



The Rhetoric of Deception: A Critical Analysis of Propaganda Language on Social Media

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ABSTRACT

This study examines the spread of propaganda through social media discourse, focusing mainly on language. Propaganda, as defined as a purposeful, planned attempt to influence perceptions, change beliefs, and direct behaviors, usually includes disseminating false information, and fake news. This study examined how one could use social media, namely Facebook, Twitter (X), and Instagram, to propagate propaganda while addressing political and governmental influence on media biases. This study utilized critical discourse analysis, specifically utilizing Norman Fairclough's framework, by applying it to social media examples. Given the qualitative approach to this study, we were able to see with greater clarity, emergent methods that propagandists may employ in the process of manipulating a public, relying on different rhetorical devices such as testimonials, bandwagoning, transfer, repetition, and appeals to emotion. The findings suggest the notable negative impact propaganda can have on individual and societal levels, highlighting the role language can have as a tool of propaganda. This study argues that enhancing media literacy and critical analysis of digital material are necessary policies to consider to alleviate the harmful aspects of propaganda.

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1. Introduction

The current study investigates the spread of propaganda through the use of language. Propaganda refers to the spreading of fake news. It is regarded as a specific term and comes under sabotage. It is used as a noun. News are propagandised when it turns against reality and become bias in nature. Jowett (2011) defined propaganda as "the deliberate and systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist." Marlin (2013) notes, the word 'propaganda,' as used in the modern English-speaking world, still has the strong negative connotations set in place by its use, in the two world wars. This research work also has brought into focus that Social media is highly active in spreading of such fake news and media men often become bias in nature because of political and governmental interferences. People get awareness about news through social media but the truth behind such news is important to recognize because it may spread against reality. In 1929 literary debate with Edward Bernays, Everett Dean Martin argues that "Propaganda is making puppets of us. We are removed by hiding which the propagandist manipulates". A propagandist is a person who spreads fake news. A propagandist uses different techniques to spread propaganda. One such example includes the bandwagon technique, which is usually manipulated by a propagandist and refers to how, through propaganda, people are convinced to take a particular action. Transfer technique refers to how you may sell the product by taking the support of celebrities or personalities. This technique can be positive and negative. Testimonial technique which refers to spread propaganda against the government or political figure by taking the views of experts

so that it can be installed in the mind of readers, viewers, and audiences. Using repetition and emotional words technique which refers to repeating those words which are crucial and those words which can raise audiences and viewers emotionally respectively. The current study is set to explore some examples which are taken from social media discourses to analyse that language plays a vital role in propagating and promoting propaganda. Examples are taken from social media discourses such as facebook, twitter, and Instagram and these examples serve as data for the research. The role of language is important to recognize because, through the use of it, people are convinced. To analyze the issue under study, Fairclough (1989) model of critical discourse analysis is used, and this is the reason why this study adopted a critical approach to the issue under study. This study concludes that propaganda can be spread through various social media discourses, but the language is used as a primary tool in all such discourses.

1.1. Statement of Research Problem

This research work illustrates how the social media spreads fake news through the use of language. When such news spread, it creates different perspectives in minds of individuals about a single issue.

1.2. Objectives

The main objective of the current study is:

1. To find out how is the language used as a tool and medium in media discourses for propagating and promoting propaganda

1.3. Research Question

1. How is the language used as a tool and medium in media discourses for propagating and promoting propaganda?

1.4. Significance of the Study

This research work brings into focus that how the news is propagandized as unreal. This study aims at making the readers aware of the fact that propaganda is a heinous act, causing damage and loss at the individual and national levels. The role of media is regarded as negative in this particular issue because the role of journalists and media men is malignant.

1.5. Delimitation of the Study

Media discourses consist of print media, electronic media, etc. But this research work explores the spread of propaganda through the use of language, taking certain examples from social media discourses such as Face-book, Twitter, and Instagram.

2. Review of Literature

2.1. Propaganda Model Theory

According to Edward S. Herman and Noam Chomsky's Propaganda Model Theory, mass media is fundamentally a business, delivering information to its audience via various commercial means – most commonly in the form of advertising. This theory postulates that news content goes through a filtration process prior to delivery to the public attributing these filters to media ownership, advertising interests, sources, flak (negative responses to media), and ideological factors. The theoretical model can provide a pathway to critically assess the structural biases that are able to shape media representations, including through social media.

2.2. Propaganda in Media Discourses

Early scholarship on propaganda, like Rubin (1971), focused primarily on the increased importance of information and cultural propaganda, especially because of modern technology and powerful nations. Rubin described how developed nations use propaganda to create ideological uniformity among its citizens. With the technological developments of communication, which included radio and television, national propaganda's extent and impact grew perceptively loud, and when motion pictures and television programs were used as propaganda devices, had the potential to create misunderstandings altogether. Nelson (1989) drove home the importance of studying propaganda, as a way to understand American culture and institutions. He pointed to propaganda's influence on individuals and collective understandings, and noted the growth of propaganda in association with technological diffusion

and urbanization. The recent developments in modern media over the last two hundred years, through the general evolution of printing, telegraphy, film, television, radio, and satellite technology, offered new and prime sources for its dissemination. Nelson (1989) definition of propaganda as "The systemic attempt to influence the emotions, attitude, opinions and actions of specified target audiences for ideological, political or commercial purposes through the controlled transmission of one-sided messages via mass and direct media channel" is as good a definition as any, and holds a great deal of cultural significance.

Miller (1941) proposed the unparalleled ability of radio to encourage or inhibit social change by transmitting a single voice to millions and has been a powerful propaganda vehicle since the early 1930s. This context illustrates how powerful and dangerous propaganda messages have always become upon the arrival of these technological advancements that allow those messages to extend beyond the personal. Riegel (1935) noted an increasing amount of pessimism on the part of the literate American public regarding how fair they perceived newspapers to be, and he described propaganda as a pervasive "monster" that had manipulated the language and shaped public opinion and he argued that the intellectual connection between newsmakers and reporters had led to this manipulation of language. He did however acknowledge that the press has a social obligation to engage in public betterment even while acting as a tool of manipulation. Mahaney (2002) demonstrated the persuasive power of propaganda in the posters used throughout World War II and also noted that even democratic nations like The United States have propagated propaganda in the interest of encouraging public support for large initiatives. He cited examples: "The Office of War Information, a government organisation with the task of coordinating the propaganda campaign for World War II, seen as particularly important in a war where, according to the Office of War Information, the "primary battlefield of this war... is an American opinion" (Mahaney, 2002). "Additionally, Ellul (1967, p.2) differentiated advertising from propaganda as follows, advertising as a vis-à-vis support of sales and marketing objectives (for example, advertisement expenditures by McDonald's in 2013 of \$998 million dollars), and that advertising objective is at least clear when advertising campaigns are undertaken. Propaganda has no such clarity with respect to its persuasive aim (Garner, 1993). More recently, Alford (2018) an "on-screen entertainment propaganda model" applicable to cinema and networked television, argues that the media in the United States is no neutral source, it offers active support for dominant state and private interests and participate in those quasi-extractive projects.

2.3. Propaganda and Social Media Discourses

The advent and widespread use of the internet has dramatically altered the nature of propaganda, particularly in relation to social media. Woolley and Howard (2016) noted that the internet has a profound impact on communication, making it difficult to understand its history, meaning, and impact. They noted that digital communication is moving away from direct human relationship toward machine-mediated communication facilitated by platforms such as WhatsApp, Facebook, and others, providing a reason to understand the "politics of algorithms and automation" used by political agents. Seo and Ebrahim (2016) established that visual propaganda is a frequent presence in on social media about Facebook, demonstrating the important role it had in disseminating disinformation in the form of visual imagery, during examples of armed conflict, like the Israeli Hamas in 2012 and ISIS and graphic depiction of violence in 2014, and their suggestion that exploring themes, frames, or structural features of the images in the static formats of official Facebook pages could reveal how visual propaganda supports political agents to devalue opponents, producing multiple reactions from audiences attributing this as a part of information warfare found online in social media.

Kohn (2017) identified Instagram as a photo-sharing social networking site that has formal and emotional elements and is growing as a tool of propaganda. This suggests a movement to propaganda into new digitized landscapes that have strong visual and emotional characteristics. Apuke (2018) reported that the internet is used in political campaigning communication and noted the limited body of research on propaganda in digital campaigning. His study examined 129 studies on the usage of social media (e.g. Facebook, Twitter, YouTube) in electioneering campaigns and noted that while social media is often praised for many beneficial uses, it is also used for negative purposes like propaganda and even computational propaganda to undermine political opponents. Farooq (2018) claimed that WhatsApp is now a significant propaganda vehicle in India because it is used as a means to share fake news and

the means with 200 million users makes it easy to share fake news. The authors indicated that this news ultimately has a large impact on the opinion and views of the populace and, of course, a potential for violence. Political parties employed WhatsApp as a way to convince people of their point of view in a way that few laws can provide a mechanism to track the authenticity of fake information in terms of its source.

Farkas, Schou and Neumayer (2018) suggested that Facebook acts as an online site for political propaganda that fosters hate and aggression toward political opponents. Farkas, Schou, and Neumayer (2018) went beyond politics and mentioned its use to promote racism, anti-Islamic bias, and negative views of refugees and immigrants in Denmark. This demonstrates the various and complex issues, methods, and epistemologies associated with studying online propaganda in the context of social media interactions that are continually growing in importance. Similarly, Rinzing. (2024). pointed out the importance of social media in the tourism industry; with a focus on YouTube, they explained YouTube uses people and the developed content as a way of sharing information and getting consumers to endorse a specific kind of traveler. They mentioned how YouTube has started to emerge as a propaganda mechanism and pointed to movements that have grown around Guy Oberlander, a travel to the genre of 'tourist go home' made about the sites that people visit as a form of anti-tourism in Barcelona; when all media is considered together and the role of commenting, viewing, liking, disliking as part of a channel subscriber, it also illustrates how public opinion is influenced by users in travel media.

Thayer (2018) identified Twitter not only as a site of political, and social interaction, but also a classic propaganda medium. He identified six new aspects of propaganda on Twitter: calls to action, questioning either proposed or widely accepted arguments, questioning authority, advancing proposed arguments, direct appeals to individuals, and blaming others. These aspects can be used to model and recognize propagandistic materials in messages. While literature addressed propaganda in the traditional media sense, research on propaganda in social media is still limited, and a more nuanced analysis of the specific rhetorical and linguistic tactics and techniques utilized in disinformation propaganda via current social media sites remains under-explored. Much of the prevailing research, while demonstrating the effect of propaganda generally, or the technology of social media has, a much more glaring, missing focus is in studies that focus on the micro-level linguistic features and rhetorical appeals that are specific to the deceptive nature of "propaganda" in the extremely diverse and shifting discursive surroundings of platforms such as Facebook, Twitter, Instagram, and WhatsApp. While Fairclough's CDA is noted, its explicit application was not seen in my review in any recent, diverse examples of multiple social media platforms that focus on the nuanced interaction of the linguistic choices and their propagandistic effect. Our goal here is to fill such a void and provide an in-depth critical analysis of the linguistic and rhetorical aspects of propaganda in social media, to strengthen knowledge of its machinations and contribute to media literacy.

3. Research Methodology

This chapter presents the research approach taken in this study looking at propaganda in media discourses with specific reference to language as a medium. This study embarked on a qualitative research design (establishing a qualitative method), with Critical Discourse Analysis as its interpretive and analytical framework.

3.1. Research Design

This study is guided by a qualitative research design, for which an in-depth analysis of textual data is needed to critically understand the particularities at play in propagandistic forms in the selected social media discourses. Qualitative research is a method chosen to approach this issue, as it is common in Critical Discourse Studies (which seeks to make meaning of social, political and ideological implications of language choices), and qualitative research design allows for considerations of how particular languages are used in productive ways through the multiple communications act of producing, sharing and consuming specific content.

3.2. Data Collection Procedure

Data/Sample: The data for this project consists of social media discourses - specifically, posts and content from Facebook, Twitter (now X), and Instagram. The reason for gathering these samples was to meet the research objectives of analyzing propaganda in the present media landscape.

Data Size: For this project, six samples were purposively collected. Two samples were selected from each of the three social media platforms, Facebook, Twitter, and Instagram, resulting in a total of six samples. Six is an adequate number of samples for an in-depth qualitative analysis via critical discourse analysis (CDA), as we are able to investigate the discourses without the need to generalize across a larger population or set of samples.

Data Sources: Samples were obtained from - and only from - publicly available social media platforms: Facebook, Twitter (X), and Instagram. These platforms were selected as they are some of the most common platforms through which information is disseminated and shared, with the public discourse about global and regional events often taking place on these platforms and minimal other communication. Consequently, these platforms are very useful for studying propaganda. Samples were selected with respect to the research questions, in order to remain relevant to the phenomenon being studied. These samples were sampled ethically, with no intention of threatening or harming any people, groups, or organizations using these social media platforms, in any way.

3.3. Analytical Approach: Norman Fairclough's (1989) Critical Discourse Analysis

This research utilizes Norman Fairclough's (1989) three-dimensional model of Critical Discourse Analysis (CDA) as its analytical approach. CDA is multi-methodological and multi-theoretical, which makes it more inclusive. CDA also allows for the incorporation of multiple methods and theories to examine complex matters. As Van Dijk (1993) suggests, CDA is a "viable inter-disciplinary, multi-disciplinary and issue-oriented approach for understanding and analysing discourse in its context". Fairclough (1989) recognize the uniqueness of CDA with respect to how it views the relationship between language and society and, importantly, the relationship between analysis and the practices being analysed. According to Fairclough (1989), the model views discourse at three levels of complexity: discourse as Text, discourse as Discursive Practice, and discourse as Social Practice. The analytical process, based upon these concepts, is divided into three distinct stages: Description, Interpretation, and Explanation.

4. Results And Discussion

4.1. overview

In this chapter, some topics and sub-topics are to be discussed. Those topics and sub-topics are propaganda in social media discourses, description of samples taken from social media discourses, and analysis of samples by using Norman Fairclough's 3d model of critical discourse analysis.

4.2. Propaganda in Social Media Discourses

4.2.1. Facebook Propaganda Sample and Its Description

The following passage has been taken from Face book. It is a piece of discourse which contains elements of propaganda. The analysis of this part of discourse will answer the research question " How is the language used as a tool and medium for promoting and propagating propaganda?"

Figure 1: from Facebook



4.2.2. Data Analysis By Using Norman Fairclough's 3d Model Of Critical Discourse Analysis

The given piece of discourse can be analyzed through Norman Fairclough's 3d model of critical discourse analysis. The analysis can be carried out in three steps;

4.2.3. Descriptive Analysis

The mentioned piece of discourse is a piece of breaking news and is presented by Facebook. It focuses on how do people propagate propaganda through the use of Facebook.

Lexicalization: "ختم کرنا" "نیوز الرٹ"

Information Focused: "نیوز الرٹ"

Choices of Mode: Assertive Sentence

Thematic Structure: After studying the overall structure of this discourse, we came to know about its theme and which is the study of propaganda in Face book. Face book is one of the forms of social media discourses.

4.2.4. Interpretive and Explanatory Analysis

This breaking news is a piece of discourse about propaganda to be propagated by using Face book. Face book provides a platform to share such news through posts and comments. This piece of discourse has been posted. It is related to media practices. Propaganda in this post is related to the cancellation of civil services examination (CSS). Propaganda in this word can be analyzed through the word "سی ایس ایس" and it has been associated with the "حکومت" but the current government in Pakistan did not release any notification regarding its cancellation. The Senate on May 13, 2019, passed a resolution to hold CSS exams in Urdu as well. Language has used a tool for propagating fake news against the government regarding Cancellation of CSS exam. Some sensible vocabulary has been used such as "نیوز الرٹ" and "ختم کرنا" had been used for catching the minds of people towards the news whereas "ختم کرنا" and "حکومت" are words used as relational, related with "سی ایس ایس". Assertive sentence has been used so that the information can be shown as much clear as possible. This piece of discourse is not only related to media practices, but it is also related to social and cultural practices because it does catch the minds of people and reflect their interests. This discourse is also related to oriented politically. It does specify the role of government in canceling CSS examination. However, the government has not been found active in its cancellation. The analysis of this piece of discourse also shows that language provides a medium. Facebook provides a platform for a propagandist to spread propaganda against the government without any evidence, it also shows that how news channels play a malignant role in it and by doing so the minds of people become divert and the can be seen holding multiple perspectives about a single issue. Every news channel and Face book user want to be active in terms of sharing news, and this is the reason why they do share the news, but they do not examine whether these are true or fake. This step of being active is the reason for producing such a piece of discourses.

4.2.5. Facebook Propaganda Sample and its Description

The following line has been taken from Face book. This is a piece of discourse which contains elements of propaganda. The analysis of this part of discourse will answer the research question "How is the language used as a tool and medium for promoting and propagating propaganda?"

Figure 2: from Facebook



Govt is Considering
Eliminating CSS and Other
"Superior Services"

4.2.6. Data Analysis by Using Norman Fairclough's 3d Model of Critical Discourse Analysis

The given piece of discourse can be analysed through Norman Fairclough's 3d model of critical discourse analysis. The analysis can be carried out in three steps;

4.2.7. Descriptive Analysis

This piece of discourse is presented by Face book, so it is related to the media domain, and it focuses on how do people use Face book as a platform to propagate propaganda.

Lexicalization: "Eliminating""other"

Information Focused: "Eliminating."

Choices of Mode: Assertive sentence

Cohesive Devices: "And."

Thematic Structure: After studying the overall structure of this discourse, we came to know about its theme and which is the study of Face book propaganda through the use of language. Face book is one of the forms of social media discourses.

4.2.8. Interpretive and Explanatory analysis

This piece of discourse containing elements of propaganda. Face-book provides a platform for it. However, the role of language is *important to* analyse as it gives a primary medium for it in terms of Lexis. Propaganda in this piece of discourse is not only related to the cancellation of CSS examination but others super services such as provincial management services PMS and these are KP, Sindh, Punjab, and Balochistan management services. The word "Eliminating" has been associated with "Govt." The government just decided to replace the CSS system so that that specialized civil service could be introduced. For these reforms, the government assigned a Task Force on civil service reforms for cabinet consideration. The "Govt" is used instead of "Government" to show disfavour with the government, and it has been used sensibly. The word "other" is used for various other superior services instead of specifying those, and it has been done purposively so that that reader attention can be diverted and they could think more about it. This piece of discourse is also related to social and cultural practices. It does influence the perspective of people. It is oriented politically because it highlights the role of government in cancelling CSS and other superior services examination such as PMS. This analysis of this piece of discourse shows us that propagandists catch the attention of others and wants to have popularity; this is the reason why such discourse is produced. Face book provides a platform for a propagandist to spread fake news, but his or her choices of Lexis make the news the fake ones. Due to such lexical choices, people start to believe in such news, and they go far away from reality.

4.2.9. Twitter (X) Propaganda Sample and its Description

The following passage has been taken from twitter. It is a piece of discourse which contains elements of propaganda. The analysis of this part of discourse will answer the research question " How is the language used as a tool and medium for promoting and propagating propaganda?"

Figure 3: from Twitter (X)

Incompetent PM failing on every front bringing us on the verge of disaster, 9 months gone, accomplished nothing. Shamelessly taking credit of Pmln's work and accomplishments.

#CosmicShamelessness

35

104

303



4.3. Data Analysis by Using Norman Fairclough's 3d Model of Critical Discourse Analysis

The given piece of discourse can be analysed through Norman Fairclough's 3d model of critical discourse analysis. The analysis can be carried out in three steps;

4.3.1. Descriptive Analysis

The mentioned piece of discourse is a twitter statement, and it focuses on the role of twitter in promoting and propagating propaganda.

Lexicalization:

"Incompetent""Disaster""shamelessly""Accomplishments""CosmicShamelessness"

Nominalization: "Failing""bringing."

Information Focused: "9 months""Incompetent PM"" Credit."

Choices of Mode: Assertive sentence

Thematic Structure: After analysing the overall structure of discourse, we came to know about its theme, and it is the study of political propaganda on Twitter.

Cohesive Devices: " And."

The pattern of Transitivity;

Intransitive Verb: "gone."

Transitive Verb:" Bringing, ""Failing, ""Taking."

4.3.2. Interpretive and Explanatory Analysis

This piece of discourse containing elements of propaganda to be propagated by posting it through the use of twitter. The user of twitter posts fake news about the government or ruling party by using language as a tool. Their choices of Lexis influence the minds of people. Propaganda in this piece of discourse is not only related to government performances but also related to the person who is holding and controlling power. Through the word "Incompetent," it has been showed that the one is in power is not capable of exercising for the goodwill of nation but the reality is different because we saw that PM is quite competitive in case of challenging terrorism, poverty, corruption, and economic crises. The word " Disaster" has been associated with PM to show the weakness and incapability of leadership. "9" is information focused, and it is used purposively. "Accomplishments" has been used in relation with "9 months", "not" shows the failure of government, however, in 9 months the government has achieved various accomplishments such as the pro-investment environment in the country has taken place which provides opportunities for entrepreneurs to take advantage of it. various heads of nation visited Pakistan, which shows that the current government wants to have good relationships with neighbours to regulate peace in the continent. "Credit" has been linked with " PMLN," but the government has initiated various projects such as billion tree project, sehat insaf cards and developing tourism project, besides these new projects government also continue to under-way projects started by previous government such as CPEC project. "shamelessly" and "Cosmic-shamelessness" are the words used to visualize hate, disrespect, and disfavour. This piece of discourse is related to media, politics, social, and cultural practices. Through the use and choices of Lexis, it highlights the loopholes of government and its leader's leadership skills. The user of twitter spread propaganda with making certain choices of Lexis to show his support with his political party and to favour a political party. Such Lexis reflects the minds of the individual, and it raises disagreements among individuals with the government.

4.3.3. Twitter (X) Propaganda Sample and its Description

The following tweet has been taken from twitter. This is a piece of discourse which contains elements of propaganda. The analysis of this part of discourse will answer the research question " How is the language used as a tool and medium for promoting and propagating propaganda?"

Figure 4: from Twitter (X)

No, this is an achievement from
Purana Pakistan! You, the selected
puppet PM, installed by the military,
are of no use. You're only good for
turning a greatly growing national
economy into a disastrous one.
#CosmicShamelessness

4.4. Data Analysis by Using Norman Fairclough's 3d Model of Critical Discourse Analysis

The given tweet can be analysed through Norman Fairclough's 3d model of critical discourse analysis. The analysis can be carried out in three steps;

4.4.1. Descriptive Analysis

The mentioned tweet focuses on the role of twitter in promoting and propagating propaganda.

Lexicalization: "No""Purana Pakistan""Puppet""Disastrous""CosmicShamelessness"

Nominalization: "Turning"

Passivization: "Military"

Choices of Mode: Assertive sentences.

Information Focused: "CosmicShamelessness."

Thematic Structure: By analysing the structure of discourse, we can to know about the theme of it. The theme is about the study of propaganda oriented tweeson twitter.

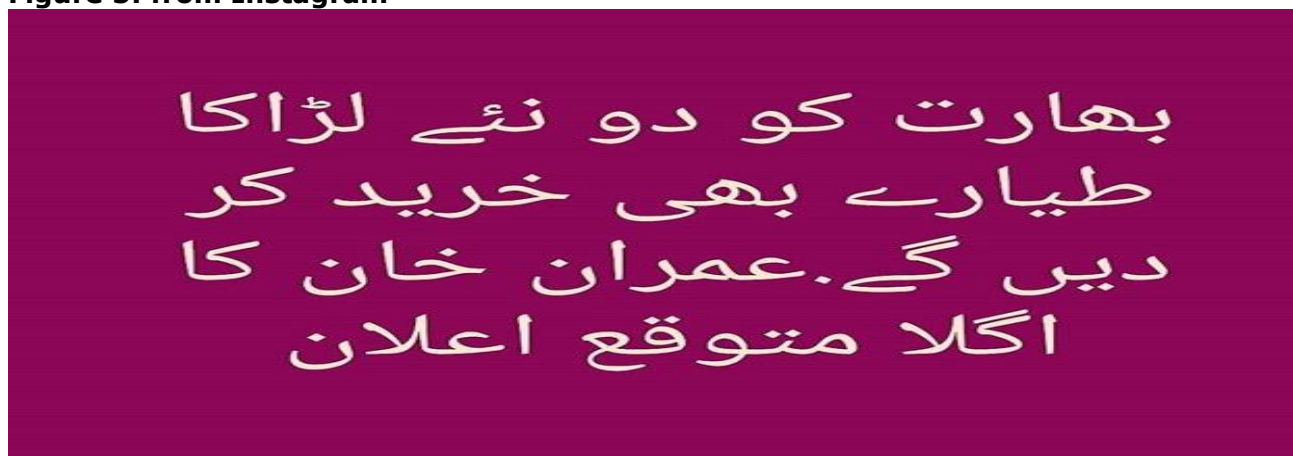
4.4.2. Interpretive and Explanatory Analysis:

This tweet is a piece of discourse containing elements of propaganda. As language provides a primary role in promoting propaganda; therefore, words in the tweet are important to analyse. "No" is used for creating disagreements and for focussing the individuals on the failure of the incumbent government. "Purana Pakistan" has been used to threaten the political ideology of the current government behind "Naya Pakistan." "Selection" Puppet" and "Military" are the words used to highlight the electoral system of the country and the role of forces in politics and its affairs with the head of the state negatively. "Good" is the word of appreciation and has been used mockingly. "Economy" has been characterized through "Disastrous" rather it can be characterized in a better way because in 8 months the sate received 81 billion increase in the collection. This tweet is oriented politically because it reflects the political ideologies of political parties. It does reflect the concept of democracy in our country. Political ideologies do reflect the perspectives of individuals related to culture and society. The analysis of this tweet shows that for promoting a political ideology, its worker attempt to challenge the opponent political ideology and spread fake news against the opponent and his or her political ideology and by doing so its workers start to questioning its political ideology which leads to creating multiple issues.

4.2.5 Instagram Propaganda Sample and its Description

The following passage is a piece of discourse containing elements of propaganda, and it has been taken from Instagram. The analysis of this piece of discourse will answer the research question, "How is the language used as a tool and medium for promoting and propagating propaganda?"

Figure 5: from Instagram



4.3. Data Analysis by Using Norman Fairclough's 3d Model of Critical Discourse Analysis

The given piece of discourse can be analysed through Norman Fairclough's 3d model of critical discourse analysis. The analysis can be carried out in three steps;

4.3.1. Descriptive Analysis

The descriptive analysis of this piece of discourse focuses on the role of Instagram used as a medium for promoting and propagating propaganda. According to descriptive analysis, this piece of discourse is related to media domain as Instagram is one of the forms of social media discourses.

Lexicalization: "الڑاكا طيارے"، "خريد"، "اعلان"،

Information focused: "متوقع اعلان"

Choices of Mode: Assertive sentence

Thematic Structure: After studying the overall structure of this discourse, we recognize its theme, and it is a study of propaganda through the use of Instagram. A user of Instagram makes certain choices of Lexis to share news against reality and to make his or her perspective accepted.

4.3.2. Interpretive and Explanatory Analysis

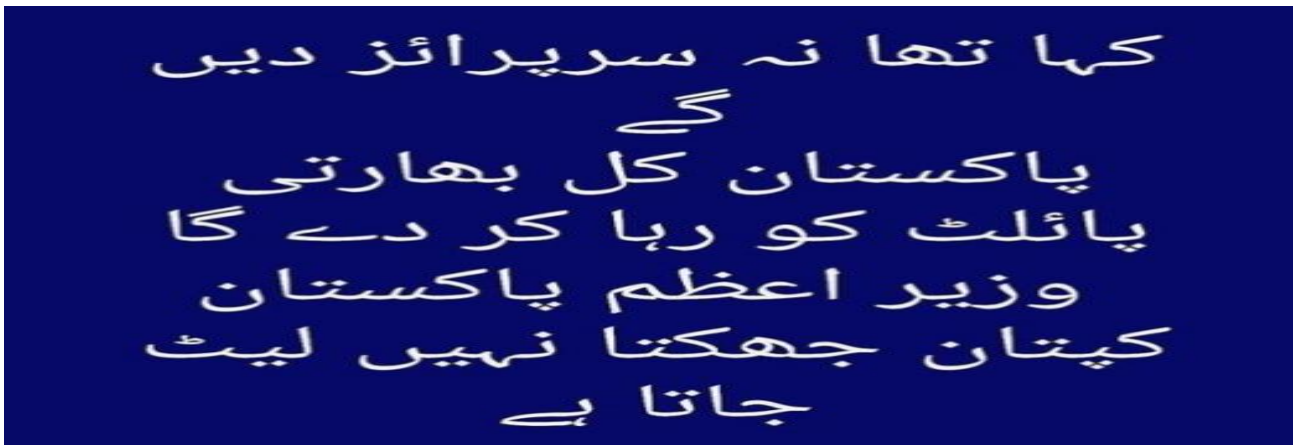
Instagram is a platform for sharing news by making posts, comments, and videos. The given piece of discourse is posted by its user. It is related to media practices as Instagram is one of the forms of social media discourses. Propaganda in this post is related to the role of government when India-Pakistan conflict started back in February 2019 due to Pulwama attack in Indian occupied Kashmir. India was charging Pakistan as they were blaming Pakistan for being the central source to Pulwama attack. The role of government has been shown negatively. It should be represented positively as the government of Pakistan, and prime minister of Pakistan asked for negotiation and dialogues, but here in the given piece of discourse it has been showed that Pakistan is more tend towards fight as "الڑاكا طيارے" often use for attacking other jets "الڑاكا طيارے" has been associated with "وزير اعظم" which shows that head of the state of Pakistan is more active towards fighting with neighbors rather than dealing with them. The user has used "خريد" for two purposes: the Air force is lacking strength as they do not have sufficient availability of fighter jets and we lack skills to produce fighter jets for ourselves. Therefore, we need to buy from other nations. In this piece of discourse, not only the government but the head of state and defense forces have been represented mockingly.

This piece of discourse is related to media practices, social and cultural practices. It influences the opinion of people regarding the role of government and strength of military wings and defence forces. It identifies the role of government as war activist. However, this is against the reality as the government of Pakistan asked for prevailing peace in the continent by making steps towards negotiation and dialogues with Indians. Due to this reason, this piece of discourse is also oriented politically. The analysis of this piece of discourse also shows that the user of Instagram spread fake news against the government and military wings. Therefore, Instagram user defames and devalues government and military wing in the minds of people.

4.3.3. Instagram Propaganda Sample and its Description

The following passage has been taken from Instagram. This is a piece of discourse containing elements of propaganda. The analysis of this part of discourse will answer the research question " How is the language used as a medium and tool for promoting and propagating propaganda

Figure 6: from Instagram



4.4. Data Analysis by Using Norman Fairclough's 3d Model of Critical Discourse Analysis

The given piece of discourse can be analysed using Norman Fair clough's 3d model of critical discourse analysis. The analysis can be carried out in three steps;

4.4.1. Descriptive Analysis

The descriptive analysis of this piece of discourse can be done through by analysing Lexis in it. This analysis will give us a clue that Instagram users make certain choices of words to make news fake.

Lexicalization: "سرپرائز", "بھارتی پائلٹ", "جھکنا", "سرپرائز"

Information Focused: "سرپرائز"

Choices of Mode: Assertive sentence

Thematic Structure: After studying the overall structure of this piece of discourse, we draw its theme, and the theme is about the role of Instagram as a tool and medium for promoting and propagating propaganda.

4.4.2. Interpretive and Explanatory Analysis

A user of Instagram has posted a given piece of discourse. This piece of discourse contains elements of propaganda. It is related to media practices as Instagram is one of the forms of social media discourses. In this piece of discourse, peace gesture showed by the government of Pakistan by releasing Indian fighter pilot has been displayed as a gesture of terror and fear through "سرپرائز". For the propagandist, the world might be surprised if the government took action against the pilot, but by doing so, the world may not be appreciated Pakistan as a peace-loving nation. This is how the word "رہا کرنا" means to state policy, but the propagandist used it in another way for his or her purposes. "رہا کرنا" and "جھکنا" are two opposite words and associated with the prime minister of Pakistan, however, showing peace gesture is a step of appreciation and pride. This piece of discourse is related to media and national practices. It does influence the association of people with the government. It highlights the role of government negatively in defence policies. The analysis of this piece of discourse visualizes us that propagandist interprets words in another way or against reality. Therefore, it arises pessimism in the minds of people. This discourse is also oriented politically as it does defame opposition party by associating negative words with it and its leaders such as "لیٹ" and "جھکنا". "جانا" has been associated with the leader (Prime minister) of the opposition party or ruling party (Pakistan Tehreek-e-Insaf).

5. Conclusion

This study successfully illustrated that language is an important mode for the dissemination of propaganda on social media platforms, such as Facebook, Twitter (X) and Instagram. The key takeaway of the project is propagandists effectively utilize emotional, and sensational language as part of their belief and behavior influencing practices, too often for the interest of well-placed political agendas for gain and expanding their digital footprint, passion and power as discursive producers, while simultaneously manufacturing fake news to destabilize and undermine alternative ideological positions. The utility of Fairclough's Critical Discourse Analysis (CDA) model was particularly effective in unpacking these meaning-making moves within the language of choice/s, which could be translated into wider discursive and action/print-social practices, that were constructed to subvert and influence perceptions and cultural access to narratives. In terms of theory contribution, this research demonstrates there can be strong measures of applicability for CDA approaches in digital contexts, and practically, it provides much needed support for people to improve their media literacy, educators to develop critical thinking-based curriculum, and platforms and policy decision-makers to have effective content moderation and counter-propaganda mechanisms. Ultimately, the project established a clear and present need for them to be followed by broader digital media literacy, platform accountability and advocacy, and reviewed legal measures to ensure a more informed and courageous community for the future, whether from normal life or more threatening issues.

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