

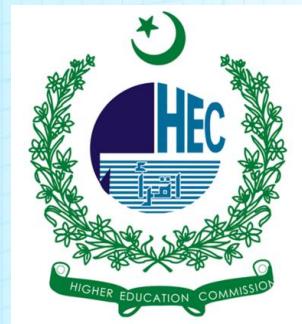
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Constructing Political Narratives through Memes: A Critical Discourse Analysis of Pakistani Memes on Social Media



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Abstract

In the digital age, memes are now a strong tool in political communication. They are a means of satire and spread of opinions. The current research attempts to bridge the research gap in the literature review on the critical discourse analysis of memes by examining the multi-layered meanings and informative functions of Pakistani political memes. This study has a qualitative research design. The current study uses Fairclough three dimensional model. The three dimensions included the textual analysis, discursive practice, and sociocultural practice of analysing the political discourses in memes. Ten meme were randomly selected from different social media platforms including Facebook, Instagram and X (Twitter). The results indicated that, Pakistani political memes are a mixture of humour, sarcasm, and allusions so that they can convey complicated messages. By simplifying political issues, they help make complex and dull topics easy to understand and follow by numerous people. The values of the memes attract the audience with familiar and timely content, text, and images. They play a very important role in the speed of information spread and stimulating critical thinking and political awareness, especially among young people. Also, memes provide an audience to communicate with the community and express their feelings, increasing civic engagement in the political discourse. Also, it was found that memes are also being applied to propagate hate speech and carry out personal attacks on political actors. Online culture has now included the meme as a vital element especially in the Pakistani politically-oriented communication online.

Keywords: Memes, CDA, Pakistani political memes, Social-media platform, Model of Fairclough.

1. Introduction

Memes are becoming a new method for sharing information, feelings, perceptions, and distinctive points of view about a certain topic or event in the current political climate, entertainment, business, and media. During a discussion of genetics in his book "The Selfish Gene," Richard Dawkins invented the term "memes" (1976). The Greek word "mimeme," which means "to imitate," is where the word meme originates (Dawkins, 1989). After that, this idea quickly became ingrained in people's minds.

Due to its global user base, the internet has emerged as an indispensable component of modern information technology. An estimated 4.66 billion active internet users were registered worldwide as of January 2021, according to a recent survey. Furthermore, it should be noted that Pakistani young make up the largest youth population in the world, according to the NHDR (Najam, 2024).

There are over 99 million active internet users in Pakistan, accounting for 45.09% of the nation's total population. Pakistan now ranks 10th in the world for the number of people who use the internet (PTA, 2021). In Pakistan, Facebook, Instagram, and Twitter are the most popular social media platforms. These channels offer their users the opportunity to freely discuss a range of ongoing issues that are prevalent in Pakistani society and advocate for the value of the average person's viewpoint in politics and other matters of public concern (Rathi and Jain, 2024). The internet has raised the game in politics to entirely new heights.

Social media has significantly changed political discourse and activities. The most common use of social media is to provide information on political matters (Naeem & Siddique, 2023). Since every home now has an Internet connection, social media platforms have a big impact on political and social education (Safdar et al., 2021). Meme, which mostly take the shape of images and videos, are regarded as one of the most popular kinds of visual communication on the internet, which has emerged as the most potent medium. As a visual depiction of humor, they can convey messages through hilarious caricatures and imitations. The only factor contributing to their increasing appeal in all areas of society is their capacity to convey messages in a hilarious manner.

The groundbreaking research on memes was done by Richard Dawkins. According to him, memes are cultural units of transmission that spread via imitation from one individual to another (Villers, 2023). Internet memes, which are specific jokes that become popular through online transmission, are an aspect of culture. Propaganda and widespread publicity are the goals of political memes. Memes were utilized by political campaigners to interact with internet users (Heiskanen, 2021). Each political party has a media cell. Press releases, news, and memes pertaining to political actions are actively produced by media cells.

Transmission of Internet Memes

The term 'meme' was also used to describe content that circulated online from user to user with the advent of the internet. Compared to offline means, the internet makes it possible for this content to reach big audiences more quickly. Through social networking, the internet instantaneously disseminates political and informational messages to vast audiences, while offline distribution relies on the pace of the messenger (Schiazza, 2022). The goal of reaching these individuals is to encourage dialogue between various social groupings. This is accomplished by either sharing their interests or by provoking these same individuals (Chagas, 2022). These online memes are frequently made and shared by amateur content producers who are familiar with the emotions and sensibilities of the general public. Through social media, these amateurs who are not political actors share the memes they make with regular people. Shifman (2014) cites Berger and Milkman (2012), who discovered that people are more inclined to share good stories than negative ones when it comes to distributing these memes. They added that people are more inclined to share something that they find surprising, fascinating, or practical. They clarify that consumers are motivated to post content online by these preferences. People were more inclined to share and forward videos that they thought were hilarious or that they thought were good (Guadagno et al., 2013). These up loaders favor sharing content that simultaneously portrays them as entertaining and uplifts others. Another means of belonging is through internet memes (Casey, 2019). People's relationships with one another are acknowledged when they share memes (DeAtley, & Wittkower 2019). Thus, exchanging information with a large number of friends facilitates the expression of common feelings and strengthens group cohesion. However, there is an exclusivity involved in the formation of groups when it comes to internet memes. Leiser (2022) asserts that those who lack familiarity with what she calls the "meme language," or understanding of how online memes depict commonplace experiences, are not allowed to participate in this subculture. Meanwhile, the ties between individuals who are familiar with the meme language are reinforced. Furthermore, understanding an internet meme requires more than just belonging to the meme subculture. Only those who are familiar with the background of these online memes can comprehend them.

To put it another way, the context in which online memes occur needs to be relatable to the people who view them (Sălcudean & Motoroiu, 2020). The temporality of internet memes is another crucial factor in their spread. According to Bryant & Knight (2019), media messages like online memes remain relevant because they align with modern worldviews. Internet memes must be able to copy, mimic, and adjust to new concepts and situations in order to remain relevant. I anticipate that university students' opinions on online memes will also be impacted by the duration of these memes. Based on Dawkins's (1976) research, Chandler (2013) identifies three requirements for an online meme to remain relevant. The requirements include copying-fidelity, longevity, and fecundity. Only fecundity and lifespan are pertinent to this study out of these three factors. The "longevity," or lifespan of the meme itself, comes first. It is the amount of time that a meme endures before going out of style. A meme's ability to spread to new audiences increases with its duration of relevance. Chandler (2013) demonstrated the potential longevity of a meme by citing the "First World Problems" meme, which persisted for more than two years throughout the time of his research. The second is the meme's "fecundity," or the extent to which it has gained traction. There are numerous meme generators that support the ability of an online meme to spread. A person merely needs to look for the meme's image and type in the required wording to create one. These memes are shared, which helps them proliferate online. Chandler (2013) uses the "First World Problems" meme as an example of a meme that has been used in several contexts and is therefore extensively disseminated online, much like longevity.

Memes as Visual Communication

As an example of how products of a culture can be symbolic artifacts that have their own meaning and practices within a culture, one can take the example of memes which are produced using appropriation and pastiche in a participatory media culture (Harlow et al., 2020). Regarding visual rhetoric that examines visual objects as forms of persuasion, memes may be considered as representational speech. Visual rhetoric builds on the traditional rhetorical theory of speaking as it recognizes that human beings create these rhetorical artifacts to communicate some meaning (Jamil and Adil, 2024). Memes possess those qualities, as rhetoric is often viewed as something public,

contextual, and contingent (Javed et al., 2022). Memes are adaptable to several specific persuasion methods owing to the visual nature of the item. Some of these strategies include: Dialecticism via the rhetoric of irritation occasioned by juxtaposition of incongruous images, which the brain must momentarily stop and process; deployment of literary devices such as a metaphor or typed personas (Lewis, 2012) across the memes that also fulfills an argumentative need; and the deployment of iconic images and intertextual references to other texts to form visual enthymemes, where viewers are drawn into the argument by cognitively completing the unstated premise of the image itself Occa et al. The use of visual communication, including discourse and rhetoric, has traditionally had the impact on politics and the examination of political communication, particularly through the prism of rhetorical and persuasive. Alam et al. (2024) examined editorial cartoons and argued that the visual aspect of the cartoon can assist the audiences to comprehend societal issues and offer detailed reflections. They indicated that it is the ability of editorial cartoons to reduce complex ideas through a symbolic image that makes them funny and not their simplicity.

According to Kim and Baek (2025), editorial cartoons are ideologically and politically charged, and viewers of these cartoons showed altered attitudes in experiments. Rathi and Jain (2024) explained how a political advertisement's use of visual metaphor could convey a variety of messages on a candidate's suitability for office. Internet memes may possess some of the same rhetorical traits or skills as other visual political discourse. Alam et al. (2024) observed that during her initial appearance on Twitter, Hillary Clinton herself hijacked the Texts from Hillary meme, a tactic they dubbed political meta-memming. When politicians try to capitalize on pre-existing memes that came "from outside the sphere of information elites," this is known as political meta-memming. They maintained that the postfeminist discourse that more generally influences current U.S. presidential politics is typified by the Texts from Hillary meme itself. Like their cousins, editorial cartoons, and political commercials, memes are boosted by their visual attributes rather than having their visual nature work against their potential persuasive value. Because memes are produced through intertextual practices of appropriation and juxtaposition, they may

feature a variety of visual rhetorical devices. When they make reference to political problems or figures, they can be satirically amusing and function as societal criticism. Lastly, memes are created by users. They are not creations of traditional media, even though their content and forms are influenced by news media and popular culture. Rather, they are non-elite, which appears to appeal to politicians who are attempting to control their public perception and win over voters (Schmid, 2025). Despite evidence of their persuasive intent and potential repercussions, memes have primarily been studied in terms of their creators, who either employ them for specific social and discursive purposes within a digital public domain or embed arguments into the memes. The impact of these memes on their audience has not received much attention up to this point.

Political Consequences of Internet Memes

Social media platforms such as Facebook and Instagram, political actors disseminate funny memes that give social commentary on the current political developments. Political internet memes are also used to encourage political parties, ideologies, as well as political activism, some protest movements, and political discourses (Leiser, 2022). These political discourses and protest movements address a broad political topic, with the drone attacks of the Barack Obama presidency (Howley, 2016) to the Occupy Wall Street Movement (Milner, 2018). These political internet memes can promote political involvement and political participation on various issues by the non-traditional political actors who may challenge political authority. Also, they stimulate the creation of a political stance (Howley, 2016; Heiskanen, 2017). The relevance of online memes can be seen in the fact that non-political actors, as well as political ones, apply the idea of memes to a greater extent. Internet memes represent a modern trend, which is utilized to deliver entertainment and/or social criticism. Political online memes continue to be a poorly explored modern phenomenon, even though they have become widely used by actors and the appeals to a younger audience are important (Shomova, 2019).

Memes for Political Satire

The augmented use of social media and internet in the recent years has rendered people more conscious about politics. The viewers are actively connected with

political discussions and use memes to represent political problems. These are the days that political comedy via internet memes have become a large portion of political discourse. Even the most indifferentiated individuals have been attracted to memes and their ideas on the political matters have been shaped, which has made politics a more interesting and engaging field. Due to such a high potential of memes to influence individuals, they are also applied to propagate propaganda, including during elections and election campaigns to influence voters. Also, political conversation results in the more conscious, critical and engaged viewers of satiric TV shows and movies. Therefore, in the political arena, the satirical memes have become the center stage players. It is not an open secret that posts on politics and politicians can use humor and sarcasm.

Memes and Pakistani Political Authorities

As political authorities reveal their words and actions, traditional and new media have come together to create a complex environment (Leong, 2015). Politicians and the general public now have more open and active communication as a result of this exposure. Social media, blogs, vlogs, Facebook, Twitter, Instagram, WeChat, and other sophisticated online platforms have made it easier for citizens to actively participate in political issues. In a similar vein, Web users are more than just consumers of media content; they may also engage with, critically assess, promote, and remodel this content (Jenkins, 2014). "Memes" are currently one of the newest forms of participatory communication.

Memes have become a major part of political debate. In Pakistan, memes play a significant role in political satire. Some of the most recent viral memes include "no-confidence motion," "imported hakoomat na manzoor," and "Azadi march" among others. These memes started to go viral when former Prime Minister Imran Khan was removed. These memes represent the state of politics today. Memes satirically depict the acts of party leaders in a number of ways. Pakistanis have a great sense of humor, are humorous, and can make light of serious situations. This statement was used by The Khabaristan Times to describe Pakistanis' sense of humor. "Even though it may occasionally get a little dark, they are genuinely trying to prove a point; they don't just make jokes to make people laugh."

Different political party supporters have accepted these meme-based viewpoints. Our study attempts to show how social media memes impact politics and how political leaders in Pakistan are portrayed in memes. Discourse includes any written or spoken words as well as visual descriptions provided in a particular setting. Investigating the relationship between meanings, language, and pictures in relation to specific political implications is the aim of this study. This study suggests that memes represent widely felt emotions in order to spread political messages.

Digital media platforms are clearly being overtaken by visual, user-generated content, such as photographs, videos, GIFs, and Internet memes (Highfield & Leaver, 2016). As technology develops and new social media channels for political communication appear, many opportunities for political engagement change as well. The researcher discovered when reviewing a variety of literature that there isn't much work especially on the critical discourse analysis of political memes being done in Pakistan. The researcher has selected this topic to address the knowledge gap in Pakistan and add to the body of current knowledge on the critical discourse analysis of Pakistani political memes. Thus, it is anticipated that this research will improve Pakistan's episteme in the area of critical discourse analysis of political memes.

Research Objectives

The following are the research objectives of this study

- To investigate multi-layered meanings of Pakistani political memes.
- Investigate how the memes linguistically recontextualize political parties' perceptions and shape public opinion.

Research Questions

This study includes the following research questions:

- How do Pakistani political memes present multi-layered meanings?
- How the memes linguistically recontextualize political parties' perceptions and shape public opinion?

Significance of Research

Memes from user-generated content on social media sites like Facebook, Instagram, and Twitter are used to examine everything from national politics to sports-related unrest. Memes can make you laugh. You can be scared by memes. They may be

intended to disseminate misleading information or they may just provide light entertainment. The latter can quickly spread misleading information online by preying on people's weaknesses. The study is important because it shows how memes facilitate the spread of information. The current study also investigates the impact of memes on the political beliefs of youth.

2. LITERATURE REVIEW

The Internet meme is still a relatively young phenomenon with little research on it. Nonetheless, many academics have already started to observe and examine the potential of Internet memes to spark social consciousness and action. Internet memes can serve a variety of functions, including resistance, satire, aesthetics, and entertainment. They are a type of public persuasion and employ various tactics for various goals (Huntington 2020). The network of Internet users has had a significant impact on the production, dissemination, re-dissemination, and circulation of memes (Jenkins 2014). The emergence of Internet memes, which exposed a novel method of human interaction and public engagement, also had an impact on meme consumers (Shifman 2014).

Users now have access to a far wider variety of political information formats and sources because of social media and the internet. However, there are additional situations in which users are exposed to political ideas and information, such as political memes, infographics, opinion posts from friends, family, or strangers, and other types of visual and video political content that is not news. Thorson and Wells (2016) define these "curating actors" as algorithmic filters, journalists, social media users, and strategic communicators. Political memes, which are typically amusing text overlays over photos, are among the most popular and compelling forms of political media among the various kinds of political content individuals encounter on social media. Memes have a significant impact; about a million are shared daily on Instagram alone (Brown, 2022). Because of their typically brief language usage, emphasis on comedy, and frequent use of mimicry, memes are commonly perceived as frivolous and unable to communicate complicated thoughts (Denisova, 2016). Furthermore, despite memes' reputation for rapidly spreading online, very few of them truly "go viral," making it easy to overlook them as a substantial source of

political thought and knowledge. Some memes receive more attention on social media than others, but those that do often have better user engagement rates than posts from major news sources.

Furthermore, it appears that memes have enduring power in modern politics since political elites, such as candidates and political parties, are sharing them more frequently (Romo, 2023). However, the great majority of political memes are made and disseminated by citizens (McLoughlin & Southern, 2020), which makes them a kind of grassroots political communication tool.

Internet Memes: An Artificial Language

Like the languages of science, art, and dance, memes are considered artificial languages in the era of modern communication. According to a study, memes are a powerful tool for online users to communicate because they use visual content. They are regarded as online street art and are a powerful way to spread political beliefs, viewpoints, and ideas.

Simplification via Amplification

According to McCloud, memes are a potent form of communication that exemplifies "Amplification by simplification." According to this portrayal, online memes have the capacity to condense a complex and nuanced reality into a more succinct, potent, and influential message that appeals to a wide audience (McClure, 2016).

Humor and Satire in Memes

Internet memes are primarily composed of humor and satire. The tradition of using humor to repress oppression dates back to World War II, when anti-Nazi comics were employed. Nowadays, it is easier, less expensive, and faster to create and distribute this amusing content because to the proliferation of media, particularly digital media (Pearce & Hajizada, 2014). Two key components; satire and humor help to explain internet memes. Humor is used to spotlight or critique a specific individual in a lighthearted manner. The memes' historical viewpoint includes the usage of images or designs from well-known comic books, such as Anti-Nazi comics, and from then on, comedy was used to highlight significant political events, such as the movement against China and Egypt.

Satire is used to critique human conduct by focusing on their speech patterns,

communication styles, personalities, or associated events, which leads individuals to view specific information with contempt. Satire, then, is the use of ridicule in a lighthearted and humorous manner to draw attention to problems by condemning them.

Internet Meme Consumption: Interpreting the Argument

There are differences in the ways memes will be perceived by different viewers. Knobel and Lankshear emphasized the need to take into consideration the social context or practice in their 2007 paper about memes as a literacy practice: "The literacy practices of meme also entail people determining how they will select to read or interpret a meme and the spin that they will place on it as they pass it along to others (p. 221). To interpret editorial cartoons, Brown provides that the viewers should be aware of the traditional meaning of the sources of the cultural symbol (2022, p. 156). Any form of communication needs interpretation, and individuals categorize and attribute messages particularly political ones as per the origin, claim Bryant and Knight (2019).

Viewers must interpret memes in order to extract any significant meaning because they are visual discourse or rhetoric. This process of viewer interpretation should then inform the question for scholarly investigation regarding the effects of memes. Interpreting messages is a fundamental aspect of communication in general. "If no 'meaning' is taken, there can be no 'consumption'" of a message throughout the communication process, according to Fatima (2020). Messages must be "appropriated as meaningful discourse and be meaningfully decoded" before they can be used for any purpose. Hall (2020) asserts that producers encode information to convey meaning, but the recipient of the message must have the right code to decode the information and comprehend that meaning. The meaning intended by the message's author, or encoder, may not always be the same as that of the recipient (Hall, 2020). The employment of visuals to convey meaning is particularly noteworthy, as they can also serve as coded indicators. A live TV news broadcast, for instance, frequently claims to be the real thing, but it can only be a representation; the pictures still need to be evaluated (Hall, 2020). Current meme research suggests that a multi-layered grasp of pop culture across genres is the key to deciphering many memes.

Although having a thorough understanding of pop culture is probably going to be beneficial, there may be more to the process of decoding or interpreting memes. Political views or partisanship, as well as information about the problems or personalities portrayed, may influence how a meme is interpreted when it comes to political internet memes. Nonetheless, this decoding or interpretation process is similar to and probably impacted by cognitive information processing. Beyond knowledge, theories of cognitive processing show how important viewer attributes like attitudes and message attributes like humor or source can affect how a message is processed or interpreted. Examining a few of these mental operations and past information may aid academics in comprehending the consequences of seeing online memes through the meme decoding process.

3. RESEARCHG METHODOLOGY

The current research holds a qualitative research design. Ten memes were randomly selected from different social media platforms including Facebook, Instagram and X (twitter). Fairclough's three-dimensional model was used to analyze the memes. Fairclough's model consists of three interconnected discourse components including text, discursive practices and social practices.

DATA ANALYSIS

By looking at the text analysis (Description), discursive practice (Interpretation), and social practice of discourse (justification), Fairclough's three-dimensional model analyzes the memes. The textual analysis contains the text's real linguistic characteristics and content, the discursive practice includes the creation, dissemination, interpretation and consumption of the text, and the social practices include the larger social setting, encompassing power dynamics, ideologies, and social conventions, in which the text is created.

MEME 1



Texts Analysis

In the picture two pictures are contrasted in the text one of a politician and the other of a famous couple. "Style to copy karlo ge, corruption kar ke dekhaa na," the caption says, meaning "You'll copy the style, but try copying the corruption." This draws attention to the disparity between the couple's glitzy persona and the politician's link to corruption.

Discursive Practice

Analysis of discourse of memes shows that how a text is created, shared, and read in a particular social setting. The text on the picture is a meme, shared on Instagram, a common internet communication tool that frequently employs satire and comedy to make social commentary. Memes can spread the information spread at a rapid speed and has a wide range due to the style of memes. Due to this feature of memes, they are accessing a large audience via social media.

Social Practice

This element also considers the broader ideological and social processes which shape the text and its interpretation. In this meme, there is a contrast to the so-called glitz and superficiality of celebrity culture. This meme reflects the society issues with political corruption. It also accuses the politician Shahbaz Shreef of putting more focus on the appearance rather than addressing the real issues such as corruption. The

meme condemns the contrast between the glamorous external image of politicians and the underlying issue of corruption through visual contrast and humor. Among the significant traits of meme, it is essential to note that the latter can be regarded as a form of social commentary within the digital era, as it allows distributing and communicating with numerous people rapidly. The issue of corruption and the necessity of the political leadership to be responsible are also encoded within the meme on a more general social plane.

Meme 2



Texts Analysis

There is a meme on the picture containing English and Urdu writings. In the text, there is a quote saying that Daddy, Urdu is so difficult, I do not want to become PM. The use of Urdu and English speaks of the dominance of English among the elite community and the linguistic diversity of Pakistan. The familiarity of daddy brings out some intimacy and familyness.

The picture depicts a young man, probably a son talking to a more mature man, probably his father. The facial gestures and body language convey a funny and light feel.

Discursive Practice

Since it was created by trollistan.memes, it is evident that the meme is satirical. It was

posted on the social media platforms with the aim of addressing a specific group of people who were familiar with the Pakistani politics and culture. The rapid spread of the meme on social media shows its ability to influence the opinions of the population and reach a significant number of people. The meme is very relatable by making it funny and easy to engulf, thereby making users interact with it and share the word, hence reinforcing its message.

Social Practice

The meme is a parody of the dynastic nature of Pakistani politics where political power is often passed through family. It also contradicts the notion that politics leadership depends on family relationship and not on qualification. The meme sums up the dislike of the political elite by the general population and their perceived disconnection with them. The fact that the son is suffering with Urdu is a symbol of alienation of the elite by the majority who use Urdu as the main language. The meme promotes the meritocratic form of politics in Pakistan and disputes stable political orders in a bigger online discussion.

Meme 3



Text Analysis

This political meme by Pakistan presents two contrasting pictures with contrasting captions. It is an Instagram post with the initial image being of a pearl necklace with the text "Necklace" written on it. The second image is that of a political leader named

Altaf Hussain, who is known as Neck Less. This commonly spread political meme is more interesting with the use of wordplay; where the necklace is contrasted with the apparent lack of a neck in the second image. The pun on the words is also accompanied by the visual difference between the physical qualities of a person and the ornate necklace.

Discursive Practice

This structure of the meme, based on visual contrast and terse captions to be quickly consumed and processed, follows the general layout of online memes as regards the linguistic devices that are used.

Social Practice

This is a political meme (the one distributed on social media) of Pakistan that is used as a communication device, and which is a larger sociopolitical discourse regarding how people are viewed and how they view the politicians and their own bodies.

Meme 4



Text Analysis

The above meme depicts two visuals which are being contrasted to bring visual irony. One is the mud after rain; on the other hand, is the picture of tar being used in constructing new road.

Discursive Practice

This meme was shared on Facebook. It holds that one can smell the tar and see construction of roads only when elections are near.

Social Practice

Socially this meme is used to satire the Pakistani governance where the productive projects are only initiated for a short period of time especially as a political stunt rather than using them for public interest. Homur is used as a tool for public accountability.

Meme 5



Text Analysis

The meme uses side by side pictures of two Pakistanis. Their names and ages are written below and the caption depicts hyperbole as it states that 'two Pakistanis who will never get old'.

Discursive Practice

This meme is based on political familiarity and popular culture. The two well-known figures are taken and a light satire is used along with admiration for the keeping physically fit and looking young.

Social Practice

At social level this meme depicts the pictures of a former prime minister and a popular celebrity. It combines politics with humour and reflects that Pakistanis have the tendency to personalize the politics where a politician is being compared and seen as a celebrity.

Meme 6



Texts Analysis

I am promoting Larkana Tigers in PSL and you? It is superimposed on an image of a Pakistani politician that served the elected chief minister of Sindh and made three terms. The comedy is that no team exists as the Larkana Tigers in the Pakistan Super League (PSL). Larkana is a Sindh city in Pakistan and is deemed as a stronghold of the PPP. The meme takes advantage of the fact that Qaim Ali Shah was linked to Larkana and the PPP, implying that there was a fictional team that represented his political base. The simple and comprehensible language stimulates the involvement of the audience. The meme format is used to combine text and graphics to offer a humorous message.

Discursive Practice

This picture was probably made by someone looking to make fun of Pakistani cricket and politics. As evidence of its target audience and entertainment value, the image was posted on social media, particularly on the "trollistan.memes" website. It is

anticipated that viewers will find the image funny, acknowledging the political allusion and Qaim Ali Shah connection to Larkana as Larkana is a city and district of Sindh province of Pakistan.

Social Practice

With the aid of comedy in the way he is satirizing the dominance of Qaim Ali Shah and his relation to Larkana, the image captures power dynamics in Pakistani politics. The meme could be in favor of the political significance of Qaim Ali Shah and popularity of cricket in Pakistan. The meme can contribute to the discussion with political figures and sports by engaging people in an entertaining way though it may not cause social transformation directly. On the whole, the picture draws upon comedy to address the Pakistani politics and cricket as it is to demonstrate the power relations and involving the audience to become part of the ongoing debate about these two topics.

Meme 7



Text Analysis

The linguistic elements and structures found in the text itself are the main emphasis of this dimension. Words like "copies" and "more marks" are used in a way that conveys injustice and perhaps bias. Because of its funny purpose, the meme format can be viewed as a means of bringing attention to the problem in a way that is both relevant

and interesting.

In this Pakistani political meme, a layer of political commentary is added by the picture of Pakistani leader Nawaz Sharif, who may allude to a larger problem of corruption or partiality in society.

Discursive Practice

This political meme is shared online on Instagram and was intended for a readership that was acquainted with both the political person and the school setting. Social media platform sharing enables quick distribution and interaction with a large audience. The audience's comprehension of the political figure, their personal experiences with academic grading, and their awareness of gender relations all influence how they interpret the meme.

Social Practice

The meme draws attention to a possible disparity in power between genders and between professors and students, where girls might be thought to be given preference. In addition to reflecting broader societal concerns about justice and meritocracy in education and society, the meme may either support or refute perceptions about instructors favoring girls. This Pakistani political meme may be interpreted as a means of promoting gender and academic achievement stereotypes or as a form of protest against alleged inequities in the educational system. Through Fairclough's three-dimensional model we can analyse this meme as a complex text that both reflects and reinforces social and ideological systems. This Pakistani political meme draws attention to concerns about gender, power, and justice in relation to education and possibly more general societal issues.

Meme 8



Text Analysis

The meme depicts an image of Sheikh Rasheed Ahmed, a Pakistani politician, yawning with his mouth wide open. The writing above reads, "Me after sitting for 5 minutes in class." The meme conveys the sense of boredom and restlessness that many students feel in class through humor. It highlights the discrepancy between the demands placed on pupils to pay attention in class and the difficulties they actually face in maintaining their interest.

Discursive Practice

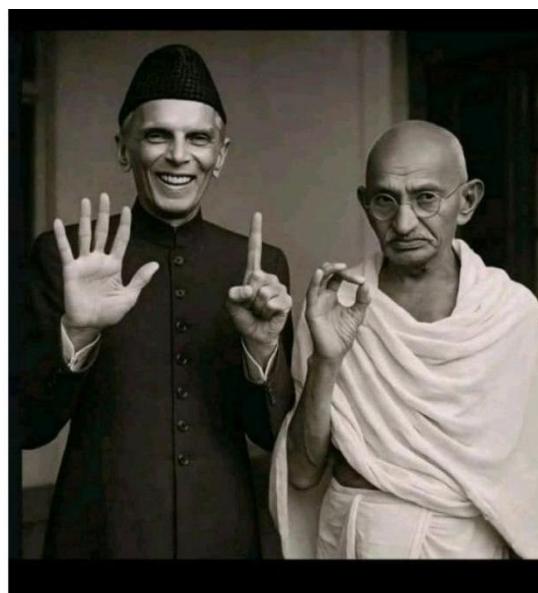
The meme was made by a person or group that probably has similar experiences with classroom boredom. After being shared on social media, it struck a chord with those who had gone through similar things. The meme's humor and relatability make it likely to be shared widely. Its success depends on the audience's ability to recognize the politician and understand the context of classroom boredom.

Social Practice

The meme depicts the power relationships in a classroom, where students are supposed to submit to teachers' authority. By drawing attention to the discrepancy between students' experiences and expectations, it gently criticizes this dynamic. The meme supports the widespread belief that learning in a classroom can be boring, particularly for young people. Additionally, it helps to present politicians as individuals who might not always be totally committed to their roles. All things

considered, the meme is a funny illustration of how rhetoric can influence and reflect social activities. It draws attention to the power struggles in the classroom, challenges the demand for unwavering focus, and speaks to people who have gone through similar things.

Meme 9



Text Analysis

It represents two people standing side by side. They both are making signs with their figures. The man on the left is showing 6 with his figures while the man in the right is depicting zero.

Discursive Practice

The two men in the picture are Muhammad Ali Jinnah and Ghandi who are the political leaders and the founders of Pakistan and India respectively.

Social Practice

This meme depicts the war tension between India and Pakistan in May 2025. Where Pakistani forces claim that they have destroyed 6 India Rafale jets. This is an AI generated picture where Muhamad Ali Jinnah seems happy and is pointing number six with his figures while Ghandi is sad due to poor performance of Indian pilots.

Meme 10



Text Analysis

In the above meme a man is brushing his hair and the text say, 'Imran khan to Nawaz Shareef; ye kar ky dikhao' which means Imran khan is saying To Nawaz Shareef 'show me by doing this'.

Discursive Practice

This meme depicts the picture of a famous political leader of Pakistan who is combing his hair. It is a personal satire and mockery as the captions says do this Nawaz Shareef.

Social Practice

In a broader sense this meme reflects body shaming by mixing a little humor. It is an attack on Nawaz Shareef due to his baldness/ less hair.

Findings and Conclusion

Pakistani political memes are known for their comedy, which also serves as a vehicle for social commentary and critique by appealing to preexisting attitudes or ideas about the figure. The potential influence of the meme is in its capacity to influence or strengthen public opinions by fusing sarcasm and humor. Since it is widely acknowledged that people differ greatly from one another, it is crucial to remember that, like any other kind of communication, the meaning and significance of this meme can change based on personal viewpoints and sociocultural settings.

Internet Memes have turned into a useful tool of sharing information in the digital age, surpassing conventional linguistic and cultural barriers. Of all the different kinds of

memes, political memes are particularly useful in influencing debate and public opinion. These internet political memes, which are frequently caustic and funny, present and impact the political environment while also acting as a tool for social criticism. The introduction of social media sites like Facebook, Instagram, and Twitter has completely changed how many people receive and use information. Political memes have become popular as a source to voice political feelings and critique political leaders and policies because of their succinct and visually appealing nature. They are a powerful instrument for increasingly and extensively disseminating information because they are easy to spread. A greater point in the popularity of political memes is fun and sarcasm. Internet Memes can engage a wider audience by utilizing satire to turn difficult political topics more understandable. Especially satirical memes have the power to draw attention to the inconsistencies and ridiculousness of political language, context and behavior, encouraging viewers to critically assess and challenge the status quo. Internet Political memes is a powerful kind of online campaigning because of their combined form of humor and criticism. Public thoughts and views are frequently presented in internet political memes. Memes can capture the collective mood and offer a glimpse of public opinion during periods of political unrest or noteworthy occurrences. Memes regarding candidates and their campaigns, for instance, spread on social media during election seasons, providing a window into the opinions and worries of the electorate. This instantaneous representation of public opinion can shape political debate and even election results. The crucial effect of political memes is to involve young people in political matters. Young people might not connect with traditional political communication sources like speeches and news articles. Younger people can be encouraged to engage in political context by internet memes because of their approachable and frequently irreverent tone. Young people may become more politically aware and activist as a result of this increased participation. Political memes are not without difficulties and detractors, instead of their widespread use and impact. The possibility of false information is one of the main worries. It is the most important use of internet memes that it can frequently oversimplify complicated subjects, which can result in the dissemination of inaccurate or misleading

information. Additionally, it may be difficult to hold audience responsible for the content they create due to the anonymity of meme creators. Moreover, there is a chance that internet political memes will be used to proliferate negative generalizations or to boost animosity and problems.

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