BG Pulse Journal USA
ISSN:1947-2536 http://www.bgpulseusa.com/index.php/bg

LINGUISTIC FEATURES OF POLITICAL DISCOURSE IN SOCIAL MEDIA

Mavlonova Saidabonu Anvarovna
The teacher of "Foreign language and social sciences" department
Asia International University
e-mail: saidamavlonova99@gmail.com

Abstract. The rapid development of social media has transformed political communication worldwide. Platforms such as Facebook, Twitter (X), Instagram, Telegram, and TikTok have become significant spaces where politicians, journalists, activists, and ordinary citizens exchange political ideas and influence public opinion. Political discourse in social media differs from traditional political communication because it is interactive, emotionally expressive, concise, and highly persuasive. This article analyzes the linguistic features of political discourse in social media by examining lexical choices, rhetorical strategies, emotional language, pragmatics, hashtags, memes, and manipulative techniques. The study also explores how political actors use language to shape ideologies, construct identities, and persuade audiences. The findings demonstrate that social media political discourse is characterized by informality, multimodality, emotionalization, and strategic language use aimed at influencing public perception and political behavior.

Keywords: political discourse, social media, linguistics, pragmatics, persuasion, political communication, discourse analysis.

Introduction. The rapid development of digital technologies has significantly transformed modern political communication. Social media platforms such as Facebook, Twitter (X), Instagram, Telegram, and TikTok have become important tools for political interaction, public discussion, and information exchange. Unlike traditional media, social media allows politicians, political organizations, journalists, and ordinary citizens to communicate directly and instantly with large audiences. As a result, political discourse has become more interactive, dynamic, and accessible in the digital era.

Political discourse plays a crucial role in shaping public opinion, constructing political ideologies, and influencing social behavior. In modern society, language is not only a means of communication but also an instrument of power and persuasion. Through political discourse, political actors express their ideologies, promote policies, criticize opponents, and mobilize supporters. Social media has intensified these processes by providing a platform where political messages can spread rapidly across national and international audiences.

The increasing influence of social media on political processes can be observed in election campaigns, political protests, public debates, and ideological movements. Political leaders actively use digital communication tools to create public images, strengthen political identity, and establish emotional connections with citizens. Consequently, political discourse in social media has become one of the most important areas of modern discourse analysis and linguistic research. The emergence of social media has transformed traditional political language and communication strategies. Political discourse in digital environments differs significantly from political discourse in newspapers, television, and official speeches. Online political communication is characterized by brevity, emotional expression, informality, and multimodality. Political actors increasingly use

hashtags, memes, emojis, slogans, and simplified vocabulary to attract attention and influence audiences. These linguistic transformations require deeper academic investigation from discourse and linguistic perspectives.

Another important issue is the growing influence of social media on public opinion and political behavior. Digital platforms allow political information to spread rapidly, but they also create opportunities for manipulation, misinformation, and ideological polarization. Emotional and persuasive language often dominates online political discussions because emotionally charged content receives greater visibility and engagement. As a result, social media has become a powerful environment for shaping political attitudes and influencing democratic processes.

The research problem of this study is connected with identifying the linguistic features that characterize political discourse in social media and understanding how these features function in political persuasion and ideological communication. The study also examines how digital communication tools transform political interaction and public participation in contemporary society.

Literature Review. Political discourse refers to language used in political contexts to express ideologies, influence public opinion, and maintain or challenge power relations. It includes political speeches, debates, interviews, media statements, and online political communication. According to Fairclough (1995), political discourse reflects social structures and ideological practices through language. Discourse analysis studies how language functions within social and cultural contexts, while Critical Discourse Analysis (CDA) focuses on the relationship between language, power, and ideology. Van Dijk (2008) emphasizes that political discourse is closely connected with social cognition and manipulation because political actors strategically use language to shape public understanding. CDA investigates hidden meanings, persuasive strategies, and ideological structures within political texts and communication.

Numerous scholars have analyzed political discourse from linguistic and critical perspectives. Fairclough (1995) examined how discourse reproduces power relations and ideological dominance in society. Van Dijk (2008) focused on political cognition, manipulation, and media influence in discourse structures. Wodak (2015) analyzed populist rhetoric and fear-based political communication in modern societies. Chilton (2004) explored the relationship between language, politics, and strategic communication. These studies demonstrate that political discourse is not neutral but functions as a powerful tool for persuasion, identity construction, and ideological representation, especially in digital communication environments.

Methods. This study applies qualitative discourse analysis to examine linguistic features of political communication in social media. Comparative and descriptive methods are also used to identify similarities and differences in political language across digital platforms. The research focuses on how language reflects persuasion, ideology, and audience influence in online political environments.

The research data consists of political posts, tweets, speeches, hashtags, memes, and online comments collected from platforms such as Twitter (X), Facebook, Instagram, Telegram, and TikTok. The selected materials represent different forms of political communication and demonstrate how politicians and users interact in digital discourse.

The study uses lexical, pragmatic, and stylistic analysis to investigate political discourse. Lexical analysis examines vocabulary and ideological expressions. Pragmatic analysis focuses on persuasion and implied meanings. Stylistic analysis identifies rhetorical devices, emotional language, and communication strategies used in social media political texts.

Results and Discussion. Political discourse in social media is characterized by emotional vocabulary, ideological terminology, and simplified expressions. Politicians often use slogans and emotionally charged words to attract attention and persuade audiences. Such language creates stronger emotional reactions and increases public engagement in political discussions online.

Pragmatic features play a central role in political communication. Politicians use persuasion strategies, promises, accusations, and warnings to influence audiences. Presupposition and implicature help present assumptions as facts. These pragmatic tools shape public perception and strengthen ideological influence in social media environments. Political discourse frequently uses rhetorical devices such as repetition, metaphors, rhetorical questions, and hyperbole. These stylistic techniques make political messages more memorable and persuasive. Repetition emphasizes key ideas, while metaphors simplify complex political concepts and create emotional connections with audiences.

Hashtags play an important role in political mobilization and identity construction. Political movements use hashtags to spread messages, unite supporters, and increase visibility online. Through hashtags, users express ideological positions and participate in collective political discussions within digital communication spaces. Political memes combine visual and textual elements to communicate political ideas humorously and persuasively. Memes simplify political issues and attract audience attention through emotional and visual impact. Multimodal communication strengthens message effectiveness by integrating images, symbols, videos, and written language together. Social media political discourse often contributes to manipulation and polarization. Fake news, disinformation, and populist rhetoric influence public opinion and increase ideological conflict. “Us versus Them” language divides society into opposing groups and strengthens emotional hostility between political supporters and opponents. Social media encourages public participation in political discussions through comments, reposts, and online debates. However, digital communication also creates echo chambers where users mainly interact with similar opinions. This limits balanced discussion and contributes to political polarization in modern democratic societies.

Conclusion. The study demonstrates that political discourse in social media is characterized by emotional language, persuasive strategies, multimodal communication, and ideological influence. Discourse analysis is essential for understanding digital political communication and its effects on society. Future research should further examine misinformation, online polarization, and emerging communication technologies in politics.

References

1. Fairclough N. *Media Discourse*. – London: Edward Arnold, 1995. – 214 p.
2. Van Dijk T. A. *Discourse and Power*. – New York: Palgrave Macmillan, 2008. – 308 p.
3. Wodak R. *The Politics of Fear: What Right-Wing Populist Discourses Mean*. – London: Sage Publications, 2015. – 238 p.

4. Chilton P. *Analyzing Political Discourse: Theory and Practice*. – London: Routledge, 2004. – 256 p.
5. Crystal D. *Internet Linguistics: A Student Guide*. – London: Routledge, 2011. – 192 p.
6. Zappavigna M. *Searchable Talk: Hashtags and social media Metadiscoursal*. – London: Bloomsbury Publishing, 2018. – 256 p.
7. Gee J. P. *An Introduction to Discourse Analysis: Theory and Method*. – New York: Routledge, 2014. – 240 p.
8. Jones R. H., Chik A., Hafner C. A. *Discourse and Digital Practices: Doing Discourse Analysis in the Digital Age*. – London: Routledge, 2015. – 210 p.
9. Kress G., Van Leeuwen T. *Reading Images: The Grammar of Visual Design*. – London: Routledge, 2006. – 312 p.
10. Lakoff G. *Don't Think of an Elephant! Know Your Values and Frame the Debate*. – White River Junction: Chelsea Green Publishing, 2004. – 144 p.
11. Castells M. *Networks of Outrage and Hope: Social Movements in the Internet Age*. – Cambridge: Polity Press, 2012. – 200 p.
12. Boyd D. *It's Complicated: The Social Lives of Networked Teens*. – New Haven: Yale University Press, 2014. – 281 p.
13. Foucault M. *The Archaeology of Knowledge*. – London: Routledge, 1972. – 245 p.
14. Perloff R. M. *The Dynamics of Political Communication: Media and Politics in a Digital Age*. – New York: Routledge, 2014. – 456 p.
15. McNair B. *An Introduction to Political Communication*. – London: Routledge, 2017. – 312 p.