Corpus-Assisted Socio-Cognitive Analysis of Power and Ideology in Pakistani Social Media Discourse

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Abstract

The present research explores the dynamics of political hate speech on Pakistani social media using a socio-cognitive approach. It emphasizes interplay between societal power structures, ideology and discourse. It delves into how entrenched ideologies and power relations shape both i.e., production and consumption of hate speech. It highlights role of social media as a powerful amplifier within these processes. It also reveals that hate speech on platforms like Twitter not only mirrors existing societal and political cleavages but also intensifies them thus serving as both weapon wielded by the powerful to maintain dominance and tool for opposition groups to challenge the status quo. Analyzing user-generated content it identifies a pattern where hate speech fosters an environment conducive to spread of discriminatory ideologies. These ideologies perpetuate social and political divisions. It also underlines the significant influence of digital literacy and contextual understanding of hate speech. It suggests that addressing this issue effectively requires more than just content moderation. Findings advocate for comprehensive strategies that include enhancing digital literacy and fostering inclusive political discourse. These strategies aim to mitigate the divisive impact of hate speech and promote a more inclusive and respectful political discourse in Pakistan. Socio-cognitive approach provides a nuanced understanding of how cognitive schemas and societal conditions interact to influence discourse production and reception. This perspective is crucial for policymakers, social media platforms and civil society as it highlights need for a collaborative effort to tackle underlying causes of political hate speech and safeguard democratic discourse in digital age.

Keywords: political hate speech, socio-cognitive approach, social media, Pakistan, digital literacy

Introduction

Political hate speech on social media has become an increasingly prevalent issue in societies worldwide (Tucker et al., 2018). It not only reflects the ideologies and power dynamics within a society but also has significant implications for social, political, and psychological well-being (Sellars, 2016; Koncavar, 2013; Sarıtas & Aydın, 2015). Use of social media platforms as a medium for hate speech allows for rapid dissemination and normalization of hate speech, contributing to the spread of discriminatory ideologies and the perpetuation of power imbalances (Koncavar, 2013; Sellars, 2016).

Political discourse is a prevalent feature of social media, where users can express their viewpoints on political matters by their actions on various social media platforms. Himelboim, McCreery et al. (2013) asserted that social media, specifically Twitter and Facebook, have the ability to provide an ideal platform for political engagement and communication for both individuals and politicians. Undoubtedly, social media serves as

a tool for individuals to carefully scrutinize their politicians and actively participate in the political agenda. In addition, politicians seek to establish a closer connection with voters by utilizing social media platforms. Therefore, they can effortlessly tackle political issues and communicate their strategies to citizens, thereby providing public with political acumen. In their study, Austen, Clancy, and colleagues (2022) examined the democratic influence of social media in enhancing a positive perspective towards online discourse. Social media platforms offer individuals the opportunity to express their political beliefs through various communication channels.

Although many research studies on political discourse and social media tend to have a favorable viewpoint, other academics emphasize the importance of also examining their capacity for cynicism. For instance, Brindle (2016) elucidates the dissemination of detrimental concepts that have the potential to foster animosity. He provides instances of different groups expressing hostile comments towards others without any regulation, so contributing to the already prevalent online hate speech. In his comprehensive analysis, Ras (2019) critically examined Bindle's (2016) work, focusing on the issue of hate speech. Ras conducted a thorough corpus linguistic examination specifically on the use of White Supremacist Language. Brindle collected a meticulous corpus consisting of 950,000 word postings from the News-subforum of Stormfront. Within this subforum, forum members possess the privilege to contribute by posting, and it predominantly consists of recurring discussions pertaining to homosexuality. Subsequently, he selected two threads from the internet corpus and thoroughly examined two postings, utilizing the remaining threads as a direct framework.

Numerous scholars have examined the factors that contribute to hate speech on the Twitter platform. Evkoski, Pelicon et al. (2022) examined the crucial matter of identifying the primary factors behind hate speech on Twitter. The researchers astutely analyzed a comprehensive collection of tweets utilized for hate speech, and employed cutting-edge deep learning techniques to develop highly effective classification models for identifying hate speech. They devised retweet matrices, identified clusters, and tracked their evolution. They demonstrated that hate speech is abundant in hostile tweets, which are connected to political and conceptual issues. Due to the rapid dissemination of social media content to a large audience, retweet communities have emerged as a significant factor in the proliferation of hate in the online realm.

Political hate speech poses a significant threat to governments worldwide. According to Kim (2022), there is a strong argument that intense animosity among ordinary supporters is eroding the foundations of democracy in the United States. Social media is being attributed to the dissemination of content that promotes violent intimidation towards political opponents, leading to real-world political hostility. The scholar presented a methodology to identify and analyze information on Twitter, specifically focusing on recognizing such content and examining the functional patterns associated with it. In relation to the 2020 Presidential Election, the researcher presented evidence showing that aggressive and inflammatory tweets closely follow contentious politics in real-world situations, reaching a peak during the Capitol Riot in the United States. Tweets of this nature primarily targeted Republican political figures and women. This study examines the influence of hate speech on supporters of political parties and how their engagement in hate speech on social media contributes to the quick development of unrest.

Empirical research demonstrates that there is an inherent connection between democratic systems and the occurrence of political hate speech. Grimminger and Klinger (2021) obtained the data from Twitter during the 2020 US Presidential elections. Their study also demonstrates that hate speech phrases are abundant in those tweets, which may have originated from followers of the opposing party. However, it is apparent that Twitter is strongly associated with hate speech in the political realm. Torregrosa, D'Antonio-Maceiras et al. (2023) have substantiated in their research that the utilization of a more aggressive vocabulary is predominantly observed among the most ideologically extreme political groups. Their findings indicated that Twitter was the predominant social media platform utilized for the expression of extremist and hateful discourse. Therefore, Twitter continues to be favored by political elites due to its extensive reach, large audience, credibility of news, and the ability to retweet. People around the world favor Twitter as their primary source of political news.

Syahputra (2021) examined the escalation of political animosity in Indonesian public debate on Twitter. The study posits that netizens have played a crucial role in the dissemination of online hate. They used Twitter as a platform to acquire and communicate political information. Their influence continued to be significant in spreading hate within the online community. Due of Twitter's ability to report news before traditional news channels, Indonesian netizens also favor Twitter for political analysis, similar to the cases mentioned above. However, similar to residents of other states, they are also inclined to openly display their intense animosity towards political elites and their actions.

Jafri, Siddiqui et al. (2023) assert that identifying hate speech in political discussions is a serious concern. However, when it comes to languages with limited resources, this problem becomes much more difficult. Their research emphasizes the importance of addressing and resolving the difficulties associated with identifying and reducing hate speech in political discussions, particularly in languages with limited resources. Regardless of our personal preferences, social media has become indispensable for political objectives. According to Agarwal, Hawkins et al. (2021), politicians are unable to evade social media and must maintain communication with it. The author cites a case study from the United Kingdom, in which Twitter is the predominant social media platform among politicians. It is reported that 85% of Parliament members utilize Twitter as a means of maintaining communication with their followers. They make an effort to establish a connection with their followers, who now have direct access to their representatives. This shift in the political landscape is positive, but it has also raised serious concerns about the prevalence of online hate speech directed at Members of Parliament. The researchers conducted an analysis of 2.5 million tweets to identify instances of hate speech directed towards Members of Parliament (MPs). They also examined the various themes, time periods, and demographic characteristics associated with this hatred. It has been observed that Members of Parliament (MPs) are encountering a significant amount of vitriolic criticism, which encompasses the use of insulting language and abusive speech. This is partly due to the rise of social media, which has provided an avenue for supporters of opposing political parties to express their animosity towards leaders of the opposition. To address and mitigate the spread of political hate speech on Pakistani social media, it is essential to understand its underlying power structures and ideological foundations (Mondal et al., 2017). This understanding

can be achieved through a socio-cognitive approach, which examines the cognitive processes involved in the production and reception of hate speech, as well as the social context in which it occurs (Tontodimamma et al., 2020). By analyzing the power dynamics and ideological frameworks present in political hate speech on Pakistani social media, we can gain understanding of Van Dijk's socio-cognitive approach. It contributes significantly to understanding the influence of societal conditions on discourse production and reception through multiple mechanisms: Such as:

1. **Societal Power Relations**: Van Dijk (2014, 2015) considers how power relations in society shape discourse. Those in positions of power can influence public discourse, which in turn can shape or reinforce these power dynamics. His approach examines how discourse serves to maintain the status quo or challenge power asymmetries.

2. **Social Cognition**: By emphasizing social cognition, the approach considers how individual mental processes, such as attitudes, knowledge, and ideologies, are socially constructed and how discourse reflects and influences these cognitions.

3. **Context Dependence**: Van Dijk's work acknowledges that discourse is produced and received within specific social, cultural, and institutional contexts that give it meaning. Discourse is thus not just about language but is embedded in a wider social reality.

4. **Ideological Structures**: The socio-cognitive approach studies how societal conditions contribute to constructing and perpetuating ideological structures within discourse, which can impact individuals' perceptions and social practices.

5. **Group Identity and Relations**: This approach explores how discourse is used to construct group identities, out-groups, and in-groups, often reflecting and reinforcing social relations and divisions within society.

6. **Access to Discourse**: Van Dijk's framework also assesses who has access to discourse production and dissemination in society, recognizing that discourse is a resource that is often unequally distributed, thereby sustaining power imbalances.

7. **Schema Theory**: The approach utilizes the concept of schemas—cognitive structures that help individuals organize and interpret information based on past experiences and societal inputs. Discourse can thus shape and be shaped by societal expectations and cognitive schemas.

Van Dijk's socio-cognitive approach enables a deeper examination of the interdependence between societal conditions and discourse, revealing how they influence each other in the process of cognition and communication, and thus play a critical role in social interactions and power dynamics.

Objective of Research:

The objective of this study is to explore the underlying power structures and ideological foundations of political hate speech on Pakistani social media using a socio-cognitive approach.

Research Questions:

The research questions for this study are:

1. How do societal power relations, social cognition, ideological structures, and group identity contribute to the perpetuation of hate speech on Pakistani social media?

2. How is discourse produced and received within specific social, cultural, and institutional contexts, providing it with meaning and significance?

Research Methodology:

The methodology employs Teun A. Van Dijk's (2014, 2015) socio-cognitive approach, expanded through advanced corpus linguistic techniques to handle a large dataset. This comprehensive approach involves three primary levels of analysis:

1. **Discourse Structures Analysis**: Initial phase uses corpus linguistic analysis employing tools from Sketch Engine. This involves extraction of keywords collocations and concordance lines from a large corpus of 20 million tweets. It focuses on linguistic features of discourse such as topic, lexicon, metaphors, syntax, word order, implications, and pronouns. The aim is to delineate how structure of language in tweets conveys and amplifies hate speech.

2. **Mental Models and Ideologies**: Second level analysis delves into underlying individual mental models and shared ideologies that inform these discourse structures. By exploring cognitive frameworks and social beliefs that users bring to their interactions on social media this stage investigates how these mental constructs shape expression of hate speech.

3. **Cognitive and Social Contributions**: Final level examines how cognitive processes and social conditions contribute to establishment and propagation of political hate language. It assesses interaction between individual cognition societal influences and linguistic practices, Use of Sketch Engine tools to manage and analyze such large dataset ensures robust examination of the discourse. It enabled identification of significant patterns and trends that might be invisible in smaller samples. This methodological framework by applying Van Dijk's socio-cognitive approach to Tweet corpus (TC) aims to uncover complex web of factors that foster perpetuation of hate speech in digital realm.

Data Analysis

As initial stage of data analysis involved identifying most frequently used words in corpus to understand dominant themes and terms in the discourse, therefore, Table 1 below presents these words ranked by their frequency of occurrence within the dataset:

Table 1: Most Frequent Lexical Words

Sr. No.	Item	Frequency
1	Imported	69458
2	Change	34861
3	Never	29929
4	Conspiracy	27259
5	Condemn	26840
6	Attack	22437

7	Massive	22186
8	Power	16234
9	Protest	15049
10	Crooks	14057
11	Anti	13459
12	Fascist	12472
13	Corrupt	11124
14	Crime	9770
15	Violence	9262
16	Corruption	8888
17	Torture	7500
18	Victims	7252
19	Fighting	7240
20	Mafia	7003

For discursive analysis of the text from the keywords, collocates and concordances level analysis are the best way. In this study, collocation level analysis is done and for the collocational study of a keyword, there are two ways: frequency-based and MI-based. It is noted that we took the frequency-based most frequently occurring word, 'imported', 'conspiracy' and 'Anti' then analyzed it on the base of collocates and then concordances-based analysis. All frequency and MI estimates were performed using a range of -3 to +3 throughout the collocational investigation.

Imported

The first keyword by frequency is the "imported" with 69458 occurrences in the corpus. Word "imported" gives a negative connotation in the form of foreign impact on the government. The term 'imported' is commonly employed to characterize political movements, beliefs, or agendas that are regarded as being pushed from external sources onto the country. Occasionally, the term "imported" is employed to denounce policies or practices that are perceived as incongruous with a nation's cultural or historic principles.

Collocational analysis of keyword 'imported' is done firstly by frequency and then by MI score. Frequency-based collocations of 'imported' gives collocation of 'imported govt'. on top of the list as shown in table. Collocation gives negative connotation in the sense of hate speech on the social media against the government. Also, collocation 'imported govt' criticized governments or political leaders perceived as unlawful, incapable, or exploited by external forces.

Rank in Corpus	Word	Frequency	MI
1	Govt.	44,309	6.98
2	Imran Khan	17,629	1.51
3	Government	17,376	7.03
4	Brought	6,091	6.90
5	Crooks	5,321	6.56
6	Us	5,312	4.16
7	Rejected	4,526	7.49
8	Pakistan	4,466	2.50
9	History	3,930	5.64
10	Accept	3,660	6.90

Concordances for the collocate 'imported govt' are following with discursive analysis through socio-cognitive analysis.

Note: As Twitter user belongs to the Pakistani community so they often used Pakistani English that is a non-standard variety and Roman Urdu. Roman Urdu means that they use English language alphabets to write Urdu language words. For clarity and understanding during qualitative analysis original Tweet is presented first followed by its translation in standard English language.

1.   **Original Tweet**: Imran Khan PTI tomorrow gujranwala jalsa last present phase haqiqi azadi movement announce next critical phase jalsa imported govt amp handlers petrified nation standing firmly behind pti desperately moving minus formula rt Imran Khan PTI tomorrow.

Translation in Standard English: Imran Khan PTI (political party) will announce next critical phase of genuine freedom movement at the Gujranwala jalsa

tomorrow. Imported government and its handlers are petrified because nation stands firmly behind PTI, desperately trying to implement the minus formula

2.   **Original Tweet**: Sehat card win thankyou Imran Khan PTI Imran Khan PTI Imran Khan PTI reject anti people amp anti-business budget presented **imported govt**budget based unrealistic assump.

   English Translation: Thank you Imran Khan and PTI for the Sehat Card win. Imran Khan and PTI reject anti-people and anti-business budget presented by imported government which is based on unrealistic assumptions.

3.   **Original Tweet**: daaaacooo Imran Khan PTI Shabazgil Imran Riaz Khan Fawad Chaudhry never crowds come spontaneously numbers history rejecting **imported govt**le Imran Khan PTI sdqjaan meeting Imran Khan PTI cm verdict Mooniselahi foreign agent title make us strong zeal

   English Translation: Great, Imran Khan, Shabazgil, Imran Riaz Khan, Fawad Chaudhry never before have crowds come spontaneously in such numbers. History is rejecting imported government. With Imran Khan the SDQJaan meeting and CM verdict, Mooniselahi's foreign agent title only make us stronger in zeal.

4.   **Original Tweet**: composer popular song absolutely turgayevren complementing Imran Khan PTI amp R.T. Erdogan inspire zone magazine Imran Khan PTI **imported govt**fearful nation rising support message haqiqi azadi imposing complete blackout speeches mainstream media also

   English Translation: Composer of the popular song, Turgay Evren, is absolutely complimenting Imran Khan and PTI. Imran Khan and PTI are making imported government fearful with the rising support of the nation. Message of genuine freedom is imposing a complete blackout on speeches in mainstream media.

6.   **Original Tweet**: nation starting pay price **imported govt**subservience foreign masters rs per litre hike salam Imran Khan PTI still playing rules despite powerful street
English Translation: Nation is starting to pay the price for imported government's subservience to foreign masters with a Rs. per litre hike. Salute to Imran Khan and PTI for still playing by rules despite the powerful street

   Above concordances of the collocate 'imported govt' give knowledge about all three levels of socio-cognitive political hate speech. At the first level of analysis, discourse structures of user-generated hate speech provide information about the topic revolving around a political event involving Imran Khan and a phase of political instability. Words like "imported govt", "daaaacooo" (Urdu word- ڈاکو, English - robber), "fearful", "anti-people", "anti-business", "foreign agent" and "hike" carry negative connotations. In contrast, words like "haqiqi azadi", "sehat card" and "thankyou" have positive connotations contributing to the tone of the discourse. "Imported govt" metaphorically implies a lack of authenticity or legitimacy. There's an implication of a struggle against an external or oppressive force represented by "imported govt" and "handlers".

   In the second level analysis, the text reflects the mental model of people on Twitter who are deeply involved in political issues and also a political crisis/issue between PTI(one political party) and PDM (another political party). Shared ideologies and attitudes likely include:

·   A belief in the righteousness of their cause.
·   A distrust of the current government.

· A sense of urgency to mobilize support for their leader.

Cognitive processes play a significant role in understanding political events and presenting a speech, ultimately influencing attitudes and behaviours. Political tensions and polarization in Pakistan are shown through the words they are using like "daaaacooo (robber)". Discourse strengthens and spreads commonly held beliefs and attitudes across the political community, rallying support and shaping the narrative in a manner that rationalizes taking action against perceived opponents.

Development and proliferation of political hate speech on social media platforms thrive amid political crises, like continuing tensions between PTI and PDM in Pakistan. These crises intensify anger, frustration, and mistrust, widening the ideological chasms between competing political groups. People frequently use inflammatory terminology and insulting words to smear their opponents when they get angry enough to do so in online arguments and discussions. In online groups, phenomena like confirmation biases and echo chambers amplify this language by exposing members to only those opinions that support their own, increasing the venomousness of already-polarized positions and arguments. Also, people feel more comfortable expressing extremist beliefs and acting aggressively on social media because of anonymity and distance it provides (Chaudhry & Gruzd, 2019). This helps normalize political hate speech. Thus, political crises set the stage for the rise of hate speech and sustain its development and spread online, creating formidable obstacles to democratic discourse and social unity (Neshkovska & Trajkova, 2018).

Collocate "imported govt." is repeated too much in the tweet corpus as compared to any other collocate in the case of frequency-based analysis. It indicates that these words give a sense of issues in the policies in the government. In the concordance line 2, which gives a positive connotation to PTI on "sehat card" (Health card) and a negative connotation of "anti-people budget" by PTI chairperson Imran Khan. These are both government policies; for example, people give the "sehat card" a positive connotation while the next government budget is negative. The concordance line 3 gives negative connotations to the PTI party by giving such negative connotations like "daaaacooo" and "foreign agent". It means that critics are present on both sides, and the political parties in Pakistan are in criticism from both sides. It shows how political crises in a country give a hate speech ideology in people's minds. This hate speech is spreading through social media to everyone, not only inside the country but all over the world, and creates a bad image of society as well as political parties in the world.

Now discuss the word "imported" collocates through MI score based and we find the top collocation of "imported bikharipm (imported beggars)" in the list as shown in the table below;

Rank in Corpus	Word	Frequency	MI
1	Bikhari PM	12	8.38
2	destabilization	690	7.98

3	Pond	5	7.96
4	Rise Pakistan	6	7.96
5	Shattered	12	7.96
6	Rav	24	7.96
7	March	18	7.96
8	Government	18	7.96
9	Fear Imran Khan	18	7.96
10	Rabootalso	7	7.96

The concordances for the collocate "imported BikhariPM" are following with discursive analysis through socio-cognitive analysis;

1. **Original Tweet**: Imran Khan PTI imported hakoomat namanzoor imported government namanzoor **imported bikharipm**namanzor imported shahid Afridi namanzor.

2. **English Translation**: Imran Khan PTI imported government unacceptable imported government unacceptable imported BikhariPM unacceptable imported Shahid Afridi unacceptable.

3. **Original Tweet**: Imported government namanzoor **importedbikharipm**namanzor imported shahidafridi namanzor zamirhaider multan roars insafian tigers nothing stops Imran Khan PTI today multan jalsa

English Translation: Imported government unacceptable imported BikhariPM unacceptable imported Shahid Afridi unacceptable Zamir Haider Multan roars Insafian tigers. Nothing stops Imran Khan PTI today Multan rally.

Central theme revolves around criticizing or censuring specific individuals inside the government. Terms such as "imported", "hakoomat namanzoor" (unacceptable goernment), and "bikharipm" (beggars) are indicative of contempt or negative feelings. Including words such as "imported" and "bikharipm" implies metaphorical connotations that insinuate the presence of foreign impact or lack of competence, typecasting and euphemism. The inclusion of pronouns such as "namanzoor" (which translates to "unacceptable") serves to strengthen the adverse depiction of the individuals in question.

Recurrent usage and correlation of specific names with unfavorable connotations suggest a profound disdain or critique of these individuals or institutions. Authors of these utterances presumably harbour vehemently unfavourable views towards Imran Khan, the government, and other individuals listed. They can view them as inept or

unpleasant. The selection of vocabulary and the recurrent emphasis on specific negative characteristics indicate a prejudiced perspective towards these individuals.

The wording demonstrates a mutual attitude among the authors and their readers, signifying a communal disdain or discontent towards the specified individuals. Using offensive language and the recurrence of specific expressions can potentially strengthen the bond within a group of individuals with similar perspectives. The inclusion of explicit allusions, such as "Multan roars insafiantigers," implies a connection to a specific political or social faction, demonstrating a commonality in beliefs and perspectives in one party in this case PTI.

Conspiracy:

Word 'conspiracy' comes fourth in the rank of most frequent lexical words in the target corpus. When people use the word "conspiracy" in a political context on Twitter, it usually implies suspicion, lying, or manipulation. The word "conspiracy" can be used as a weapon in hate speech to cast doubt on political opponents, their views or deeds, and to incite hatred and resentment. Frequency-based table of collocates of word "conspiracy" is following;

Rank in Corpus	Word	Frequency	MI
1	regime	16,238	8.34
2	change	14,830	8.08
3	Us	13,131	6.81
4	Imran Khan PTI	6,821	1.49
5	foreign	5,462	7.31
7	remove	2,926	7.89
8	awareness	2,478	8.39
9	Pakistan	2,160	2.80
10	continues	1,719	7.92
11	minister	1,600	4.56

Foreign Conspiracy:

In political situations, the term "foreign conspiracy" can have negative implications and be perceived as hate speech. It commonly implies that external forces

are plotting against a nation or its interests. Concordance of "foreign conspiracy" are following:

1. **Original Tweet**: Imran Khan PTI marbles way distract people economic woes raise spectre foreign conspiracy powerful narrative think Imran Khan PTI family friends starting god.

English Translation: Imran Khan PTI is diverting attention from economic issues by creating a powerful narrative of foreign conspiracy. I think Imran Khan PTI, along with his family and friends, is initiating this narrative.

2. **Original Tweet**: shameful country foreign conspiracyoust elected prime minister directly target.

English Translation: It's shameful that a foreign conspiracy is directly targeting the elected prime minister.

3. **Original Tweet**: PTI official Imran Khan PTI message overseas Pakistanis Ehtisham and Imran Khan PTI yes foreign conspiracy blatant interference define Raja Aamir Abbas leader one knows way goes way.

English Translation: Imran Khan PTI's official message to overseas Pakistanis. Yes, there is blatant foreign interference. Raja Aamir Abbas, a leader who knows which way the wind blows.

4. **Original Tweet**: Support patriotic citizens want thank people Abbottabad jalsa passion amp awareness foreign conspiracy want thank people Abbottabad jalsa passion.

English Translation: Support from patriotic citizens. I want to thank the people of Abbottabad for their passion and awareness regarding the foreign conspiracy.

5. **Original Tweet**: Imran Khan PTI want thank people Abbottabad jalsa passion amp awareness foreign conspiracy regime changes Pakistan democratically elected govt crooked stooges installed PTI official.

English Translation: Imran Khan PTI wants to thank the people of Abbottabad for their passion and awareness regarding the foreign conspiracy. Regime changes in Pakistan; democratically elected governments are being replaced by crooked stooges. - PTI official.

Above concordance lines revolve around a significant theme of economic woes and foreign conspiracy and political narratives involving Imran Khan and PTI. Concordance lines also show the word "foreign conspiracy", which suggests the propagation of conspiracy theories, a common feature in hate speech discourse. In concordance, line 1 includes a metaphorical phrase, "marbles way distracts people's economic woes," which portrays a negative image of a political figure, potentially contributing to a narrative of distrust. In concordance line 2 alone with "foreign conspiracy," there are two more negatively connoted words like "shameful" and "elected," giving a sense that foreign conspiracy has led to the ousting of an elected prime minister through direct targeting. Phrase "blatant interference" conveys a sense of outrage or condemnation towards the perceived interference, suggesting that it is considered egregious and unjustifiable. Fourth concordance line gives positive words and phrases like "Support patriotic citizens" and carries connotations of allegiance and national pride. Concordance line 5 has negatively connoted words other than "foreign conspiracy" and has hate language in it. "Crooked stooges" suggests a lack of integrity or moral uprightness. It implies that politicians in Pakistan are engaging in dishonest or underhanded behavior to serve someone else's interests. This is why collocate "foreign conspiracy" is repeated in all concordances, giving same sense. Language used in the

above lines is emotionally charged with terms like "shameful," "foreign conspiracy," and "crooked stooges," reflecting a negative portrayal of specific individuals and groups in the Pakistan political parties. Cconcordances shed light on a prevalent mental model among the speakers as a trend on Twitter. This model conveys that the speakers feel they have been victimized due to claimed intervention from foreign powers in internal issues. Imran Khan and the Pakistan Tehreek-e-Insaf (PTI) are portrayed as victims of this conspiracy. At the same time, those who oppose them are seen as actors in the conspiracy or as puppets of global interests.

A conviction in the legitimacy of Imran Khan and the PTI's narrative is reflected in the rhetoric used, which portrays them as patriotic defenders against challenges from the outside. There is an "us versus them" mindset, with supporters of Imran Khan and the PTI portrayed as noble patriots. At the same time, their opponents are vilified as traitors or agents of foreign powers.

Mutual information-based collocations of the keyword "conspiracy" are following;

Rank in Corpus	Word	Frequency	MI
1	Siddiqui	70	9.46
2	Pajewish (Pa Jewish)	5	9.31
3	march	9	9.31
4	specter	9	9.31
5	destabilization	134	9.31
6	You its	33	9.31
7	demoralizing	36	9.31
8	Sternly if	53	9.31
9	paamp	67	9.31
10	American	5	9.31

Conspiracy Destabilization

The term "conspiracy destabilization" frequently has negative implications, particularly when used in political situations. These actions might result in detrimental consequences for public discussions, confidence in democratic procedures, and societal unity. It is crucial to engage in a thorough analysis of material and exercise caution

towards narratives that aim to instigate conflict or foster skepticism without substantiating data.

1. **Original Tweet**: Govt PTI Europe BJP Aniqa Nisar attending seminar regime change **conspiracy**Pakistan **destabilization**hosted PTI-official Imran Khan arrived insafpk chairman PTI Imran Khan ends interview.

   English Translation: Aniqa Nisar from PTI Europe and BJP government attending a seminar on regime change conspiracy and destabilization of Pakistan. Hosted by PTI official, Imran Khan arrived. The interview with PTI Chairman Imran Khan concludes

2. **Original Tweet**: Hamid Mir makes official Imran Khan PTI lbs. PPP SC (supreme Court) seminar regime change **conspiracy**Pakistan **destabilization**and June Wednesday Marriott hotel Islamabad enhance capabilities army moment

   English Translation: Hamid Mir discloses that PTI official Imran Khan, PPP, SC (Supreme Court) are organizing a seminar on regime change conspiracy and destabilization of Pakistan. It will be held on Wednesday in June at the Marriott Hotel, Islamabad, to enhance the army's capabilities.

4. **Original Tweet**: Regime change **conspiracy**Pakistan **destabilization**seminar PTI happening right pti official Imran khan interview song absolutely gifts Pakistan.

   English Translation: PTI is organizing a seminar on regime change conspiracy and destabilization of Pakistan. It's happening alongside an interview with PTI official Imran Khan. A song that is an absolute gift to Pakistan.

5. **Original Tweet**: enough hero Imran khan PTI ask Imran khan miss you Imran khan seminar regime change **conspiracy** Pakistan **destabilization**.

   English Translation: There's enough of the heroics from Imran Khan PTI. Let's ask Imran Khan if he misses himself. Seminar on regime change conspiracy and destabilization of Pakistan.

Line 1 and 2 of concordance provides information on political people such as Aniqa Nisar and Imran Khan and political groups such as the Pakistan Tehreek-e-Insaf Party (PTI) and Pakistan People's Party (PPP) and the Bharatiya Janata Party (BJP) from India. In the context of Pakistan, the line also includes terms with negative connotations, such as "conspiracy" and "destabilization". These words suggest a story of political upheaval and conspiracies. Phrase "regime change conspiracy" gives the impression that there is a covert and maybe evil plan in the parties/establishment for changing the governing political party. The recurrence of phrases such as "regime change conspiracy" and "destabilization" indicates an elevated emotional state or a feeling in the presence of an immediate threat.

An examination of hate speech-related phrases and the inclusion of terms associated with particular political and media figures such as Imran Khan and Hamid Mir provides insight into prevailing lack of trust in the present political climate. Additionally, there are two political parties named PTI and PPP indicating a common philosophy characterized by PTI's lack of confidence for the PPP. Recurrence of motifs about the alteration of political systems and the disruption of stability suggests a mutual conviction in the susceptibility of government and need to counteract anticipated dangers.

People often see events and information with a mindset of doubt and animosity, maybe shaped by personal prejudices or previous encounters. Occurrence of hate speech may be indicative of wider societal tensions, political division, or media sensationalism, which intensify emotions of fear or mistrust. Furthermore, it is disseminated via social media

platforms in the guise of hate speech. The use of provocative vocabulary and the recurrence of pessimistic storylines lead to the acceptance and strengthening of hostile mindsets, possibly intensifying more polarization and discord.

Conclusion

The study explored dynamics of political hate speech in Pakistani social media using socio-cognitive approach which provides profound insights into the intricate relationships between power, ideology and discourse. It emphasizes that political hate speech is not merely a byproduct of individual prejudices but a complex interplay of societal power structures, ideological constructs and access to digital platforms that facilitate spread and normalization of such discourse. Particularly in Pakistani context, discourse of hate speech has been shown to thrive amid political crises and polarization where it not only reflects existing societal and political cleavages but also actively contributes to their exacerbation. This manifestation of hate speech serves both as weapon wielded by those in power to maintain dominance and as tool for opposition groups to challenge status quo, thereby perpetuating a cycle of animosity and division. Role of social cognition in shaping discourse of hate speech highlights how deeply entrenched ideologies and cognitive schemas influence individuals' perception and interaction with information. The study has demonstrated that the prevalent use of specific terms like "imported government" or "anti-people policies" on social media does not merely represent spontaneous emotional outbursts but rather reflects deeply rooted societal beliefs and cognitive biases. These terms embedded within the socio-political context of Pakistan often carry connotations that resonate with or reinforce users preexisting beliefs which are shaped by broader societal narratives and historical context. This way discourse of political hate speech on social media becomes a powerful echo chamber amplifying specific ideologies and narratives that can lead to societal polarization. Socio-cognitive approach adopted in this research underscores the necessity of considering the broader social cultural and institutional contexts in which political discourse is produced and consumed. Understanding the mechanisms through which such hate speech is generated and sustained on platforms like Twitter in Pakistan requires a nuanced appreciation of the local political landscape and the role of digital literacy and the regulatory frameworks governing social media usage. In light of these findings, it is imperative for policymakers, social media platforms, and civil society to collaborate in developing strategies that not only address the symptoms of political hate speech but also tackle its underlying causes. It includes promoting digital literacy fostering an inclusive political discourse and implementing effective regulatory measures that safeguard against the misuse of social media while respecting freedom of expression. Such multifaceted strategies are essential to mitigate divisive impact of hate speech and to foster more inclusive and respectful political discourse in Pakistan.

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