized in this post include a variety of opinions and matters, including the calls to justice and free trials, the discussions on the government and the leadership in Pakistan, and concerns about the safety of Imran Khan.



Post No.30 retrieved on 7th December 2023

The hashtags presented here express various kinds of emotions, such as irritation, displeasure, the criticism of the political establishment in Pakistan, the emphasis on the PDM government. Another part of the content analysis narrative is the pro-extremist attitude of Imran Khan which can be evidenced by the statement that Imran Khan is pro-extremist. What also plays a role concerning the complex background between personal and political discontent is the fact that the user has a wife of the Pakistan Tehreek-e-Insaf (PTI) and the way she seemingly suffered because of the affiliation is also depicted. The hashtag LawlessPakistan and PakistanUnderFascism imply frustration and protest against the current PDM government. The hashtags VoteseLengeInteqam (WeWillTakeRevengeWithVotes) and AghwaBarayeBayan (KidnappingForStatement) indicate a desire to strike back and push the government to take responsibility for certain wrong conducts or victimization. Combined, these hashtags are particularly good in conveying a sense of discontent, disillusionment, and censorship on the current leadership of the country and the state of affairs that occur in their backdrop.

Post No.31 retrieved on 25 November 2023

The hashtag Imranwillcome, imranweareyours and releasepoliticalprisoners all carry a common flavor of anticipation over the arrival of Imran Khan and wish of the political prisoners to be set at liberty. Based on these hashtags, there are individuals who are waiting to see Imran Khan and are using him as their savior to rescue them and rectify

the problem of political prisoners. Still, the hashtags imrankhan and pakistanunderfascism raise the issue of the situation in Pakistan nowadays. Furthermore, they suggest that there are already few individuals who are raising up their concerns about the state of things in Pakistan as well as rise of fascism. These hashtags prove there exist individuals in Pakistan, who are against fascism and, according to some, it can be stopped with Imran Khan as he might become a viable alternative.



Post No.32 retrieved on 19 September 2023

Hashtags such as pakistanunderfascism and justiceforammar draw attention to different facets of a specific event or problem.

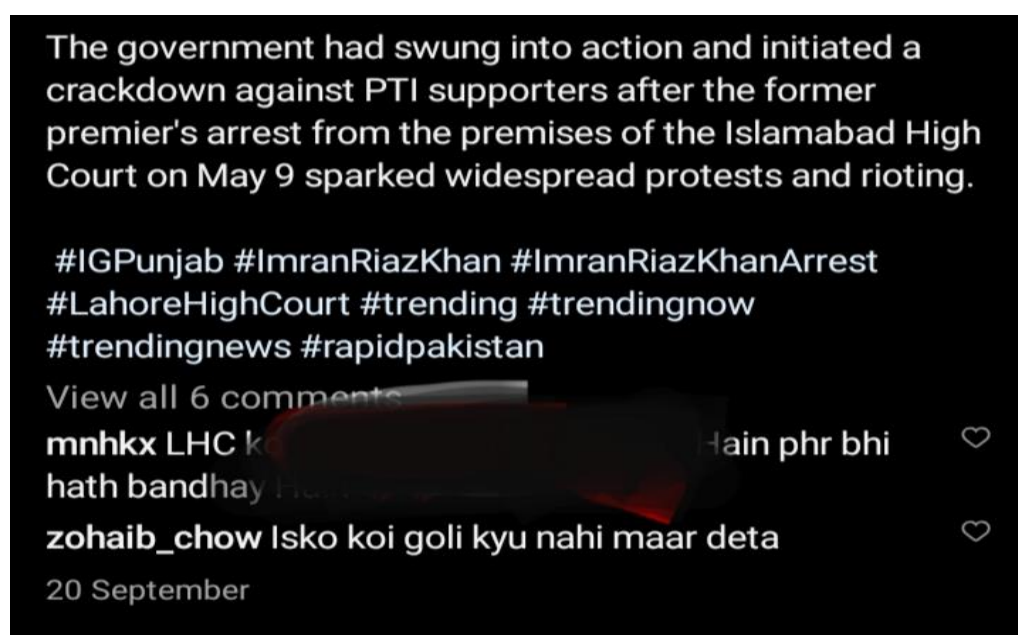
Ammarkaqaatilikon is what the hashtag stands (it means 'Ammar's killer is who?') The hashtag implies that the son of a leader of the PTI political party who goes by the name of is a small child. Ammar participates in a case. To say who killed him and how under what conditions, they are seeking justice. The inclusion of hashtag JusticeforAmmar indicates that there must be justice for Ammar's case. To say a fair investigation and, if a crime, appropriate.

There is no dispute about the widespread demand for punishment for criminals. Lastly, the presence of fascists in Pakistan is pakistanunderfascism and about fascists' presence in Pakistan. If you agree, it means that you harbor the notion that the country has some trace elements of authoritarianism or oppressive practices in the political or social body of the country. These hashtags reflect the voices of those who are concerned about the circumstances in Pakistan and who want to see justice done and answers given.

IGPUNJAB

Immediately, the hashtag IGPUNJAB became popular after Lahore High Court a few hours back ordered. On orders of Inspector General Police (IGP) Punjab, Dr. Usman

Anwar, an investigation is being conducted into the disappearance of journalist Imran Riaz Khan. In fixing the damages, the court pointed out the need for immediate action and had expressed its dissatisfaction with the delays incurred in consummating the actions aimed at finding Imran. The hashtag gained popularity due to a video of Inspector Shahid getting abused by IGP Usman Anwar, which made people talk about the issues of police conduct and professionalism. It also talks about the overall security situation in Punjab of Pakistan. People have been voicing their grievances on Twitter using the hashtag with the way the police have been treating the civilians and also calling for police to improve their law enforcement practices.

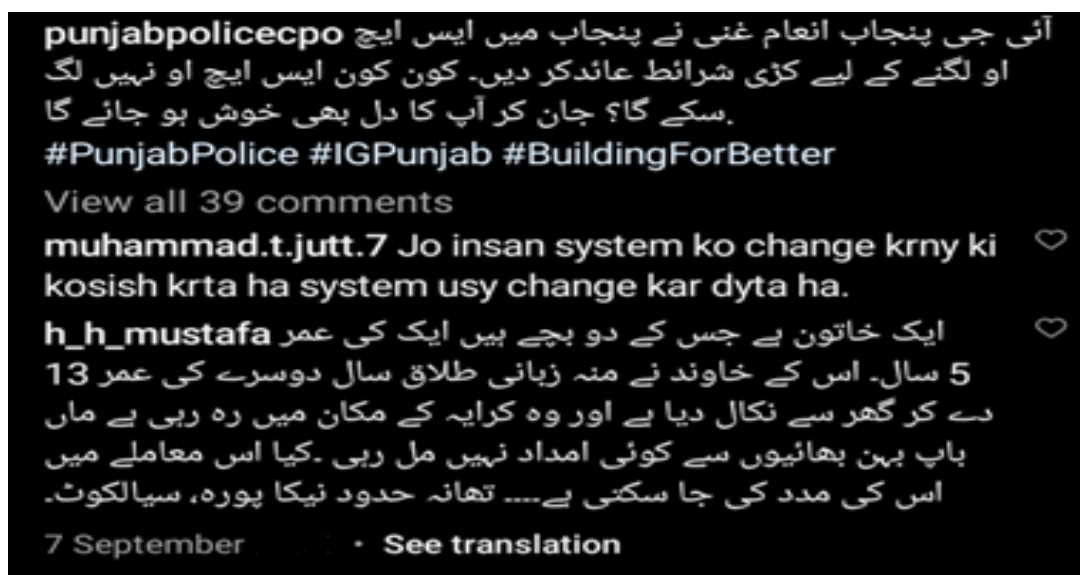


Post No.33 retrieved on 20 September 2023

The Lahore High Court (LHC) issued a directive to the Inspector General Police for the last time. The first is that Punjab IGP, Dr Usman Anwar, instructed him to appear in court in the case of missing journalist Imran Riaz Khan. Imran's father had requested a plea hearing to help his son who had been missing for several months, and the plea hearing is said to be the reason it was taken. In the hearing, Chief Justice Muhammad Ameer Bhatti asked the IGP Usman where the detainee was and advised efficient action to find him. In her ruling, the IGP had asked for the extension of the 90 days citing ongoing activities and planned meetings. Chief Justice Bhatti was displeased with the delays and candid enough to say that he was getting impatient. If the case did not continue, he hinted that more actions

might be taken. The judge approved the petitioner's lawyer's request for an additional day for the IGP, emphasizing that progress must be made in order for the next hearing, scheduled for September 26, to be the "last chance" to deliver the missing journalist.

The journalist was detained by the police on May 11 after a sequence of events set off by the arrest of the former prime minister on May 9, which resulted in extensive demonstrations. The journalist was well-known for endorsing Pakistan Tehreek-e-Insaf (PTI) Chairperson Imran Khan and his policies. Following these incidents, the government cracked down on PTI supporters, which resulted in Imran Riaz Khan's arrest and subsequent disappearance. This prompted legal actions and court interventions, which are currently being held at the Lahore High Court.



Post No.34 retrieved on 7 September 2023

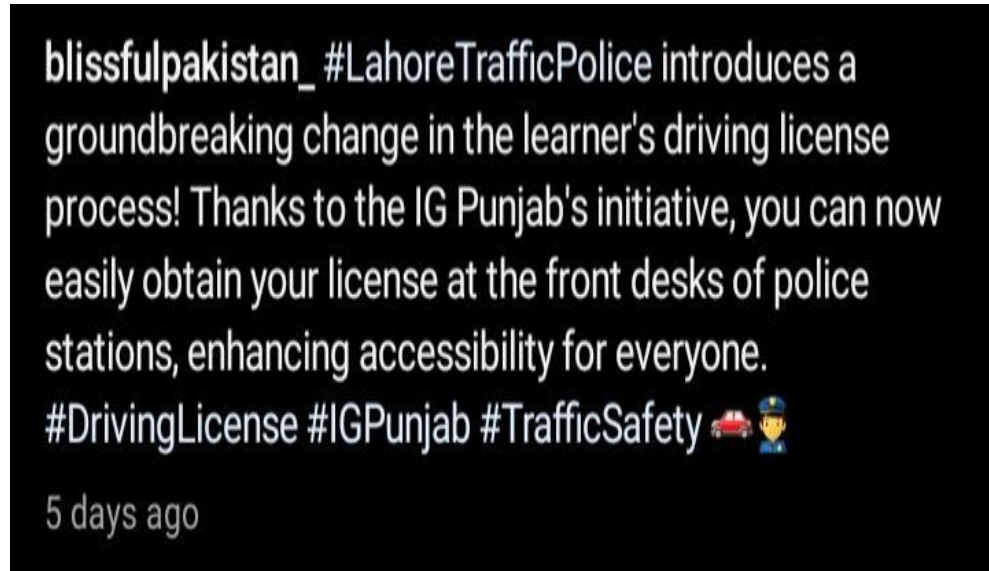
The post talks about the strict guidelines that Punjab's IGP, Inam Ghani, established for the appointment of SHOs, or station house officers. The main goal is to ascertain which individuals, in light of these new circumstances, will not be qualified to become SHOs. The hashtags PunjabPolice, IGPunjab, and BuildingForBetter most likely refer to the new regulations' context as well as anticipated enhancements or modifications to Punjab's legal system.



Post No.35 retrieved on 21 August 2023

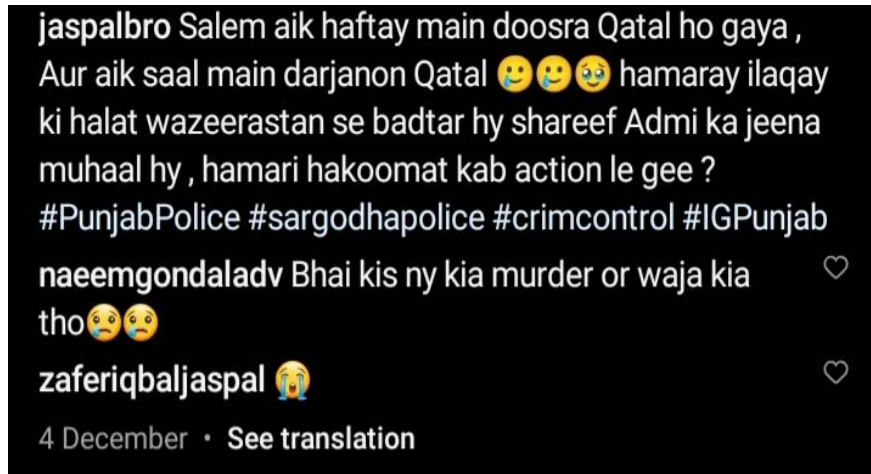
The post says "thank you" sincerely to someone, maybe Inspector Shahid. From being unknown at first, this person is now well-known throughout Pakistan. The following hashtags describe a situation where Inspector Shahid unexpectedly expressed dissatisfaction or criticized the Inspector General of Police (IG) Punjab during an interview: **mr_aj_memes**, **Memes**, **TrendingMemes**, **Pakistan**, **Pakistanpolice**, **Imrankhan**, **Explore**, **PakistaniMemes**, **august**, **PakistaniReels**, **Indianmemes**, and **InstaReel**. This incident resulted in a spike in online memes made by memers, which in turn produced a large amount of funny content centered around IG Punjab and started a viral meme trend. It appears that meme makers on the internet were drawn to Inspector Shahid's abrupt interview in which he expressed disapproval or used strong language against IG Punjab. This incident became a hot topic for memes on different social media sites, leading to a

wave of amusing and imaginative memes about it. The hashtags also imply participation from the Indian and Pakistani meme communities, which adds to the memes' immense appeal and helped the incident become a trending topic in August.



Post No.36 retrieved on 25 December 2023

The announcement draws attention to a major modification to Lahore's learner's permit application procedure. A revolutionary change has been implemented by Lahore Traffic Police, thanks to the efforts of IG Punjab: people can now easily obtain learner's licenses from police station front desks. The purpose of this change is to facilitate people getting a driver's license in lahar. IG Punjab, traffic safety and driving license are the hashtag for highlighting the importance of this initiative and make sure that the procedure of traffic safety and licensing are in order. The post discusses these positive adjustments by the Lahore Traffic Police, made blissful Pakistan_. All these modifications facilitate the work of the citizens throughout the city since it becomes easier to get a learner's license directly from the police station.



Post No.37 retrieved on 4 December 2023

The article also talks about the increasing number of violent occurrences in the neighborhood, expressing panic over the number of murders in the area last year and in the last week. This description also shows us that the neighborhood is getting worse, and it could make life more challenging to the folks who are law abiding. In other hashtags used with PunjabPolice, such as sargodhapolice, crimcontrol or IGPunjab, there are demands or calls to action to the Punjab Police and the Inspector General of Police (IG) in Punjab. The article posits that when would the government address these scary statistics of crime and by when could law and order be bettered and crime reduced in the area. Readers, understandably, are concerned about their safety and have the urge for law enforcement organizations such as Punjab Police and IG Punjab to act fast in order to address the worsening crime situation.

The hashtags emphasize a call for enhanced crime prevention strategies and swift government action to protect the neighborhood and bring peace and security back to the area.



Post No.38 retrieved on 6 June 2023

The trending hashtags ExpressNews, AitzazAhsan, PDM, PMLN, IGPunjab, and 9May seem to be related to a big development that happened on May 9th: Imran Khan, the chairperson of the PTI, was arrested, and his party then organized nationwide protests. The lack of police presence during these protests, which resulted in extensive damage across the nation, appears to be the main point of attention. Highlighted is Barrister Aitzaz Ahsan's press conference because he poses pertinent questions about the whereabouts of the police during this turbulent time, especially in light of the fact that PM Shehbaz Sharif was a member of the PMLN and the PDM government was in power. Together, the hashtags highlight the attention, criticism, and questions surrounding the lack of law enforcement during a crucial period of political upheaval and civil disturbance in the country.



Post No.39 retrieved on 22 May 2023

The arrest and subsequent release of Imran Riaz Khan by the authorities are the subject of discussion under the hashtags ImranRiazKhan, IGPunjab, and others. Dr. Usman Anwar, the Inspector General of Punjab, stated that Imran Riaz Khan was taken into custody, later freed, and that he drove off in a waiting vehicle with a companion. He is no longer in their custody, the authorities made clear. This appears to be the case of a well-known journalist who was detained, freed on bond, and then allegedly abducted. Support, worry, and conversations regarding the journalist's detention, release, and subsequent disappearance, as well as the Instagram statements regarding the events, are conveyed through hashtags and content.

Social

Pakistaniwedding

A video of a girl dancing at her friend's wedding popularized the hashtag Pakistaniwedding. The girl was dancing to a traditional Pakistani song while wearing a fancy dress, which is what Pakistani girls typically wear to weddings. The video quickly gained popularity. Users from Pakistan and India were drawn to the video, which resulted in the hashtag becoming widely used on social media.

opmshoots The beautiful makeup done by
@makeuproombysairaofficial 🥰 dress by @soniamunim
shot by @opmshoots @laibaakhanofficial

#opmshoots #lahore #wedding #pakistan #decor
#mehndi #bride #bridal #dance #photooftheday
#photography #photographer #videography #dress
#weddingdress #luxury #music #instagram #instalove
#instapic #instapakistan #islamabad #gujranwala #quetta
#pakiweddings #desiweddings #bridalshower

View all 6 comments

9 November 2022

Post No.40 retrieved on 9 November 2022

These hashtags are all about photography, with a special emphasis on weddings and associated subjects. Social media hashtags such as PhotoOfTheDay, Photography, WeddingPhotography, AsianWedding, and PakistaniWedding demonstrate an ardent desire to capture unique moments, particularly at weddings. Tags like Shoot, Capturedbysani, and mentions of cities like Lahore, Islamabad, and Karachi point to the possibility of a professional photographer, Sani, exhibiting their wedding photography services or work.

Moreover, with hashtags like WeddingDress, Bride, and Groom, they highlight the skill of capturing special moments during weddings. Allusions to social media sites such as Instagram suggest an intention to disseminate and garner recognition for photographic endeavors. Furthermore, hashtags like SundayTimes and Normcore may allude to particular photographic techniques or aesthetics used by the photographer, whereas MutalSani implies a relationship or partnership with Sani. Given the circumstances, these hashtags emphasize the creativity and specialization of wedding photography, presenting the photographer's work, and perhaps trying to draw in customers or enthusiasts drawn to gripping visual narratives on special occasions.



Post No.41 retrieved on 25 July 2023

These hashtags center on wedding photography, emphasizing Mahad Photography Official's work in particular to highlight their skills and offerings. Keywords such as WeddingPhotographers, BridalShoot, and Signatureshoots highlight the creative approach and expert technique used to capture priceless moments at Pakistani weddings. Mentions of cities such as Islamabad and Rawalpindi suggest that the photographer is working or has been working in these regions, serving weddings in these areas.

Additionally, the hashtags GettingReady, CoupleGoals, and CinematicFilms highlight aspects of wedding photoshoots, suggesting a desire to document genuine and emotional moments during weddings. The use of the hashtag Canon draws attention to the gear utilized, indicating a preference for a particular brand or high-end cameras for photography. Furthermore, hashtags such as PakistaniFashiionista, PakistaniBride, and PakistaniWeddingPhotographer highlight the emphasis on Pakistani cultural aspects and fashion aesthetics in wedding photography. Given the circumstances, these hashtags highlight Mahad Photography Official's expertise in catching special moments and distinctive looks during Pakistani wedding celebrations, with the intention of reaching out to those looking for skilled and imaginative wedding photography services.



Post NO.42 retrieved on 24 December 2022

These hashtags are related to a wedding, wherein renowned Pakistani cricket players Haris Rauf and Muzna Masood Malik highlight their union in a unique ceremony known as "Nikah." The tags are related to photographers, specifically X Productions Media and Maha's Photography by Mahawajahat Khan. The emphasis appears to be on the photography sessions done by Maha's Photography, specifically on catching the moments between the bride and groom.

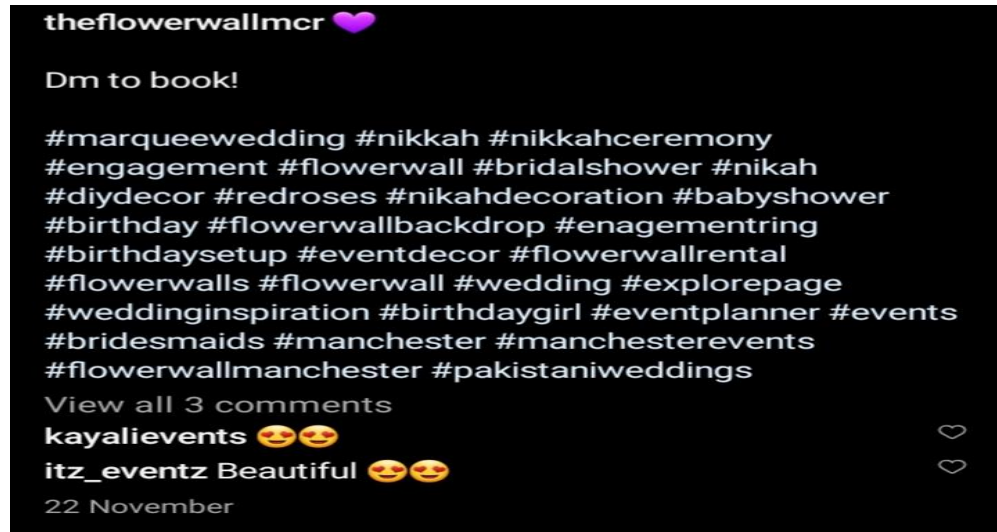
Additionally, by emphasizing hashtags like Bridal, Couples, and Wedding, these images highlight aspects of wedding photography and highlight the work of Wajahat Khan and Maha's Photography. Their goal is to record lovely moments from the wedding that highlight the couple and their love tale. Locations like Islamabad are mentioned, implying that this is where the wedding festivities and photo shoots were held. Generally speaking, the focus of these hashtags is on preserving special moments from Muzna Masood Malik and Haris Rauf's wedding festivities, highlighting the talents of particular photographers.



Post No.43 retrieved on 25 November 2023

These hashtags are all about fashion, particularly what Pakistani women are wearing. They highlight preferred colors and styles by referencing different clothing items such as RedSuit, PinkDress, RedSuit, and PinkDress. Additionally, hashtags like MehndiDesign and RedKhussa denote particular designs and accessories that are in style, especially for weddings and other special occasions.

These hashtags also honor Pakistani fashion, highlighting components like Fashion, FashionBlogger, and FashionDesigner to highlight the industry's diversity and inventiveness. Terms like LahoriGirls and PGCGirls imply pride in and admiration for Pakistani regional or community-specific fashion trends. By displaying the rich cultural heritage and fashion choices that Pakistani women embrace during special occasions, hashtags like PakistaniWedding, PakistaniBrides, and PakistaniOutfits highlight the significance of fashion in weddings and celebrations. These hashtags demonstrate the popularity and diversity of the Pakistani fashion, in fact, combining different trends and preferences of Pakistani women in clothes and accessories.



Post No.44 retrieved on 22 November 2023

These hashtags highlight weddings and other important occasions, MarqueeWedding, Nikkah, Engagement and BridalShower are included. The hashtags like FlowerWall, RedRoses and DIYDecor, which focus on events such as bridal showers and weddings. Secondly, reference to events such as BabyShower or BirthdaySetup also points to the fact that these can be used for any event other than just wedding. In addition, hashtags for event planning and decorating such as EventPlanner and EventDecor indicate the use of floral displays and other décor to the visual sets. This shows how such decorative elements are included in the services such as FlowerWallManchester in the event planning services in Manchester. Manchester is one of the locations with other similar locations like this one. Generally, these hashtags characterize floral arrangements, wedding events' inspiration, and the usage of a flower wall in such weddings and occasions. This indicates a behavioral trend in events décor and planning for a celebration especially in Manchester and events related to Pakistani wedding traditions.



Post No.45 retrieved on 27 November 2023

As beauty and trends are extremely popular on social media, all of these hashtags are associated with them. Through the use of hashtags such as Explore, ExplorePage, and Trending, they aim to raise the visibility and appeal of material pertaining to cosmetics. GlowMyMakeup, SoftMakeup, and GlamMakeup are some of the hashtags that highlight popular or viral makeup looks and transformations. Additionally, these hashtags highlight content about makeup and highlight popular makeup trends and preferences in Lahore and Pakistani wedding customs by focussing on specific themes like MakeupTransformation and MakeupTutorial and referencing locations like Lahore and PakistaniWedding. Additionally, the use of hashtags like ViralVideos and TrendingReels suggests a desire to create material about cosmetics that grabs attention and gains popularity among users on platforms like Instagram and TikTok. These hashtags often emphasise popular styles, beauty techniques, and trends related to Lahore, Pakistani weddings, and the broader social media environment in order to engage and attract viewers interested in cosmetics content.

Entertainment

sajalalydivorce

Saboor Ali's wedding fueled rumors of problems between Ahad Raza Mir and Sajal Ali's married life after Ahad Raza Mir was missing. Many attributed it to his marriage to Sajal Aly that gained the hashtag sajalalydivorce its hype. The hashtag serves as a tag for

postings that addresses rumors about the couple's relationship status and helps to tag posts discussing the rumors as public conversations. In addition to carrying associations as a member or a pop culture reference, it talks about the moods and concerns of those who go through celebrity rumors, and how much the general public is interested in them. Hashtag is an example of how people discuss opinion about the private lives of celebrities on social media.



Post No.46 retrieved on 8th January 2022

Due to Ahad Raza Mir's absence from Saboor Ali's wedding, rumors about potential problems between him and his wife Sajal Aly spread. Ahad's nonattendance at his sister-in-law's wedding sparked rumors and speculation about a potential split in the well-known couple's relationship. As a result, hashtags like *sajalaly*, *ahadrazamir*, *divorced*, and *sajalalidivorce* became popular, expressing rumors and worries about their marital status. Several hashtags that were associated with Saboor Ali's wedding, such as *HibaQadirkiShadi*, were also linked. However, it is imperative to make clear that Hina Bukhari's marriage has no bearing whatsoever on Sajal Aly and Ahad Raza Mir's circumstances; as the hashtags make clear, she is merely an industry friend getting married.

digitalcelebrities Sajal Aly Confirmed Her Divorce News | Sajal Aly Talk About Divorce News With Ahad Raza Mir

#sajalaly #ahadrazamir #sajalAhaddivorce #sajalali
#sajalalidivorce #humtum #paristan
#chupkechupkeseason2

22 March 2022

Post No.47 retrieved on 22 March 2022

Recently, Sajal Aly made it official that she and Ahad Raza Mir were divorcing. This heightened the conversation about their breakup and gave rise to popular hashtags like *sajalaly*, *ahadrazamir*, *sajalAhaddivorce*, and *sajalalidivorce*. Dramas like "Hum Tum," "Paristan," and "Chupke Chupke Season 2" are unrelated to Sajal's circumstances despite these tags; nonetheless, it's notable that Ahad Raza Mir is acting in one of these new dramas. The hashtags appear to have unintentionally connected the current discussion about Sajal and Ahad's breakup to these unrelated dramas.

digitalcelebrities Ahad Raza Mir Mother Breaks Silence On Ahad And Sajal Divorce | Ahad And Sajal did not get divorced

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. .

#sajalaly #ahadrazamir #sajalali #sajalalidivorce
#sajalalydivorce #sajalahaddivorce #humtum #paristan
#sinfeahan #chaudry&Sons #chupkechupkeseason2

5 April 2022

Post No.48 retrieved on 5th April 2022

Recently, there has been much media attention surrounding the rumored divorce between Ahad Raza Mir and Sajal Aly. However, Ahad's mother has spoken out, saying that the couple is still together. Hashtags like *sajalaly*, *ahadrazamir*, *sajalali*, *sajalalidivorce*, *sajalalydivorce*, and *sajalahaddivorce* are still popular in spite of this clarification. Dramas like "Hum Tum," "Paristan," "Sinfea Han," "Chaudry & Sons," and "Chupke Chupke Season 2" are unrelated to Sajal and Ahad's romantic status, it's vital to remember that. But

it's possible that Ahad Raza Mir's participation in one of these dramas unintentionally connected them to the ongoing discussion regarding the couple's reported breakup.

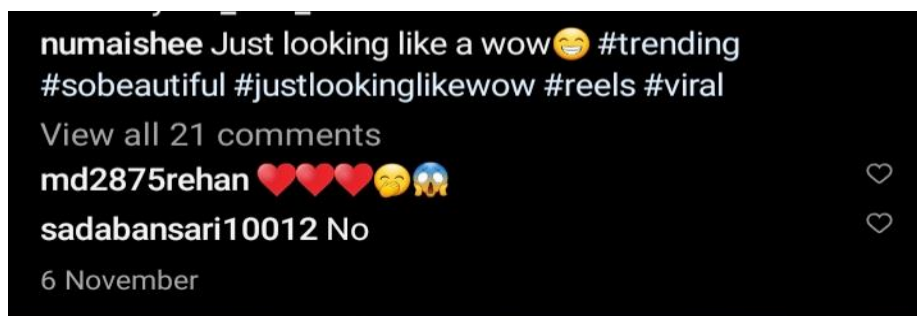


Post No.49 retrieved on 9th January 2022

Following the announcement of Sajal Aly and Ahad Raza Mir's divorce, talks about Sajal's conversation about the reasons behind their breakup began to surface. In this context, hashtags like *sajalali*, *ahadrazamir*, *sajalalidivorce*, and *sabooralay* garnered attention. It's important to remember that these hashtags draw attention to the continuous rumors surrounding the couple's relationship, but Saboor Aly may be involved in this conversation because she is related to Ahad Raza Mir. The details of Sajal and Ahad's divorce, however, continue to pique the curiosity of online stars and fans.

justlookinglikeawow

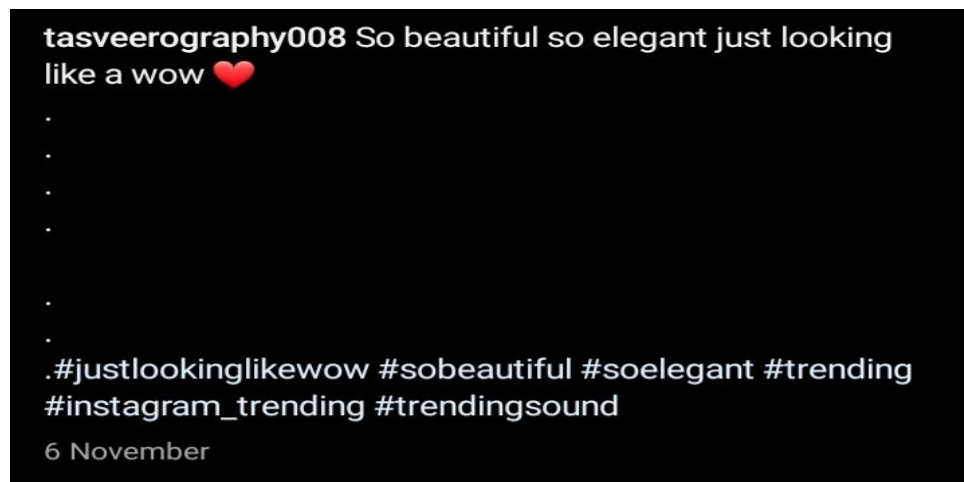
A common girl selling her clothes used the hashtag *justlookinglikeawow* in a video to describe them, it went viral. This little expression gained popularity and was used for several months to characterize everything lovely, including travel, the outdoors, and subjects pertaining to beauty.



Post No.50 retrieved on 6th November 2023

Using the hashtags trending, sobeautiful, justlookinglikewow, reels, and viral, a boy posted a video about his trip and wanted it to become popular. These hashtags are frequently used on social media sites like Instagram and TikTok to draw in more viewers and raise the likelihood that a post will gain popularity or go viral.

The boy wants to show off his video as something exceptional or visually appealing to get more people to watch and enjoy his travel content. He does this by using these popular and attention-grabbing hashtags. The hashtags imply an effort to reach a larger audience and differentiate the video from the other posts on social media to get more views and recognition.



Post No.51 retrieved on 6th November 2023

A girl describes and highlights her photo on social media using the hashtags justlookinglikewow, sobeautiful, soelegant, trending, instagram_trending, and trendingsound. These hashtags are frequently used in self-admiration posts, in which users convey their satisfaction and confidence in their appearance or sense of style.

The girl is using these hashtags to present herself as gorgeous, sophisticated, and captivating in this particular context. Using hashtags associated with current trends indicates that the post's goal is to become more well-known or visible to a larger audience on social media sites like Instagram. These hashtags, taken together, suggest self-praise and a desire to share her perception of her own beauty with the world on social media.



Post No.52 retrieved on 11 November 2023

The hashtags worldcup, shoiabakhtar, and pakistan are linked to an interview in which Nida Yasir misled Shoaib Akhtar and was subsequently trolling by fans. The emphasis on Pakistani celebrities, the cricket world cup, and the amusing scenario that arose during the interview are all reflected in the hashtags.

Though they seem unrelated to the incident, the remaining hashtags—funny, justlookinglikewow, and wow—as well as several celebrity names, including sardar, khuladpizza, yash, sallu, virat, messi, ballondor, and addida—seem connected. These extra hashtags seem to be a ploy to capitalize on well-known figures or widespread viral trends to increase the post's visibility or reach on social media platforms and potentially garner more views or attention.



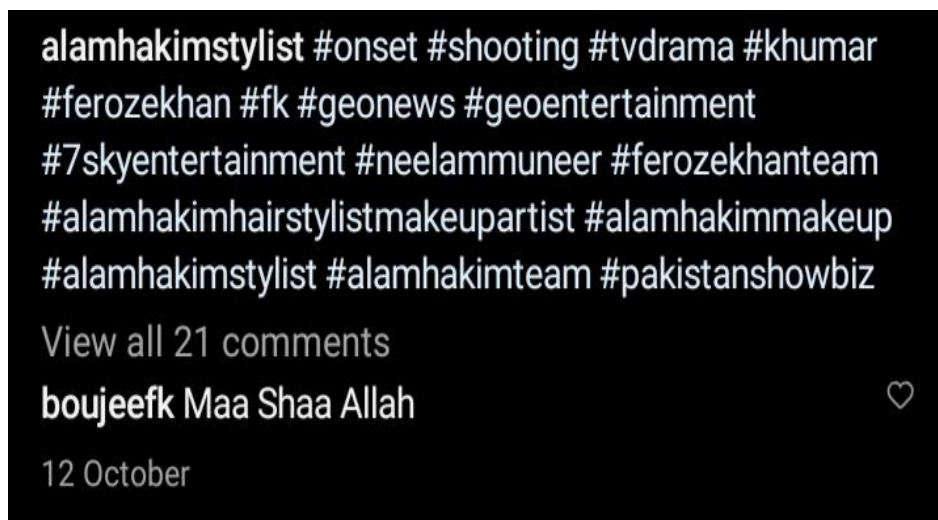
Post No.53 retrieved on 12 November 2023

A girl posted a video of her cat on social media, and it has the hashtags justlookinglikewow, catlove, catforever, instagramtrending, reel, trending, cat, catmom, and kitty. These hashtags are frequently used to draw attention to and enhance the visibility of cat-related content on social media sites like Instagram.

Through the use of well-known hashtags such as catlove, catforever, and others, the girl hopes to establish a connection with the greater online cat lover community. Furthermore, the use of hashtags like trending, reel, and instagramtrending implies an effort to capitalize on popular trends in order to reach a larger audience, suggesting that the user wants more people to view and appreciate her cat video. The overall goal of these hashtags is to draw attention to cat videos and increase their popularity among social media users who are looking for cat-related content.

pakistanshowbiz

Some events in the Pakistani showbiz industry led to the widespread use of the hashtag pakistanshowbiz. One incident raised questions about Islam and respect when an actor dressed like Bushra Bibi, the wife of former Pakistani Prime Minister Imran Khan. The public's curiosity about the divorces of several well-known actors also contributed to the trend by igniting conversations about the personal lives and relationships of celebrities.



Post No.54 retrieved on 12 October 2023

These hashtags are related to a Pakistani television drama. They include hashtags related to the TV drama filming process, such as Onset and Shooting. Involvement in a

People are now not only embracing Urdu, UrduPoetry and UrduAdab but also falling in love with poetry. Hashtags such as UrduQuotes, UrduPosts, and UrduShairi indicate the love of sharing and lifeworld on Urdu quotes and literary works whereas, references to the locations like Lahore, Karachi, and Islamabad along with the usage of hashtags such as Pakistani and PakistanZindabad, depict the connection of these terms with Pakistani pride and identity. Hence, the inclusion of terms relevant to weddings (PakistaniWedding, PakistaniBrides), fashion (PakistaniFashion, PakistaniStreetStyle) and media (HelloPakistan, ShowbizPakistan) is done for the purpose of exhibiting Pakistani celebrity, fashion, and lifestyle. Also, the hashtags like PakArmyLovers appreciate and support Pakistan Army. Overall, these hashtags are in praise for the Urdu language, Pakistani tradition, and many elements of lifestyle, amusement, patriotism, etc. Also, they exhibit the vibrant and varied areas of Pakistan and its people.



Post No.56 retrieved on 10 November 2023

These hashtags are tender hearts in the entertainment industry for Pakistani actor Wahaj Ali. Wahaj Ali's tweets are full of terms such as Actor, Dramas, Acting, and TV Industry which makes it evident that he is an artist working under accounts related to television shows, dramas, and filming. Also, hashtags such as FanPage and Support reflect the huge support and admiration that his fans have for Wahaj Ali which shows how fan groups have finally recognized his brilliance. Furthermore, a couple of the hashtags, for example, FahadMustafa, connect Wahaj Ali to different famous faces in the Pakistani sort of entertainment, which recommends cooperation or entering of the same interest in the field. These hashtags are mostly of appreciation and respect from Wahaj Ali's colleague in

the industry and Pakistani showbiz community regarding his job performances, career, and presence.

Production companies like BigBangEntertainment are mentioned, suggesting Wahaj Ali's involvement in their projects; terms like Mein and Resham may be associated with specific dramas or characters, emphasising his roles or contributions in the entertainment industry even more.



Post No.57 retrieved on 10 December 2023

These hashtags pay tribute to Nusrat Fateh Ali Khan, the well-known vocalist from Pakistan. He is lovingly referred to as "Nusrat Sahab" or "NFAK." They highlight his influence and legacy in music via hashtags like NusratSahab, NusratFatehAliKhan, and name variants. Among his terms, there are a few words like Singer, Musician, and Songs that assure people that he is a great musician who has a significant impact in the music world, most importantly, in Sufi music. All these hashtags, having NFAKLegend, NFAKLover, NFAKLines, are in tribute of Nusrat Fateh Ali Khan's songs and performances and show love and appreciation for his work. Besides this, hashtags like Showbiz Pakistan and ExplorePost only suggest his music, which is famous and has influenced many people. In any case, these hashtags give tribute to Nusrat Fateh Ali Khan's lasting legacy and popularity, emphasizing his profound effect on music and efforts to retain the music and its fans.

Climate

Swatflood2022

The hashtag was used in order to address the devastating effects of floods in Swat, Pakistan, and the hashtag `floodsinswat` gained traction. One commonly found post that uses this hashtag includes before and after images of Swat indicating the massive changes that have taken place because of floods. These blogs aim to awaken the public as to what the local floods bring about.

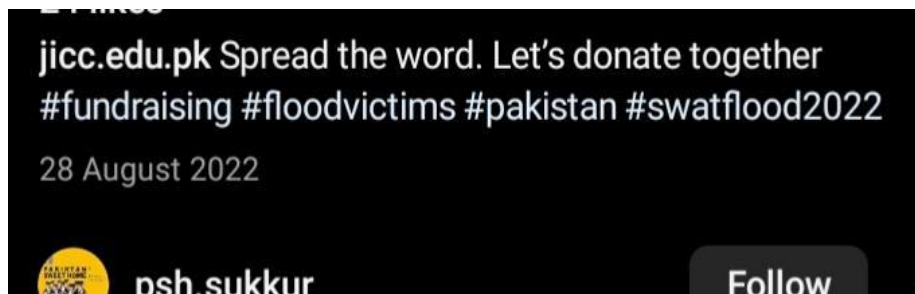


Post No.58 retrieved on 12 September 2023

The hashtags used tell a remarkable story of one person's determination to assist amid the floods in Pakistan, particularly in Swat. They convey a sense of a fast mandate and reach out to aid those that are inquired for. The following hashtags involve the importance of helping and financially supporting after floods: `floodsinpakistan` `floodrelief` `need donations` `donations`.

Additionally, the hashtags associated with the hashtags in addition to `saydutelearninghospital`, `doctors`, `freemedicalcamp`, `freemedicine` and `freemeditation` further exhibit the health and medical support emphasis. It seems like the person is putting effort into the medical aid and healthcare services and that it could have anything to do with free medical camps or drug handouts. For example, including different areas this

natural catastrophe has affected include swatflood2022, bamakhela, and kalamflood and in general hashtags of floodsinpakistan and floodinpakistan. Further support is also implied from the fact that the individual utilizing the hashtags admits that more help and money are required to rectify this urgent situation. They will work to enhance the well-being of people who are affected by the floods in Swat, especially via the provision of medical aid, demonstrate a genuine effort to mitigate the hardship caused by the flooding.



Post No.59 retrieved on 28 August 2023

Heavy rains and floods in Pakistan, particularly in Swat, have left thousands of people homeless as a result of 2022. The hashtag fundraising implies a call to action to raise money to aid the victims of the natural catastrophe. It emphasizes the importance of uniting and making a collective donation to make significant difference. Moreover, hashtags floodvictims, pakistan and swatflood2022 also provide additional context and how and in which place the calamity did take place. The content in the image highlights the gravity of the issue and is meant to bring awareness to victims of floods in Swat, Pakistan. In this instance, the hashtags are being used in a bid to mobilize support for and public appeal of group action aimed at helping flood.

In particular, for the victims in Pakistan, especially in Swat affected by the 2022 floods. As per fundraising, they pay money to victims of natural disasters. To have a significant impact, it states that you can't operate on a solo basis and have to make a group gift. The hashtags swatflood2022, pakistan, and floodvictims also provide context by identifying the location and source of the calamity. They draw attention to Swat, Pakistan's flood victims and emphasize how serious the situation is.



Post No.60 retrieved on 1st September 2022

The hashtags used in the tweet highlight the continuous work supporting the ongoing flood relief efforts in Swat. Using hashtags like SwatFloods, FloodSituation, and FloodRelief, it highlights how serious and urgent the situation is. The emphasis is on a specific region affected by the floods, as evidenced by the location, Kalam Road, and surrounding areas like Kalam. The use of aerial assistance, potentially by the military (kpfloodreliefoperations), to support rescue and relief efforts is further indicated by the mention of AirLifting.

Overall, these hashtags highlight the dire consequences of the Swat flood while also drawing attention to the continuous relief efforts—particularly along Kalam Road, where the army is most likely involved—aimed at ensuring the safety and rescue of those impacted. The purpose of the post is to raise awareness of the seriousness of the flood situation and the coordinated efforts underway to offer assistance and support to the impacted areas and individuals.



Post No.61 retrieved on 25 September 2022

The hashtags used in this post highlight a hotel that was submerged during the flood and is still submerged today, shedding light on the devastating effects of the floods in Swat. The region's floodwaters continue to have an impact, as seen by hashtags like Flood, FloodInSwat, FloodWater, and SwatFlood2022. The use of Swat in conjunction with UrduPoint highlights the attention being paid to a particular area and potentially a source of information regarding the circumstances.

The article highlights how a hotel that sank as a result of the flood is still underwater to highlight the serious effects of the disaster. It depicts the predicament of significant buildings affected by the floods in Swat and the enduring consequences of the natural calamity. The purpose of the hashtags is to draw attention to the persistent challenges the region is facing due to the continuous floods and the substantial impact they are having on surrounding companies.



Post No.62 retrieved on 31 August 2022

The hashtags used in this post show Bahrain Bazar's changes both before and after the 2022 Swat flood. Hashtags such as swatflood2022, heartbreaking scene, and prefer effectively to communicate the devastating effects and emotional impact of the flood. Furthermore, the mention of the towns of madyan in Swat and beauty_of_pakistan highlights the contrast between the area's natural beauty before the calamity and the devastation left behind by the floodwaters.

This post portrays the heartbreaking scene of a once beautiful area now devastated by a natural calamity, highlighting the drastic changes brought about by the Swat flood to Bahrain Bazar. It highlights the difference between the beauty of the area that was previously celebrated and the attempt to elicit sympathy and prayers for Swat. On the other hand, the effects of the flood, especially in Bahrain Bay. The hashtags are meant to draw attention to the major difficulties and changes that these areas have experienced as a result of the flood's destructive power.



Post No.63 retrieved on 3 September 2022

With a primary focus on the aftermath of the Swat flood in 2022, the hashtags used in this post revolve around the before and after photos of Jalay Godar in Swat. The extensive effects of the flood in Swat and throughout Pakistan are highlighted by hashtags like *swatflood2022*, *swatvalley*, *floodsinpakistan*, *floodsinswat*, and *floodinpakistan*. Furthermore, mentions of hashtags like *prayforswat*, *maydanswat*, and names of particular figures like *ferozekhan*, *atifaslam*, and *iqraaziz*, among others, show that efforts are being made to draw attention to and support the impacted area.

The purpose of the post is to present how Jalay Godar in Swat changed both before and after the flood. The severity of the floods in Pakistan, the emphasis on prayers, and the mention of well-known people who may be promoting support all highlight how serious

the situation is. While the majority of hashtags discuss the damage caused by the floods in Gilgit and Swat, some hashtags related to Islamabad appear to be an attempt to increase the post's visibility or perhaps attract attention from a wider audience by mentioning well-known people or locations connected to Pakistan's capital.

This post aims to draw attention to the effects of the Swat flood, with a particular focus on Jalay Godar. It does so by utilizing a combination of pertinent hashtags related to the incident and additional ones that might increase its visibility on social media.

pakistanweatherforecast

Due to its ability to identify posts about Pakistan's weather forecast, the hashtag **pakistanweatherforecast** has gained popularity. It serves as a topic tag that identifies the subject of the post. Besides, it's a meta-comment that clarifies that the post's objective is to disseminate weather updates. The post's context is enhanced by the hashtag, which helps readers comprehend its content.



Post No.64 retrieved on 7th June 2022

It has been predicted by the Pakistan Meteorological Department (PMD) that the monsoon rains may arrive earlier than usual. They said that late June could see the start of the pre-monsoon rains. According to the forecast, there may be slightly more rain in certain parts of the country than in a typical year, but Punjab and Sindh may see more rain than usual.

The emphasis on the impending rainy season in Pakistan is highlighted by the hashtags used, which include monsoon, rainfall, and premonsoon. It is noteworthy that the hashtags ModernLivingMagazine and EmailMediaGroup may imply that this information is being shared by particular media outlets or groups, whereas the hashtags Punjab and PakistanWeatherForecast most likely target specific regions and weather updates.

**the_currentreport #weatherupdate #weather #pakistan
#pakistanweatherforecast
<https://m.youtube.com/watch?v=IFcljrvOXNA>
24 March**

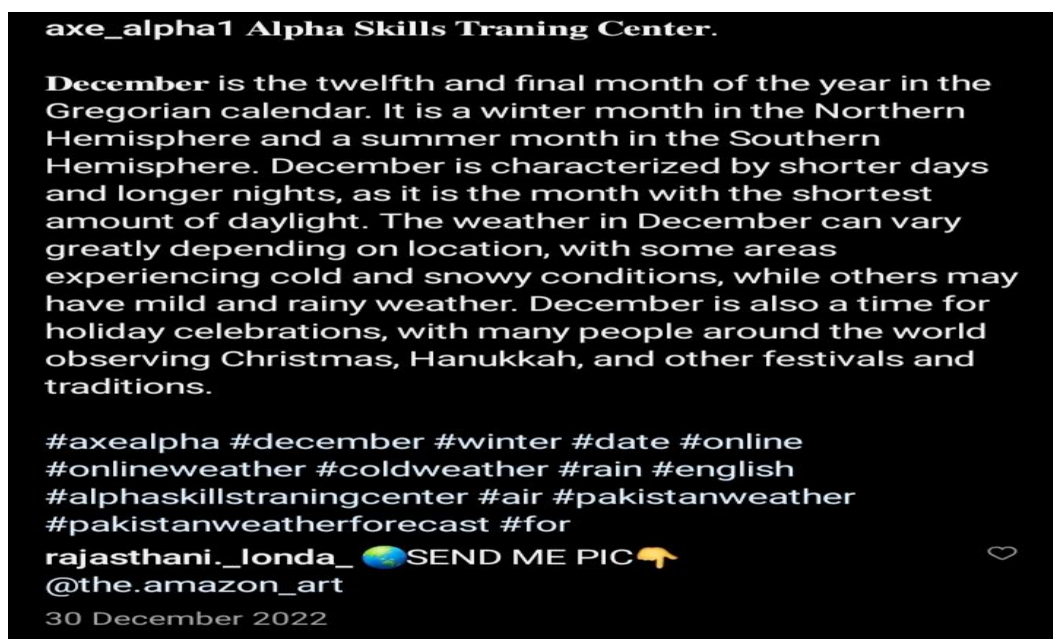
Post No.65 retrieved on 24 March 2022

The purpose of all of these hashtags is to provide Pakistani weather updates. Their primary focus is on disseminating data regarding national weather conditions and forecasts. It appears from hashtags like WeatherUpdate, Weather, and PakistanWeatherForecast that people are curious about Pakistan's upcoming weather. In an attempt to educate the public about the current and anticipated weather conditions in Pakistan, a variety of sites may utilise these hashtags to share weather-related news, updates, or forecasts.

**farhan.h.kotwal #forecast #heavyrain #Monsoon2022
#RainForecast #Sindh #monsoon #rainfall #premonsoon
#pmd #pakistanmeteorologicaldepartment #karachi
#pakistanweather #pakistanweatherforecast
#KarachiRains #rainyseason #rainyday #rainsprediction
#monsoonseason #rainyday #rain #karachirain
#karachidiaries #karachiites
2 July 2022**

Post No.66 retrieved on 2nd July 2022

The topic of discussion on these hashtags is the monsoon season and rain forecasts, particularly in Karachi and Sindh, Pakistan. They use hashtags such as Forecast, RainForecast and RainsPrediction to express their interest in predicting and notifying their followers on major rains. Monsoon2022, MonsoonSeason and PreMonsoon hashtags are used in the prediction of the arrival of the monsoon during which intense rainfall takes place. Along with this, some hashtags are of specific locations such as Karachi and Sindh, the local weather predictions and updates based around locations. Hashtags such as PakistanWeather and PakistanWeatherForecast show some interest in the weather conditions of the whole Pakistan, while hashtags like KarachiRains and KarachiDiaries show a greater focus on the rain occurrences and experiences of Karachi. The main purpose of these hashtags is to spread information and gather their statistics on the anticipated rainfall in Karachi and Sindh, Pakistan, during the monsoon season.

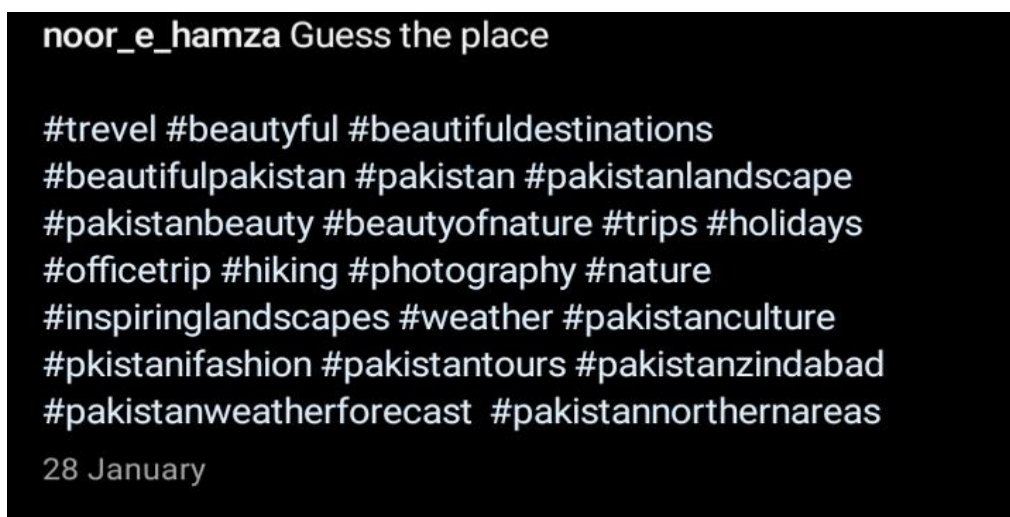


Post No.67 retrieved on 30 December 2022

These hashtags cover a wide range of topics related to December and weather information. They contain general phrases like December, Winter, and ColdWeather that characterize the season in various locales. Furthermore, hashtags like Rain draw attention to the variety of weather this month offers. A special interest in Pakistani weather updates and predictions is indicated by the usage of hashtags such as PakistanWeather and

PakistanWeatherForecast.

Additionally, certain hashtags, like AxeAlpha, Online, and AlphaSkillsTrainingCenter, could be connected to specific businesses, websites, or training centres. Although they have nothing to do with December or the weather, they might be used in conjunction with these hashtags for a number of purposes, including education or promotion. By mixing details in December, its weather patterns, and sometimes other irrelevant subjects, these hashtags offer a mix of weather updates, educational content, and perhaps advertising material.



Post No.68 retrieved on 28 January 2023

These hashtags are meant to draw focus on Pakistan's beauty and attractions as these mainly covering its beautiful hills and landscapes. They put on show not only Pakistan but also the landscape and natural beauty of the country through hashtags such as BeautifulDestinations, BeautifulPakistan and BeautyOfNature. Hashtags such as Hiking and Nature implies the person has a passion for being outside and exploring what the country surrounded her with.

Moreover, these postings highlight unique features of tourism and travel in Pakistan and wish to visit and inquire about the country, with usage of hashtags such as: Trips, Holidays, PakistanTours. Hash tags such as PakistaniFashion and PakistanCulture may also be used to show Pakistan's rich cultural legacy. The proud affection, of Pakistan is also expressed through the patriotic hashtag PakistanZindabad.

The hashtags: PakistanWeatherForecast and PakistanNorthernAreas have been adopted to provide travel suggestions and weather information relevant to the northern regions of Pakistan as it is a tourist destination and it is one of the most beautiful places in the world. The primary purpose of these hashtags is to focus on and market the diversity of natural beauty and cultural glory of Pakistan regions and landscapes and the opportunities to visit them.

4.3 Stage 3: Theoretical Analysis

A Digital Discourse Analysis (DDA) based on multimodal, conversation-based pathways, and platform-specific aspects of the Instagram hashtags, specifically in Pakistan. In order to examine the functioning of Instagram hashtags in Pakistan as a multimodal form of digital discourse and to explore them as context-specific, this research works on the Digital Discourse Analysis (DDA) as a guiding theoretical tool. DDA is particularly apt in addressing how the users of Instagram can generate and construct the social and political meanings actively in collaboration with a complex arrangement of textual features, pictorial or graphic information, hashtags, captions, comments, emojis, etc. of the digital space of the Instagram specific environment. Insisting on platform-specific affordances to discuss Instagram in terms of being visual-centric platform with its hashtag capabilities, user interaction and algorithms as the means of mediation, DDA shows that this discourse is dynamic, contextually constructed and socially meaningful.

We are aware of the fact that hashtags in Instagram are not simple keywords or labels; however, they can be regarded as multiple modal communicative resources the usage of which allows displaying identity, building, and sustaining communities, expressing solidarity, and engaging in the collective activities of Pakistani users. Hashtags, users identify social position, ideologies, and emotional contexts to bring out bigger socio-political images in Pakistan. Hashtags have meaning determined by how they are used in particular contexts as well as algorithmic treatments that determine visibility and circulation, and so user agencies and technological mediation are equally entangled in digital discourse. The mentioned framework enables a deeper insight into the role of multimodal content, interactivity of the participation, and features that are unique to particular platforms in creating and sharing narratives appealing to various online

audiences. The paper includes in the analysis the ways hashtags become trendy, become semantically shifted, and do social work through mourning, activism, awareness creation, and solidarity of the digital-mediated Pakistani public sphere.

molanatariqjamil

It is this tragic experience of the death of the son of a religious scholar Molana Tariq Jamil that triggered the formation of the subject *molanatariqjamil* not only as a noun to refer to the religious scholar, but as a term of discourse around collective mourning, rumor, and retort. This hashtag has numerous levels within the framework of DDA. On the surface of it, it identifies content touching on the incident. However, embedded posts tend to be marked with condolence words, calls to mental health awareness, and cultural comments, which are influenced by the images of the scholar, religious quotations, or textual overlays.

The account of Instagrammers can both lament and challenge the narrative (accident or suicide), indicating how online venues enable the co-existence of authorized discourses and counter narratives. This communication is presented not only with the help of words but with visual grammar that strengthens the emotional value of the posts: black and white filters, solemn music, religious imagery. Engagement in this kind of discourse as well as reaffirms belonging to the community, it has also been shown as a negotiation between privacy and speculation.

faisalabadchurchattack

The hashtag *faisalabadchurchattack* was created after a bloody incident against the Christian population in the city of Faisalabad. In the framework of DDA, the hashtag is an instrument of real-time reporting, emotional support, and action. The users share videos, first-hand experiences, banners of protests, and artistic visual artifacts of religious intolerance, as a critique of this topic is graphically accompanied by the use of religious symbols such as crucifixes, broken shop windows, and the burning of prayer books.

The hashtag is a marker of mass indignation and a point of social activism. Users target influential users, media houses and government organizations to force institutional reaction by tagging them. Here, interactivity takes the center stage: the column of comments turns into a discussion board, the reposted stories increase the event awareness,

and the hashtag is connected to a wider scope of the discussion about the rights of minorities in Pakistan.

This conversation is highly multimodal and intertextual as it provides the elements of religious imagery, legal language, and emotional rhetoric to touch hearts and trigger action. Both the haste and the outrage are not only linguistically expressed, but it is algorithmically intensified by cross-sharing and likes, and the hashtag becomes the nucleus of the digitalized public sphere in Pakistan.

dua

The use of the hashtag dua, which can be translated as a prayer, shows that digital discourse could be not only emotionally motivative, but also enlightened. When a crisis occurs locally, regionally, and even internationally; when an individual loses something or someone, when despair is about to overwhelm a person; when they want to convey a sense of hope or provide a show of solidarity, people use dua to request or ask others to intervene. The peculiarity of using such hashtags as symbolic and interactive speech acts is what DDA emphasizes.

Dua posts are often loaded with images of prayers, calligraphy, verses of the Quran, and sentimental comments. The working of the hashtag as performative action, as an act of prayer, of offering emotional support, enables the creation of a digital ritual space, in which empathy is played out collectively and exposed to a witness. There is also redefinition of the hashtag in context. Thus, in the livestream about Palestine or Baluchistan, dua combines religious feeling with geopolitical orientation, and personal piety becomes a form of rebellion.

The versatility of this discursive practice, across mourning to militancy, spirituality to satire, demonstrates the extent to which digital prayer is also multimodal activism. It exposes the ability of Instagram to accommodate multiple conversations that can be based on grief, faith, and politics, implicit through cultural contributions and dynamics of the platform.

IMPORTEDHUKOMATNAMANZOOR

The hashtag IMPORTEDHUKOMATNAMANZOOR (which is translated as:

Imported government is not acceptable) criticizes the legitimacy of the Pakistani political leadership with references to foreign intervention into the domestic politics. This hashtag in DDA is an illustration of national identity formation and political resistance formation in digital discourse.

It acts as an effective discursive tag that is deployed to organize a voice of opposition, which is accompanied by memes, protest images, and political advertising texts. The text on this hashtag includes satire, nationalist visuals, remodeled video, and violent criticism - providing a multimodal enactment of opposition. The visibility of the hashtag may be artificially increased by computer-aided campaigns and the participation of political zealots.

This label serves as a sieve in the way any political event is viewed. It is a semantic abbreviation of mistrust and de-legitimization. However, its definition is not definite. It can be spoken honestly, pejoratively, or subversively based on the orientation of a given user. Therefore, DDA unveils the polysemy of hashtag and its tactical use far or wide.

All these hashtags display the way Instagram in Pakistan is not only managed as a photo-sharing service but is also a political, emotional, cultural negotiation and social venue. Digital Discourse Analysis represents a possibility to obtain a deep insight into the process of the transformation of hashtags as one of the forms of metadata into the instruments of discourse as the element of emotional expression and culturally located policies. They are the design of popular unconsciousness, community work, and the exchange of stories that are visually appealing as they are textually powerful. In Pakistani situational censorship, social norms, and political tension have complicated being able to express oneself therefore, hashtags are a form of digital resistance, mourning, solidarity, storytelling.

SHAHEEDARSHADSHARIF

The hashtag SHAHEEDARSHADSHARIF was created as a legacy of a tragic death of a journalist Arshad Sharif, where grief and a dialogue of political discourse resulted in becoming a digital memorial space of collective mourning. It indicates how hashtags are adopted by the Instagram users in Pakistan to pursue socio-political debate concerning press freedom, journalist safety and government accountability. It is a

multimodal means of communication because users post pictures, videos, personal feelings, and news stories that create a communal narrative built around the topics of media oppression and injustice. The hashtag shows, through the prism of Digital Discourse Analysis, how platform-specific affordances such as visual storytelling on Instagram and use of comment threads is an instrument of emotional engagement and community-building of this delicate problem. It also gives an opportunity not only to grieve but also to organize a clamor and call to justice so as to engage dialogic arena that goes beyond the exchange of information.

BEGGERSCANTBECHOOSERS

The discussion around the hash tag BEGGERSCANTBECHOOSERS came up due to a controversial claim to be made by Shahbaz Sharif on the foreign policy of Pakistan. The hashtag can be discussed as one of the important places of political controversy and collective discontent online in Instagram. It summarises the way social media users are using hashtags to keep the political leaders accountable, dissatisfaction and opposition to the rhetoric held by the officials. DDA notes the ways in which users mix textual criticism, memes, and visual satire to maximize their frustrations, which is an embodiment of politically minded, media-mediated activism in the digital environment. This hashtag is a prime example of how Instagram can be used as means of lightning-fast politics when the users can not only unite and ask joint questions about the leadership decisions and course of action but also demonstrate their exasperation and encourage broader activity regarding state affairs.

PAKISTANUNDERFASCISM

PAKISTANUNDERFASCISM is the hashtag that indicates a protest discourse on Instagram around the situation of authoritarian rule, discrimination of human rights, and political repression in Pakistan. The purpose of its communication is the creation of awareness, the establishment of sufficient dialogue, and the community solidarity of those who resist alleged fascist inclinations in the state machine. In the terms of Digital Discourse Analysis, the hashtag acts as an effective discursive tool that unites the posts that include visual protest art, personal stories, news fragments, and commentaries. Instagram structures allow the user to build a multimodal, multilayered critique, which is both

emotional and knowledgeable due to the affordances of the program (i.e., a possibility to tag, share, comment). This online activism reveals the influence of the platform on formulation of alternative political discourse and destabilization of dominant states discourses by collective narration and visibility.

IGPUNJAB

The Hash Tag IGPUNJAB specifically targets the constitutional problems of policework in the province of Punjab, especially regarding the missing of journalist Imran Riaz Khan. It acts as an online call to arms that requires the police leadership to be accountable and transparent. People use this hashtag to spread news, show their support to the victims, and promote changes to the system in law enforcement institutions. Digital Discourse Analysis shows that the Instagram interface and interface (stories, reels, comments) make it possible to conduct a multimodal dialogue that is a combination of objective information and appeal to emotions. The hashtag is an area where the users enact the political acts of resistance through the exposure of police misconduct and challenge the institutional power hence developing a digital mediated public sphere that interests their value of justice and the respect of human rights. These hashtags are not just tags, but they are multimodal, participatory platforms that allow people to ventilate, voice criticism of the government, call to justice, and maintain a voice in the matter of essential social-political issues on the table. With the help of the Digital Discourse Analysis, we notice why specific technological and social features of Instagram enable subtle meanings of making the world and activism. These digital arenas depict the iterations of the interaction of political literacy, identity performativity, and memory within the focus of establishment of precise methodological strategies of gauging social media discourse in modern Pakistan.

Pakistaniwedding

Pakistaniwedding hashtag describes personal cultural manifestations and common traditions of wedding in Pakistan. It is a common concept tagged in-order to present the videos, images, and tales of Pakistani matrimonial obligations and the happy occasions to mark the grandeur of the rituals. Digital Discourse Analysis demonstrates the mechanism of working of this hashtag as a cultural archive where users struggle out their community membership and prove their community values. This multimodal representation of the

posts is a mixture of music, dancing, fashion, and family affection, which turns out to be a rich sensory experience developing cultural pride and nostalgia. The hashtag operates as an online social location that unites geographically distant users, such as the members of a diaspora, and strengthens group identities by sharing their stories using digital communications and celebrating their cultures.

sajalalydivorce

The hashtag #sajalalydivorce was trending after there were rumours regarding the Pakistani celebrities Ahad Raza Mir and Sajal Aly and were used as an object of public speculation and interaction with the culture of celebrity. It is an online place of conversation where individuals are shown as being inquisitive, sympathetic, skeptical and jokers towards alleged relationship problems of the couple. In the perspectives of Digital Discourse Analysis, this is how this hashtag serves as confirmation to the use of social media platforms in propagating celebrity-related discourse that integrates facts, gossip, and entertainments quickly. The hashtag also shows how individual lives nowadays are perceived and depend on digital consumption and that it exists through co-constructed narratives and collisions of fame, privacy, and cultural fascination by the users themselves.

justlookinglikeawow

The phrase justlookinglikeawow was coined in the shooting of clothes and became a worldwide trend of posing looks and astonishment on the Instagram platform. It is often employed to point out beauty, style and visually attention-getting material and it acts like an aesthetic label of the culture of the platform. Digital Discourse Analysis indicates that the hashtag leads to creation of a communal feeling of visual creativity, whereby the users perform expressive gestures of adoring, which redefines the continuation of style, the art and lifestyle trends. It acts as a meta-reading to the aesthetics of beauty and aesthetic of social media, making users want to take part in such a basic but effective visual and textual expression.

pakistanshowbiz

Hashtag pakistanshowbiz shows the large participation of individuals in the entertainment sector in the Pakistani nation, especially the news of personalities, various

controversies, and cultural activities. It acts as a news center and debating site where people exchange information, views and criticisms concerning showbiz events. Digital Discourse Analysis reveals that this hashtag propagates complex discourse involving strenuous dissemination of facts, meta-history of the situation of the entertainment industry, as well as emotionally coloured responses of humorous and critical nature. The tag brings out the entanglement of the entertainment culture to the sphere of digital media consumption as well as dialogue within the society, and the users override the intentions of negotiating meaning and cultural values in the changing media environment in Pakistan.

Environmental Hashtags *floodsinswat* and *pakistanweatherforecast*

Floodsinswat and *pakistanweatherforecast* hashtags are some of the most crucial ways, through which environmental communication in Pakistan is made ubiquitous on Instagram. The first one is used to draw attention to the catastrophic consequences of flooding in Swat, where users receive messages, photos, and requests in which people need support, and the latter informs them about weather conditions and warnings, which are essential in terms of safety. These two hashtags are multimodal communication tools which can be used as informative, expressive as well as directive. Digital Discourse Analysis helps to reveal collective creation of knowledge, the display of empathy as well as mobilizing action on the part of users through postings which emphasize being clear, subject relevant as well as socially conscious. The described hashtags can be seen as an illustration of how social media can facilitate environmental resilience, awareness, and preparedness since it is evidenced that digital media is the important space where people discuss climate-related issues.

4.4 Summary

This chapter looks into use of the trending hashtags by Pakistani Instagram users to discourse national affairs, raise awareness and interact with the public discourse. *Floodsinswat* and *pakistan weatherforecast* are two examples of hashtags that can be discussed as the digital instrument that not only arranges discussions but also represents the correspondent needs of the society and provides people with motivation to use the tools with references to the social and environment issues. Following the framework of the Digital Discourse Analysis (DDA), the analysis investigates the dynamics of the

functioning of these hashtags in the context of the rest of the Instagram communication landmark. It concentrates on the ways language, imagery and user interactions unite to create digital narratives. Popular hashtags seem to serve as points of reference in this communication and enable users to emphasize some concerns, make statements, and reach broader circles.

This chapter addresses the research goals, demonstrating how online discussions in Pakistan are molded and indicated using trending hashtags. It indicates how these hashtags enable the users to react to real-time activities, attain a communal experience, and create a sense of digital community. It is indicated in the findings that trending hashtags form the core of Instagram discourse in Pakistan. They do not only indicate what is trendy but exhibit strong influence in the progression and direction of the collective discourse and pour attention and formulate common meanings in the digital environment.

CHAPTER 5

CONCLUSION

5.1 Findings

This article uncovers the fact that the hashtags trending on the Pakistani Instagram are not only topical labels but also live instruments of digital discourse. These havehtags enable the users to consume, transform, and share political, cultural, identity, and socially aware narratives.

Through Digital Discourse Analysis, the results indicate that the matches of the hashtags *faisalabadchurchattack* and *molnatariqjamil* can be viewed as the digital catalysts of the overall discussion, compassion, and communal memory. They give forums of awareness, empathetic solidarity, and rational discussion particularly on occasions that have large social implications. As a showing example, *faisalabadchurchattack* was turned into an online platform of campaigns and sharing information, whereas *molnatariqjamil* promoted the discussion about mental health and social roles. Digital spaces enable users to criticize, exchange admiration, and contribute to modern cultural developments as the examples of cultural hashtags presented to include as *pakistaniwedding*, *sajalalydivorce*, *justlookinglikeawow*, and *pakistanshowbiz*. These hashtags are a continuously developing discourse of the society and concerns the changing values and attitudes of a Pakistani society. Hash tags like *shaheedarshadshareef*, *IMPORTEDHUKOMATNAMANZOOR*, *pakistanunderfacism* show themselves as the means of opposition and political expression. They allow people to share their grievance, champion change and criticize the institutions. The discussion demonstrates the discursive work that these hashtags enable them to do unite people under the same beliefs and mass action. Hashtags such as *floodsinswat* and *pakistanweatherforecast* are information feeds that function as online billboards and raise alarming environmental issues, supporting communities to respond to or prepare themselves to natural calamities. They serve as a demonstration of how Instagram can be used to spread life-saving information, and crowd mobs in real time. Dua is a form of multimodal prayer, solidarity, and emotional encouragement that is used by individuals mostly in times of national or personal crisis. It shows how the affordances of Instagram

in terms of visual and textile elements interacts to form an affective discourse, operating above individual experience.

Overall, the results illuminate that trending hashtags in Pakistan form the main locus of generating and using digital narratives. They enable their users to engage in collective discourses, bargaining of identities, reacting to socio-cultural trends, and shaping the masses of opinion. The DDA framework notes that Instagram design and algorithmic architecture underline the logic of representing and virality of these hashtags, therefore, defining the pace and the course of the online discussion.

5.2 Discussion

This would provide a new contribution to emerging studies of digital communication in understanding the role that trending hashtags on Instagram in Pakistan play as vehicles of contextualised, multi-modal discourse. Based on the ideals of Digital Discourse Analysis (DDA), the study demonstrates that hashtags are not mere tools of categorization, but creations of discursive strategic acts allowing the user to construct, negotiate, and circulate meanings in digitally mediated space.

Our analysis shows that such hashtags as *importedhukomatnamanzoor* and *faisalabadchurchattack* are not mere manifestations of political criticism alone as these tools are major ones used to frame the narrative and rally the general population. These hashtags present their users with a cyber way to make a comment on governance, justice, and national identity. Their visibility and viral potential remind once again how Instagram algorithm and interface affordances significantly spread political ideology and sentiment and make social media a battleground of public discourse. Such hashtags as *pakistanshowbiz*, *sajalalydivorce*, and *justlookinglikeawow* are culturally oriented and function as the sign of changing public opinion and common principles. They indicate the way Pakistani Instagram users can interact with the idea of celebrity lifestyle and expectations. Using these hashtags, users engage in creating social narratives together, subversive mainstream social practices, and defining community affiliations. DDA points to the importance of such participation, where the posts and interactions made by users constantly recreate meaning in a discursive space that exists in a digital place. Such hashtags as *floodsinswat* or *pakistanweatherforecast* remind of the fact that Instagram is one of the avenues of crisis

communication and informing people as well. Causality of social media in the spread of real-time updates in cases of environmental emergencies is manifested in these informational hashtags. Establishing a connection between online visibility and physical urgency, these hashtags put a gray note between online and offline communication, supporting the main idea of DDA that an online language practice has a physical socio-political impact. In addition, the hashtag *dua* reveals the way in which the thoughts and feelings shared on Instagram are intertwined when it comes to individualistic expressions and shared empathy. It works as an online prayer room, especially when there is either a national tragedy or a personal loss. This hashtag is used by users to share emotion, create solidarity and shared meaning among a wide audience as well. DDA presents this as a move of affective alignment so that talking is a method of emotional and social unification.

To answer the research objectives of the study, we can state that the use of trending hashtags on Pakistani Instagram is the primary digital discourse means that could reflect, amplify, and influence the cultural, political, and emotional situation in the country. They have multimodal functionality blending graphics, captions and symbols and they are highly determined by technical aspects of the platform. Interactive characteristics of Instagram (e.g., reposting of stories, liking, visibility of the explore page, etc.) are important to understand which hashtags - and how - become popular.

Overall, this discussion recommends the opinion that the existence of trending hashtags is the focus of the dynamics of the Pakistani digital discourse. They themselves are discursive entities that perform identity formation, group membership, political criticism, cultural criticism, and immediate provision of information. Based on the DDA framework, this paper confirms that it is crucial to study online communication practices in the maturity of the technological, social, and linguistic contexts.

Answering Research Questions

1. How do trending Instagram hashtags in Pakistan function as multimodal tools to construct social and political narratives?

The use of Instagram hashtags that are emerging as trends in Pakistan are multimodal discourse resources due to the use of textual, visual (images and videos) and iconic (emojis) as well as interaction (likes, shares, comments) resources to carry a

multilayered meaning. Such hashtags as importedhukomatnamanzoor, faisalabadchurchattack, and pakistanunderfacism are narrative anchors that enable people to depict political events, question power, and promote alternative interpretations of political life visibly engaging and emotionally appealing.

Hashtags could be seen as a point of access to the digital conversations that take place on a continuous basis via the framework of DDA. They assist users to connect single posts to large group stories. Just to give a specific example, when there is a political crisis or some national tragedy occurring these hash tags collect user-generated information which is then displayed as a digital record of the attitude and defiance of the people. These hashtags are reinforced by the incorporation of captions, imagery, and the comments amidst them; this has made them effective in the creation and bargaining of the meanings within the sociopolitical setting in Pakistan.

2. In what ways do Pakistani Instagram users use hashtags to express identity, solidarity, and participation within digital communities?

The trending hash tags are employed by Pakistani Instagram users as identity markers, community signs and devices of online participation. Such hash tags as dua, sajalalydivorce, justlookinglikeawow and Pakistan showbiz enable the users to identify themselves with specific culture or emotional discourses. These labels are not only a result of subjective attitudes or views, but they also establish people in the moods of the crowd and trends that are popular.

DDA-wise, hashtags allow users to create social identities via repetition, visibility, and affinity to values of others, as well. To illustrate, the participation of the users in the dua when the country suffers grief and loss entails an act of solidarity and compassion in the sense that such actions create a sense of a community grieving or supporting one. The same applies to cultural hashtags, which allow users to engage in virtual rituals, such as weddings and divorces of famous people, or phenomena that go viral, that keeps them engaged with Pakistani communities online.

It is also performative: sharing a hashtag, people demonstrate their knowledge about the up-to-date situation, stand in support of social activities, and attract responses of other people with similar interests or values. Such active mobilization of hash tags is

indicative of how the digital discourse is constituted within a dynamic context of group participation and identity formation.

3. How do Instagram's platform-specific features and algorithmic mediation influence the visibility and circulation of hashtags in Pakistani online discourse?

The design and the algorithm of Instagram has an important influence on the way the hashtags of ten are distributed and interpreted. Some aspects such as the Explore page, Stories, Reels and Hashtag Following play a role in determining what gets to be seen. The algorithm preferentially pushes content that does well in terms of likes, comments, and shares, and this broadens the scope of some hashtags-- either those involving a breaking news story, or trending event, or even viral moment.

Such mediation of an algorithm implies the effect that the appearance of a hashtag is not determined by its theme program but by its performance within the Instagram system of measurement. Based on this, users use hashtags tactically, selecting and using them in combination to get the greatest exposure and engagement. In such a case, trending hashtags enable users to address more individuals in or through critical updates during the ongoing environmental crisis (floodsinswat, pakistanweatherforecast).

DDA emphasizes that digital platforms do not have neutrality, they determine the discourse be means of their affordances. The algorithm presented in Instagram controls and increases the content, which has a direct influence on the construction and distribution of the narratives within the Pakistani digital spheres. This shows the significance of knowing the roles and values of human agency and technological effect in shaping up discourse online.

5.3 Conclusion

This study investigated the use of trending hashtags in Instagram as a method of digital discourse in Pakistan. The research was framed around the question of Digital Discourse Analysis (DDA) approaches, which discuss how users respond to hashtags to build their narratives, reveal collective identities, and share socio-political commentary on the system. The results confirm what has been argued by multiple researchers, hashtags are not simple keywords to classify the content; they are multimodal and context-aware units

of meaning-making, wherein the digital discussions about religion, politics, society, entertainment, and climate in Pakistan are created. The researchers applied qualitative content analysis to review thirty popular hashtags, which were identified in the Pakistani users of the Instagram posts of January 2022 and December 2023. To collect a wide scope of discourse practices in the digital sphere, posts were categorized into five thematic domains, which include religion, politics, society, entertainment, and climate. Every post was considered as a whole multimodal entity with its visual imagery, written message, way captions are organized, and whether it is discussed and reacted to by people online, which makes it possible to figure out how hashtags establish meaning in a digital environment as a whole.

The analysis reveals that hashtags like IMPORTEDHUKOMATNAMANZOOR, pakistanunderfacism, and faisalabadchurchattack are the digital means of protest, which help to conduct the political criticism, mobilize communities, and demonstrate the act of dissent. Such tags become the threads of communication that binds the user of different sociopolitical profiles together so that they may communicate by telling their shared stories and resistance. Such hashtags as molanatarqjamil and dua would be a more emotional and more empathetic discourse which voices out group grief, prayer, and notions of conscience and morality in the context of a religious and cultural formation.

To a DDA mind, these hashtags are nodes of discourse, meanings that mutate according to context, audience engagement and platform capabilities. They are not established in any meaning but are co-made, as users create meaning together and co-define it using recontextualization in real-time events. They combine emotional performance, socio-political critique, and image texts, showing that, through Instagram, Pakistani users contribute to building emotional and ideological landscapes in the space, both online and real. The paper also singles out the behavior of the Instagram algorithm and its affordances, including the Explore page, Stories, Reels, and a hashtag rank of popularity to largely determine which narrative is highlighted. The most engaged hashtags will be boosted, and others could be silenced, and such behavior represents the political dynamics peculiar to digital platforms. On their part, users will strategize on use of hashtags, adjusting their contents to increase their access and relevance among their audiences.

This paper affirms that in Pakistan, the use of trending hashtags is part of the way people create meaning, perform identity, and engage collectively in Instagram. They are not only linguistic or visual tools, but they are sociotechnical tools that combine content, context, and community dynamically. The communicative potential of the hashtags consists in mediating between personal expression and mass action, and it becomes the focus of the digital discourse practices of the present-day Pakistani society.

5.4 Recommendations

Considering the findings and observations that were made in the results of the Digital Discourse Analysis, the present study suggests a number of future research directions and academic investigations related to the importance of Instagram to the genesis of digital stories in Pakistan. Although this study relied on the study of a dataset of a rather limited time and a specific cultural environment, the temporal and geographical extension would contribute greatly to the knowledge about the role of trending hashtags in a range of socio-political contexts. It would be interesting to see how the usage of hashtags in various cities or countries has changed over time as well as depending on political changes or even natural disasters; a closer look into hashtag usage patterns would show more about the quality of digital discourse and its sensitivity to the changes in the real world.

Secondly, the study was based on exclusively Instagram; however, it is important that future research will examine the nature of hashtag use in other social media like Twitter, Facebook, TikTok, and YouTube. Such platforms present various affordances and algorithmic designs, which may impact both the ways and the reasons why some hashtags can become trending or popular. Comparative, cross-platform research may be useful to scholars to trace the route of particular hashtags in the digital ecosystem and reveal tendencies of amplification, resistance, or change.

Another interesting fact emphasized by this study is the necessity of hashtag analysis in resolute thematic and contextual levels. As an example, one can consider hashtags associated with political protests, religious life, or something entertaining, which indicate peculiarities of a discourse. In future research, it is possible to explore in more detail these topics, analyzing the role of hashtags in the development of collective identity, debate, and cultural representation. The socio-political, cultural-political and media

environment context of the hashtag use, as well, should be addressed with special interest to learn how the meaning is negotiated and recontextualized via digital communication.

Besides, algorithmic mediation on Instagram gives importance to the selection of hash marks and their exposure. Future intellectuals should be advised that they should take close cognizance of how algorithms, platform governance, and content moderation policies shape visibility on trends and invisibility. Mastering this process will illuminate visibility politics and inequality of power installed in digital platforms.

Besides the studies which are platform-specific, hashtags as the tools of multimodal communication also should be investigated further. Because Instagram is a platform that is dominated by visuals, in most cases, # hashtagging is performed with images, videos, emojis, and captions. All these combines to give a stratified meaning and a feeling. Consequently, the following research needs to be framed in the multimodal perspective, which examines how meaning is built not only with the help of words, but also of the interaction between contextual images and words.

The paper also leaves room to additional research concerning the social presence of trending hashtags in other areas of society. It is suggested to researchers that they analyze the spillover of these hashtags into the mainstream media, into news programs, print media or even billboard advertisements. These digital narratives may be analyzed to discover the effect they can have on the creation of popular opinion, policymaking, or even grass-roots movements.

Lastly, in society where digital communication is intervening more and more into the sphere of public life, one should not ignore the ethical and political aspects of the usage of hashtags. Academics and teachers ought to advocate digital citizenship involving keen understanding of hashtags: the way they get used to facilitating discourse, stir up action or even misinform. By so doing, the research will not only add to intellectual learning as is the expectation of academic research, but it will also benefit the more aesthetically enlightened and responsible digital-related participation of the people of Pakistan in their existing and emerging online world.

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