

A Pragmatic Analysis of Pakistani Politicians Tweets During India Pakistan Crisis in May 2025

Amema Haider

MPhil Scholar, International Islamic University, Islamabad

Dr. Rafia Bilal

Assistant Professor, International Islamic University, Islamabad

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- Pragmatics
- Speech Act Theory
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Abstract

This research investigates the interplay of language, power, and political meaning in the tweets of Pakistani politicians during India Pakistan crisis, focusing on how digital discourse becomes a site for strategic action in moments of national tension. Based on Speech Act Theory by Austin and Searle and aided by the perspectives of current political pragmatics, the research recognizes and classifies assertive, directive, expressive, commissive and declarative speech acts in the chosen political tweets and does not consider them as singular linguistic elements but as intentional acts that are influenced by larger socio political forces. In this regard, political power can be viewed as a general framework that regulates the way speech acts are produced, disseminated, and interpreted in a digital environment which is driven by conflict. Such dual analytical approach helps to point out how Pakistani political leaders utilize twitter not only as a means of commenting on the events but putting together narratives of sovereignty, security, and national unity in a highly charged geopolitical environment. The research combines micro level pragmatic analysis with macro level process of conflict communication and illustrates how political tweets in this situation are purposeful processes of exercising power, negotiating identities, and maintaining national discourses. Through this, the research will contribute to the discourses of political linguistics and digital pragmatics by demonstrating that speech acts on social media in the context of conflict are not merely communicative but strategic actions within broader ideological and regional power games, thereby strengthening the social cohesion.

1. Introduction

During political tension and national uncertainty language is particularly powerful. In time of conflict, political leaders do not just share information using language but also convince, comfort, intimidate, vindicate actions, and create opinions. Nowadays, all this communication is on social media, where messages are shared rapidly, reach millions in seconds, and give people a particular mood in minutes. Twitter is now a key medium for political communication and a tool that can be used to help shape political narratives, interact with the public, and to strategically manage the public conversation (Jungherr, 2016). These short messages in conflict situations have high political connotation and significant communicative behaviors. Thus, by analyzing political tweets in the pragmatics, one gets a good understanding of the strategic manner in which leaders make use of language when national tensions escalate.

India's Operation Sindoor, launched on 7 May 2025, over the Pakistani side of the Line of Control, after the attack on Pahalgam, Kashmir on 22 April 2025 killing 26 civilians, led to the India - Pakistan conflict of 7-10 May 2025. India has said its attacks were on Pakistan and PAK militant infrastructure in PAK and Pakistan has said that civilian lives have been lost during the attacks and it is a violation of Pakistan's sovereignty. The conflict quickly intensified, with missiles, drones and military attacks answering by both sides on the cross-border shelling. A ceasefire was declared on 10 May 2025 after four days of bitter fighting between the two nuclear powers.

Political language has supreme value in the context of the India Pakistan crisis, since it represents the issue of national security and historical animosities. The tweets posted by Pakistani politicians tend to seek legitimacy, cohesion, preserve power, and portray Pakistan as responsible country, powerful or peaceful depending on the political agenda. Concurrently, the tweets are now used as a tool to react to the statements of India, make counter accusations, emphasize national success or ask to exercise diplomacy. Therefore, every tweet is a constituent of a greater discourse which determines the way citizens make sense of the crisis and how the state creates its national identity in connection to the other. As Fairclough (1995) explains, discourse is a fundamental part of the construction of social realities, power relations and collective identities. These linguistic decisions, have an impact not only on the domestic viewers but also on the international viewers who track South Asian politics via digital platforms.

This study will therefore seek to investigate the role of speech acts in Twitter by Pakistani politicians during the India Pakistan crisis in May 2025, and how the speech acts led to political meaning making, public persuasion as well as the formation of a sense of national identity. The study provides an understanding of the high pressure situations in which political leaders use digital language to perform their pragmatic functions by classifying the speech acts and examining their pragmatic functions. This linguistic practice does not only make the study of political pragmatics more interesting but it enables us to visualize the role of social media in the contemporary political discourse in conflict situations.

1.1. Research Objectives

- i. To identify and classify the types of speech acts used by Pakistani politicians in their tweets during the India Pakistan conflict.
- ii. To dissect how these speech acts, shape political meaning, influence public sentiment, and construct public identity during the times of conflict.

1.2. Research Questions

- i. What types of speech acts do Pakistani politicians perform in their tweets during the India Pakistan conflict?
- ii. How do these speech acts contribute to constructing political meaning and impacting public sentiment during the conflict?

1.3. Significance of the Study

This study is significant because it reveals how Pakistani politicians use speech acts to construct political narratives during the India Pakistan conflict in May 2025. By analyzing real time tweets, it provides insight into the strategic use of language in digital political communication during conflict. The study contributes to pragmatics by examining how illocutionary acts serve in high pressure political grounds, an area still underexplored in Pakistan. Using a contemporary and unique dataset of wartime political tweets, it highlights how leaders shape public perception, manage feelings, and influence public converse through online communication.

1.4. Statement of the Problem

Despite the growing research on political converse and speech acts in Pakistan, the studies remain largely concentrated on routine political communication, electoral campaigns, institutional messaging, and formal speeches. Still, these works lack how Pakistani politicians use speech acts on Twitter/ X specifically during moments of geopolitical extremity, particularly the India Pakistan conflict, where political communication intensifies and carries heightened strategic, emotional, and emblematic weight. This gap is crucial because discourse during transnational crises involves different illocutionary intentions e.g. signaling deterrence, managing public morale, constructing public identity, and framing the adversary functions that differ markedly from everyday political communication. In this context, speech acts analysis helps scholars understand how meaning is constructed not only through what politicians say, but through what they do with their words e.g. praising, condemning, advising, and cheering.

2. Literature Review

Analyzing how Pakistani politicians use language on Twitter during moments of national crises requires a look, first, at prior research dealing with digital political communication, speech acts, cross border discourse, and conflict framing within South Asia. Review of the available literature on prior research illustrates that, Twitter has become a central platform

for political expression, ideological positioning, and real time persuasion. Meanwhile, studies focused on Pakistan's digital sphere have demonstrated that national identity, geopolitical pressure, and high public emotions are significant shapers of language choices during conflict. These works thus provide the basis upon which speech act theory has been applied in the present study to Pakistani politicians' tweets posted during the May 2025 India Pakistan conflict.

Research based on Speech Act Theory provides evidence that tweets fulfill many communicative functions, including the assertion of authority, ideology, and persuading audiences. As an example, presuppositions and indirect messages are effective devices in the politicians' rhetorical arsenal, with the former used to spread their message and the latter to build persuasive and ideologically charged messages, as demonstrated in studies of British and Italian political tweets (Garassino et al., 2022). This suggests that politicians' tweets frequently convey their meaning implicitly and thus must be read in a pragmatic sense.

Likewise, in a study of Donald Trump's tweets during the crisis between the United States and Iran, Zheni (2020) shows how various speech acts (assertives and directives) create political power and positioning. The study demonstrates the ability of Twitter conversation to be used as a mechanism to validate power and influence public opinion using illocutionary force strategies. These studies indicate that political communication on social media works both through explicit and implicit pragmatic mechanisms.

The analysis of Rabbani, Mehmood, and Areej (2024) into Twitter trolling in Pakistan, further indicated how assertives and expressives are dominant speech acts when it comes to online harassment, which is designed to provoke, discredit, or reinforce group identity. Their results showed that speech acts on Pakistani Twitter are emotionally and ideologically laden. Although their study pertained to trolling, it showed how pragmatic categories work in the Twitter environment of Pakistan and supported the approach of this research into political communication during national crises.

In a study related to digital information warfare, Hussain, Shahzad and Saud (2021) found that whenever there is an escalation in India Pakistan tensions, Twitter becomes a space for strategic messaging. They established that users use assertive and directive speech acts in an effort to validate national stances, refute adverse narratives, and shape public opinion accordingly. Their contribution supports the present study by showing how online discourse becomes most heightened and purposeful during times of conflict and, therefore, how speech act analysis is highly relevant to understanding political tweets in the context of the May 2025 war.

Research on the Pulwama attack by Rasheed, Naseer and Khawaja (2020) highlights how emotive and evaluative speech acts build cross border sentiments. The authors indicate that blaming, condemnation, solidarity, and justification are some of the salient communicative actions through which the competing national narratives are built. This informs the present study because Twitter acts as a medium to create the real time conflict narrative of the given crisis, which also applies in the case of politicians' messaging during the 2025 crisis.

Qamar, Adnan, and Malik (2022) studied the use of Twitter by Pakistani political leadership for party messaging and public engagement. They identified that assertive speech acts are used to declare positions, expressives to build emotional connections, and commissives to show commitment or promises (Qamar et al., 2022). It ends up concluding that twitter is an

essential instrument of direct political communication in Pakistan, which is why it fits perfectly with current research since politicians apply recognizable speech act categories at all times, and most importantly, at the time when there is a tense situation in the country.

In addition, digital political communication scholarship has increasingly advocated for seeing social media as more than a medium for dissemination, focusing particularly on Twitter as a locus of constructively shaping identity, positioning ideology, and undertaking pragmatic action. Zappavigna (2012) contends that the nature of Twitter discourse is affiliative, the significance of which lies in the ability to align the speaker and audience through the use of evaluation, stance-taking, and shared values expressed in language. This perspective focuses on discourse as a relational practice and as a socially performative practice rather than content as informational units. In this context, political tweets can be seen as processes of aligning, not as mere reporting, where the alignment is directly informing the present study which is centered on the notions of speech act strategies in crisis communication.

Collectively, the literature generally suggests that the political discourse analysis has evolved from its traditional form to a digitally-mediated pragmatics where brevity, immediacy and audience interaction influence the linguistic choices. These studies indicate that political messages on Twitter are significant towards narrative development, constructing popular feeling, and managing national identity in conflict situations. Building from this foundation, this paper examines the May 2025 India Pakistan conflict as a case study to establish how speech acts were used by Pakistani politicians to project authority, construct narratives, and shape public perception during a short but intense war.

3. Research Methodology

3.1. Research design

This research adapts a qualitative research design under pragmatics analysis. It is particularly based on Speech Act Theory (Austin, 1962; Searle, 1975). It is about how Pakistani political leaders employed speech acts in their Twitter (X) posts during India Pakistan conflict in May 2025. The research design is exploratory in scope, with the purpose of uncovering how linguistic choices construct political meanings, manage emotions, and influence national discourse in high stakes war time environments.

3.2. Data Collection

The data consists of 7 to 10 May 2025 tweets, which are when the war started on 7 May, up to its climax on 10 May 2025. The Twitter accounts chosen include verified and official accounts of Pakistani politicians who occupied the coveted government positions: Prime Minister Shahbaz Sharif, Deputy Prime Minister Ishaq Dar, Chief Minister Punjab Maryam Nawaz, Chief Minister Sindh Murad Ali Shah, Chief Minister Balochistan Sarfraz Bugti, Minister of Information and Broadcasting Attaullah Tarar, Interior Minister Mohsin Naqvi, Defence Minister Khawaja Muhammad Asif, Minister for Planning Development & Special Initiatives Ahsan Iqbal Chaudhary and Member National Assembly Bilawal Bhutto Zardari. Since all tweets were publicly available, there were no problems of confidentiality or informed consent.

These politicians were chosen by their status and influence in the government in the times of the conflict. The study concentrated only on those politicians who had high-ranking governmental or important decision-making positions at the time; their statements were thought to represent the official political reaction to the India-Pakistan conflict. The criterion allowed the research to analyze the key public actors' perception and interpretation of events of the conflict, and how they communicated the conflict through their public social media discourse.

3.3. Sample size

Sample size comprised of ten tweets. The tweets were purposefully sampled to include events between 7 and 10 May based on following criteria;

- First six tweets were selected from 7 May during the initial phase of the conflict, mainly concerning national security, sovereignty and support for Pakistan by the Political Leaders.
- The other four tweets were from 10 May, to study the reactions of the political leaders after Pakistan's military triumph in the conflict.

3.4. Theoretical & Analytical Framework

The research is based on Speech Act Theory formulated by Austin (1962) according to which language acts are performed in locutionary, illocutionary and perlocutionary aspects. Continuing on Austin, the classification of speech acts offered by Searle (1969, 1979) assertives, directives, commissives, expressives, and declaratives, offer the analytical perspective of analyzing the political discourse. The tweets of politicians are not necessarily perceived as a statement, but as a course of action, which is supposed to create a certain condition of reality, shape the mood of the society, and justify the decision of the state in a case of conflict. The model presupposes that all tweets have an illocutionary force that is supposed to persuade, unite, criticize, or reassure readers. The main focus of the role of political communication during such crises is that perlocutionary effects increase morale and promotion of support of people. Therefore, the Speech Acts allow exploring the way the Pakistani leaders applied language strategically in the 2025 conflict on Twitter.

For analysis, all the tweets were initially read multiple times to grasp their context meaning and communicative function. The coding process was based on the illocutionary force of the tweet and not just the surface grammatical features. For instance, tweets that made statements in an information or claim statement were classified as assertives, and tweets that called for action or response were classified as directives. Commissives referred to plans for action in the future, expressives to emotions or attitudes, and declaratives to institutional actions that were being carried out. All the tweets were given only one primary speech act category according to their main communicative act.

The coding process has been conducted in several stages, which can give a more general picture and minimize the subjective bias. The data was then re-analyzed to ensure the accuracy of the category assignments and to clarify any muddy categorical boundaries by further comparison with Searle's theoretical definitions. A second review of the coded data was also performed to confirm the consistency of the coding of similar types of tweets and to ensure that the coding criteria were applied consistently across data. Differences, if any, were analyzed and corrected to ensure consistency of interpretation. The recheck and

validation process, an iterative process, facilitated the credibility of the results and the systematic application of the classification of the speech acts in a transparently fashion.

4. Data Analysis and Discussion

4.1 Tweet 1: @CMShehbaz (7 May 2025)

Text: *“The treacherous enemy has launched a cowardly attack on five locations within Pakistan. This heinous act of aggression will not go unpunished. Pakistan reserves the absolute right to respond decisively to this unprovoked Indian attack - a resolute response is already underway. The entire nation stands united behind its armed forces, and our morale and resolve remain unshaken. Our thoughts and prayers are with the brave officers and soldiers of Pakistan.*

The people of Pakistan and its forces are fully prepared to confront and defeat any threat with our strength and determination. The enemy will never be allowed to achieve its malicious aims.”

4.1.1 Locutionary Act

The tweet of Prime Minister Shahbaz Sharif demonstrates a dense clustering of speech acts which cumulatively construct a narrative of national unity, justified retaliation, and moral legitimacy in the context of the India Pakistan crisis. At the locutionary level, explicit statements by the Prime Minister describe the enemy attack, affirming national solidarity and declaring a firm response through phrases such as “cowardly attack,” “resolute response,” and “nation stands united.”

4.1.2 Illocutionary Act

The literal utterances constitute the linguistic surface, yet their pragmatic depth comes forth through the illocutionary force installed within them.

a. Assertive Speech Acts

The tweet executes very strong assertive acts by characterizing India’s action as “treacherous,” “heinous,” and “unprovoked,” thus constructing a specific version of reality that situates Pakistan as the morally wronged state.

a. Commissive Speech Acts

Sharif executes powerful commissive acts when he says that aggression “will not go unpunished” and that a “decisive response is already underway,” which commits the state to punitive military action while projecting strategic resolve both internally and internationally.

b. Expressive Speech Acts

Expressive acts are interwoven through expressions like “our thoughts and prayers are with the brave officers and soldiers” which build emotive congruence and reassert collective empathy.

c. Directive Speech Acts

Moreover, the tweet contains implicit but powerful directive acts to condition public behavior and sentiment. The words like “our morale and resolve remain unshaken” and “the entire nation stands united” all tell the citizens that they should not fear, keep their head and heart straight and be loyal to the national account of the war. The utterance “the nation stands united behind its armed forces,” constitutes both an expressive and an ideological directive;

it implicitly constitutes instructions for the citizens to assume an attitude of unity and determination.

4.1.3 Perlocutionary Acts

Perlocutionary effects are important, because the language has been carefully designed and drafted to create particular emotive, cognitive, and ideological effects within the minds of the public. Labeling India as “enemy” and attack as “cowardly,” the discourse presumably evokes emotions of anger, fear, and nationalistic fervor. Overall, the speech acts within the tweet create a psychological and political environment in which retaliation will not only be considered justified but also necessary, while unity will be the expected social stance.

4.2 Tweet 2: @BBhuttoZardari (7 May 2025)

Text: *“I strongly condemn India's cowardly attack on Pakistani territory and civilian targets. Such acts of aggression will not go unanswered. Pakistan's brave armed forces, including our valiant Air Force, are responding with resolve. Any misadventure will be met with full force. Pakistan stands united.”*

4.2.1 Locutionary Act

Bilawal Bhutto’s tweet brings the national narrative of the war and portrays a political stance with the military response in the state. The locutionary act is a series of direct words disapproving the actions of India, the military response of Pakistan and the unity of the country with statements like; “I strongly condemn India’s cowardly attack”, “acts of aggression will not go unanswered” and “Pakistan stands united.” These semantic expressions constitute the literal meaning of the message.

4.2.1 Illocutionary Act

The strategic orientation of these expressions can be observed through their illocutionary force.

a. Assertive Speech Acts

The tweet engages in aggressive moves by describing the attack by India as “cowardly” and “act of aggression” hence aligning it with the framing done at the state level, which frames Pakistan as an unwilling victim, forced into self-defense.

b. Commissive Speech Acts

At the same time, Bilawal stating that this form of “aggression will not go unanswered” and that the military is “responding with resolve” are powerful commissive moves that make the country pledge to further military revenge and indicate that the country is adamantly opposed to this aggression.

c. Directive Speech Acts

Threat of meeting any misadventure with force, serves as a command, both to the exterior, where India should be deterred, and to the interior, where citizens are taught to follow up the implementation of strong actions without question.

d. Expressive Speech Acts

The expression of acts is seen in the praise to “our valiant Air Force” and “brave armed forces” which is a way of boosting the morale and the symbolic status of the military as well as the emotional unity. The last line, “Pakistan stands united” is used as a form of expressive statement and command to the people to embrace unity as the right national stance.

4.2.2 Perlocutionary Acts

The perlocutionary uses of the tweet are supposed to marshal the group opinion, to serve as a testimony to determination, and to justify the retaliation. Indispensable to the argument is the fact that the denunciation of the cowardly act by India will only inflame the Pakistani audiences with anger and nationalistic feelings, making a decisive action more popular than ever. Military leadership boosts a sense of pride, safety and confidence in times of crisis, as a result of the glorification of the armed forces. The message is highly effective as it does not create fear, panic, or opposition, but it also creates confidence in the defensive power of Pakistan by suggesting that Pakistan would fully counter any aggression. Finally, the focus on unity is helpful in uniting political and social solidarity especially essential in the period of conflict where opposing narratives might arise.

4.3 Tweet 3: @MishaqDar50 (7 May 2025)

Text: *“Pakistan strongly condemns India's aggression, which is flagrant violation of Pakistan's sovereignty, the UN Charter & international law. It has jeopardized regional peace. Pakistan reserves the right to respond as per Article 51 of the UN Charter. We will protect our sovereignty & territorial integrity by all means.”*

4.3.1 Locutionary Act

The tweet by Ishaq Dar creates a highly tactful and nevertheless aggressive attitude to the war by a strategic balance between legal and emotional appeal. Locutionarily, the tweet is a combination of direct words about India being aggressive and violating the sovereignty of Pakistan, citing the international law and stating that Pakistan has a right to protect the sovereignty and territorial integrity by any means, as it is observed in the lines like “flagrant violation of Pakistan’s sovereignty”, “jeopardized regional peace” and “we will protect our sovereignty and territorial integrity by all means.”

4.3.2 Illocutionary Act

Dar carries out offensive activities by defining the attack by India as an illegal violation of sovereignty and a challenge to the stability in the region, which frames a narrative, according to which the actions by Pakistan are viewed as part of a legitimate international system. The illocutionary acts of this tweet can be viewed as;

a. Assertive Speech Acts

The reference to the UN Charter serves as an assertive statement of legality but it is a commissive gesture because it shows that Pakistan would use its right to self-defense as per established international standards.

b. Commissive Speech Acts

Comments like “Pakistan reserves the right to respond” and “we will protect our sovereignty by all means” are powerful commissive acts, in which the state is obligated to retaliate and demonstrate its strategic determination both to the domestic and international communities.

c. Directive Speech Acts

Moreover, the tweet contains some directive acts that are rather subtle and supposed to influence the way in which the conflict should be perceived by the population, making the citizens perceive the military response of Pakistan not as an act of reaction but as the course of justice, which cannot be taken internationally and is justified.

d. Expressive Speech Acts

Despite the relative lack of expressiveness in comparison with political rhetoric to internal audiences, the language that Dar uses still has expressive power in its appeal to national

sovereignty and territorial integrity, the values, which appeal to the collective pride and strengthen a feeling of patriotism.

4.3.3 Perlocutionary Act

The perlocutionary impact of the tweet is intended to cement national legitimacy, win the confidence of the people, and influence the way the world views it. By presenting the act of India as a breach of international law and the Charter of the UN, the discourse of Dar is geared towards developing a belief in the people about the legal and moral correctness of the position of Pakistan, and suppressing fears of further violence or national criticism towards further escalation. Simultaneously, the global legal frame is aimed at persuading international audiences that Pakistan is a responsible state operating within its legal rights, thus creating some level of diplomatic support or at least softening the blow of outside criticism. The pledge to protect the country arouses the sense of security and determination among citizens and sends a message to the opponent of deterrence. The tweet demonstrates how political players in the foreign policy making have used legally charged, institutionally based, speech acts to define war language, justify state actions and influence mass opinion in the 2025 India-Pakistan conflict.

4.4 Tweet 4: @MohsinnaqviC42 (7 May 2025)

Text: *"In last night's unprovoked and brutal attack by India, 26 innocent Pakistanis were martyred including women and children. We mourn this heartbreaking loss-but let it be clear: every drop of their blood will be avenged. Pakistan's spirit is unbreakable. Our morale is high, and our response will be resolute. Pakistan Zindabad."*

4.4.1 Locutionary Act

The tweet by Mohsin Naqvi is a very emotive and aggressive rhetoric, which incorporates the elements of moral outrage, nationalistic feeling, and the threat of revenge. At the locutionary level, the utterance comprises of direct words of the casualties, grieving and revenge as well as phrases like "26 innocent Pakistanis were martyred" "every drop of their blood will be avenged" and "Pakistan's spirit is unbreakable".

4.4.2 Illocutionary Act

The literal utterances preannounce loss, strength and soon to follow retaliation, but their underlying communicative meaning is discernible by the illocutionary acts inherent in them.

a. Assertive Speech Acts

Naqvi conducts aggressive actions as he characterizes the attack as an "unprovoked" and "brutal" presenting the victims as "innocent" and "martyred" so as to create a morally charged agenda that places India as aggressor and Pakistan as the right party. His statement of the bloodshed "will be avenged" is a strong commissive gesture, pledging the state to take vengeance and indicating determination.

b. Commissive Speech Acts

The claim that "our morale is high" and "our response will be resolute" serves as a commissive promise of national action as well as an expressive action that reports the collective grief which was turned into national determination.

c. Directive Speech Acts

There is implicit directive force in the tweet, when Naqvi says that the spirit of Pakistan is "unbreakable" and ends with the statement, "Pakistan Zindabad" commanding the citizens to stand, be emotionally strong and loyal to the nation when the war is taking place.

4.4.3 Perlocutionary Act

The mention of the deaths of civilians, predominantly consisting of women and children and the religiously and culturally charged word “martyred” most likely be tear inducing, angering, and spur some sense of national injustice in the minds of the masses. The threat of revenge is used to redirect these feelings in favor of strong military response building a belief of closure relying on state revenge. “Pakistan Zindabad” which is the last scream, is used to uplift the level of patriotism and has the effect of a rallying cry, as it takes the masses together in a common emotional and ideological purpose. All these perlocutionary effects prove the role of speech acts by Naqvi not only in informing but, also, in emotionally mobilizing citizens and psychologically preparing them to continue conflict.

4.5 Tweet 5: @TararAttaullah (7 May 2025)

Text: *“India has carried out cowardly attacks on innocent civilians and mosques within Pakistan, challenging the honour and pride of this nation. Now, be prepared. This nation will hold the enemy accountable for every single drop of its martyrs' blood. The armed forces of Pakistan are delivering a crushing response to the enemy, in exact accordance with the sentiments of the nation. The prayers of the entire nation are with the brave officers and soldiers of the Pakistan Army.”*

4.5.1 Locutionary Act

The tweet of Attaullah Tarar is an example of extreme rhetoric in war, when moral judgment, sense of nationalism, and promises of military action are combined. On the locutionary level, the tweet includes literal utterances of attack of civilians and mosques by India, vow to retaliate and show support to the armed forces, in terms of the phrases, which include; “cowardly attacks on innocent civilians and mosques” “be prepared” and “the prayers of the entire nation are with the brave officers and soldiers”.

4.5.2 Illocutionary Act

The literal utterances of tweet bring the immediate events and the intentions but the pragmatic meaning is achieved through the illocutionary acts inherent in them.

a. Assertive Speech Acts

The assertive acts committed by the tweet include defining the attacks as morally wrong and unfair, creating a narrative that puts Pakistan as the innocent party and India as the aggressor.

b. Commissive Speech Acts

Powerful commissive occurrences are observed in the vows that “this country will hold the enemy accountable” and that the military is serving a “crushing response” making the state act and offering determined revenge.

c. Expressive Speech Acts

The use of expressions “The prayers of the entire nation are with the brave officers and soldiers of the Pakistan Army” create sentiments of emotional unity and strengthen collective national values.

d. Directive Speech Acts

Directive acts appear in phrases like “be prepared” the emphasis of such alignment “in exact accordance with the sentiments of the nation” which implicitly is understood to lead the citizens to be vigilant, united and supportive towards the state measures.

4.5.3 Perlocutionary Act

The perlocutionary consequences of the tweet are aimed at enlisting the popular sentiment, uplifting the mood, and justifying state retaliation. The accountability pledge and the promise of crushing response makes the citizens assured of the ability and the desire of the government to defend sovereignty and at the same time sends a message of deterrence to India. The fact that military action is conducted according to the sentiments of the nation is yet another indication that the government and the armed forces are acting according to the will of people and give legitimacy to both domestic and international views of the response of Pakistan.

4.6 Tweet 6: @MaryamNSharif (7 May 2025)

Text: *“The protection of every inch of Pakistan is part of our faith and my oath. The land of Punjab is the guardian of the brave warriors and martyrs, and the blood of the innocents flowing on this land tonight is a debt upon us. The entire nation stands with the Pakistan Army in this war imposed upon Pakistan. The administration has been immediately ordered to issue emergency response directives. Success, Inshallah, will be our destiny. Nara Takbir, Allahu Akbar Long live Pakistan Zindabad.”*

4.6.1 Locutionary Act

The tweet by Maryam Nawaz on the locutionary level comprises explicit statements about protecting Pakistan as a sacred duty, about the blood of individuals and of soldiers, and about administration actions, through phrases “The protection of every inch of Pakistan is part of our faith and my oath,” “the blood of the innocents flowing on this land... is a debt upon us” and “The administration has been immediately ordered to issue emergency response directives.”

4.6.2 Illocutionary Act

The pragmatic meaning of the literal utterances is apparent through illocutionary actions.

a. Assertive Speech Acts

Assertive behavior is manifested in the framing of the crisis, making it morally and religiously important, the victim is Pakistan, and the citizens are morally obliged to repel the crisis.

b. Commissive Speech Acts

The commissive acts can be observed both in the personal promise of Maryam Nawaz to preserve the nation and in the promise of the administrative action to solve the crisis e.g. “The administration has been immediately ordered”. The demonstrations are pronounced, particularly the celebration of the sacrifices of the military forces and the citizens e.g. “the blood of the innocents flowing on this land tonight is a debt upon us” which leads to the formation of a collective mourning, thus transforming into national identity.

c. Directive Speech Acts

Directive acts are on board as well especially in the incitements to the citizens and the government to harmonize with the wartime activities of the state and the slogan of rallying “Takbir, AllahuAkbar, Long live Pakistan” implicitly telling the people to mobilize and to align themselves in the spirit of patriotism.

4.6.3 Perlocutionary Act

The perlocutionary effects of the tweet arouse the sense of responsibility, pride, and willpower in the citizens by way of presenting the defense of Pakistan as a moral, religious and civic responsibility. The mentioning of martyrs and the blood of the innocent makes

moral outrage more severe and provokes societal support toward military actions. The news about emergency administrative directives help the audience feel that the state is already doing its job to control the crisis, which fosters trust and confidence. The appeal to religious and national slogans also enhances the unity of the masses, emotional stability, and patriotic passion.

4.7 Tweet 7: @PakSarfrazaBugti (10 May 2025)

Text: *“Pakistan has secured a decisive victory against Indian aggression, demonstrating the professionalism and courage of our armed forces, especially the Pakistan Air Force, which set new standards in the use of airpower. A precise and resolute response deep inside Indian territory compelled India to seek foreign intervention for a ceasefire. Pakistan's firm response reaffirms our confidence in the nation's ability to decisively punish Indian misadventurism. I extend heartfelt congratulations to our political and military leadership, and to the people of Pakistan for their unity and resolve. We also honour our fallen soldiers and civilians whose sacrifice will never be forgotten.”*

4.7.1 Locutionary Act

The climax of the May conflict is the tweet by Sarfraz Bugti, which was posted to celebrate not only the victory of Pakistan but also to strengthen national pride, armed legitimacy, and solidarity. On the locutionary level, the tweet contains direct sentences of reporting military success, the role of the armed forces, and congratulations to political and military leadership and citizens with phrases like; “Pakistan has secured a decisive victory,” “demonstrating the professionalism and courage of our armed forces” and “I extend heartfelt congratulations to our political and military leadership”.

4.7.2 Illocutionary Act

The literal utterances of tweet are the textual base, yet their practical significance is unveiled with the help of the illocutionary force.

a. Assertive Speech Acts

The aggressive actions are carried out in narrating the performance of the military and the tactical success of airpower, which introduces a constructed reality of capability and superiority.

b. Commissive Speech Acts

The implicit acts of commissiveness are seen as the message reiterates the ability and the desire of Pakistan to react with force to aggression, an indication that it is on high alert to protect its sovereignty. The acts of expression are seen in the recognition of sacrifices, the commemoration of the memory of the “fallen soldiers and civilians whose sacrifice will never be forgotten” and it is used to create collective grief that is turned into pride and solidarity.

c. Directive Speech Acts

Directive illocutionary aspects are manifested implicitly in the words that underline the national unity and determination, virtual in making citizens take a position of celebration and unity after winning.

4.7.3 Perlocutionary Act

The tweet instills the sense of admiration and confidence in military competence in service to the credibility of political and military leadership by emphasizing the decisive victory and

the professionalism of the armed forces. The identification of fallen soldiers and civilians is an emotional appeal that can create a collective mourning effect on the audience and, at the same time, make the act of sacrifice worthwhile and worthy, reinforcing social cohesion. The tone of the congratulations to political and military leaders, combined with the emphasis on the unity of the people instills a discourse of national success and resilience in the citizens.

4.8 Tweet 8: @MuradAliShahPPP (10 May 2025)

Text: *“Welcome the ceasefire. Pakistan has never desired war-but we will always defend our sovereignty with resolve. Proud of our valiant armed forces and the unshakable spirit of our people. Together, we stood firm. Pakistan Zindabad!”*

4.8.1 Locutionary Act

Premise of the end of the conflict is the tweet of Murad Ali Shah that is both measured and patriotic. At the locutionary level, the tweet is composed of direct utterances sharing the ceasefire, war rejection, and pride in the armed forces and citizens of Pakistan, which includes such phrases as “Pakistan has never desired war,” “we will always defend our sovereignty with resolve” and “proud of our valiant armed forces”. Such literal phrases create a story that Pakistan cherishes peace but has offensive capabilities that cannot be overcome.

4.8.2 Illocutionary Act

The illocutionary force is created in various types of the speech acts of the tweet by Murad Ali Shah.

a. Assertive Speech Acts

Assertive acts are manifested in the depiction of Pakistan as a peace loving and yet decisive state, creating a diplomatic and ethically upright image of the self.

b. Commissive Speech Acts

The commissive acts emerge when Shah confirms that “we will always defend our sovereignty with resolve” even as the hostilities cease.

c. Expressive Speech Acts

There are expressive actions prominent in the entire tweet especially in the statement that glorifies the “valiant armed forces” and the “unshakeable spirit” of the people as an element of gratitude, admiration and collective pride. The final announcement “Pakistan Zindabad” is an act of expression of the feeling of elation of patriotism, as well as an implied command that people should practice nationalistic sentiment.

d. Directive Speech Acts

The directive force is present in the statement “together, we stood firm” which asks the citizens to be united and to have a mutual strength as a national identity.

4.8.3 Perlocutionary Act

The perlocutionary force of the tweet is aimed at soothing popular fears following days of clash and at the same time providing a boost to faith in the institutions of the state. By mentioning that “Pakistan never desired war” Shah is trying to convince both the local and international community that Pakistan is fully devoted to peace and this would help to lessen the risk of an even greater escalation. Finally, the manifestation of pride in military and the citizens bring to mind a sense of a shared success and emotional unity, which will bind the nation together in the immediate future of the victory.

4.9 Tweet 9: @betterpakistan (10 May 2025)

Text: *“Measured, precise, and principled response - this is how a responsible nation defends itself. Let no one mistake our commitment to peace for weakness. Pakistan's spirit cannot be shaken. #PakistanZindabad”*

4.9.1 Locutionary Act

In a short tweet, Ahsan Iqbal delivers a carefully-crafted message that underscores Pakistan's responsible actions, strength, and resolve for peace amidst the current tension. In the locutionary level, the tweet explicitly defines the response of Pakistan as “measured, precise, and principled”, which suggests that it was a responsible country that acted on legitimate boundaries. While the message of “Let no one mistake our commitment to peace for weakness” clearly spells out that Pakistan's peace preference does not mean that it cannot or will not defend itself. Moreover, the slogan “PakistanZindabad” and the statement “Pakistan's spirit cannot be shaken,” instills national pride, determination, and unity.

4.9.2 Illocutionary Act

The tweet does not have its pragmatic meaning in its literal sense, but rather in the underlying illocutionary force that is contained in the carefully-chosen language.

a. Assertive Speech Acts

The statement “measured, precise and principled response”, projects an image of Pakistan as rational, responsible and morally correct in its response.

b. Commissive Speech Acts

The statement “Let no one mistake our commitment to peace for weakness” pledges Pakistan's defence of its interests and indicates that it remains ready to act against threats from outside.

c. Expressive Speech Acts

The statement “Pakistan's spirit cannot be shaken” conveys confidence, determination and emotion. Likewise, the hashtag “PakistanZindabad” is a means of expressing patriotism.

d. Directive Speech Acts

The tweet is indirect, however, it has directive elements that are targeted towards both domestic and international audiences. The message “Let no one doubt our resolve on Pakistan's peace” is a warning to the external actors that they should not misread the resolve of Pakistan.

4.3.3 Perlocutionary Acts

The perlocutionary effects are intended to foster a sense of trust, patriotism, and confidence in the state in its crisis management. The phrase “Pakistan's spirit cannot be broken” is meant to instill confidence and a sense of strength in the people of Pakistan, encouraging them to remain resilient and unyielding in the face of adversity.

4.10 Tweet 10: @KhawajaMasif (10 May 2025)

Text: *“The debt they held over lives, that account has been settled today. Allahu Akbar. Long live the Pakistan Armed Forces. Long live Pakistan”*

4.10.1 Locutionary Act

This tweet is a very symbolic and emotive statement that views what is seen as a retaliatory or a resolution act as a national or moral closure. The locutionary level is the uttering of the

phrase, “The debt they held over lives, that account has been settled today” implies that a debt or harm from the past is being avenged or settled. The term “Allahu Akbar” is a religious expression of exaltation, which adds to the emotional and ideational impact of the message. The next declaration “Long live the Pakistan Armed Forces” and “Long live Pakistan” are direct expressions of support and love for Pakistan. Taken together, these statements express the “meaning” of the tweet, one that is focused on closure, success and national and military strength.

4.10.2 Illocutionary Act

The rhetorical potential of the tweet is shaped by its multiple illocutionary effects: an emotional intensity, an ideology positioning, a nationalistic affirmation.

a. Assertive Speech Acts

The tweet is asserting something – “that account has been settled today” – suggesting a state of reality has been created in which a previous “debt” or harm has been effectively addressed. This claim creates a story of completion and justification; that is, it portrays the situation as a case of justice or retribution being done. It also strengthens a certain perception of events to a state or national success.

b. Expressive Speech Acts

The tweet is emotionally charged and evaluative language, making it expressive. Religious exaltation and emotional intensity are associated with the use of “Allahu Akbar”, and admiration, pride and loyalty are reflected in the use of “Long live the Pakistan Armed Forces” and “Long live Pakistan”. These are used to promote a sense of collective identity, boost national morale, and to celebrate perceived military success. The emotional tone is very nationalistic and celebratory, connecting individual feelings to the national narrative.

c. Commissive Speech Acts

Indirect elements of this commissive nature can be found in the implicit endorsement of continued national and military resolve. The tweet honors the armed forces and essentially normalizes the idea of military conflict, hinting at continued backing for future military operations, if needed. This is a continuation of the national readiness and resilience posture.

d. Directive Speech Acts

The “how” aspect of the tweet is not stated explicitly but it is crucial. The slogans “Long live the Pakistan Armed Forces” and “Long live Pakistan” are slogans that call upon the public to join in the patriotic sentiment. These slogans appeal to the audience by encouraging unity, loyalty, and emotional affinity to the state institutions, especially the military.

4.10.3 Perlocutionary Acts

The perlocutionary effects of the tweet are to communicate deep emotional attachments – feeling proud, feeling good, and feeling national solidarity. The bitterness of an “out of question” frame will probably give supporters the sense of a success and a closure, which will boost confidence in the state and its military. The religious statement, “Allahu Akbar,” might enhance the emotional dimension and reinforce the moral justification for the event and its meaning.

Additionally, the slogans “Long live the Pakistan Armed Forces” and “Long live Pakistan” will be able to build patriotic feelings, boost the support for the armed forces and enhance national unity. Meanwhile, the use of an assertive framing of resolution can discourage other interpretations of it because it provides a sense of unity around a conqueror and a sense of

closure. In general, the tweet serves to build national identity, deepen emotional cohesion and strengthen the public acceptance of military and state action.

5. Results and Discussion

An analysis of the speeches of high-profile Pakistani politicians during India–Pakistan conflict in May 2025 reveals that speech acts were not just communicative acts, but were also a tactical method for creating political legitimacy, framing the public discourse, and strengthening a sense of nationhood. These tweets were not just reporting on the events, rather they were serving a wider pragmatic context in which language was used to represent reality in line with the interests of the state. This speaks to a larger argument in digital pragmatics that rather than information, political communication through social media is always action-oriented.

The propositional content of the tweets also included references to cross-border aggression, military development and civilian suffering at the locutionary level, which would then become the basis of pragmatic effects. But their importance is not so much in terms of the factual content as the way in which these propositions were linguistically loaded with meaning in moral and ideological terms. In this respect, content of the locutionary act became a means of illocutionary force but not its meaning.

The illocutionary structure of the tweets illustrates that the tweets contain assertive, commissive, directive, and expressive acts for political purposes in a systematic way. India's actions were described as illegitimate or aggressive, setting up a binary moral frame of victim and defence through the use of assertive speech acts. Commissive acts, especially when referring to retaliation and protection of sovereignty, were performative commitments to strengthen state resolve. Expressive acts fostered emotional congruence by emphasising themes of sacrifice, unity and national pride, and implicit instructions promoted collective cohesion despite no instructions. This is consistent with the results of Zheni (2020) which showed that in the Twitter discourse, political actors asserted and directed with their discourse to establish authority and ideological dominance. Likewise, Garassino, Brocca and Masia (2022) point out that many political tweets employ implicit communication strategies, which means that they are generally not directly stated but are instead implicit.

The tweets, from a perlocutionary point of view, seem to be aimed at eliciting some form of emotional response or alignment, strengthening the trust for state institutions, and legitimizing the possible or current use of military force. National unity and talk of sacrifice were ways of affective mobilisation that generated reassurance, pride and solidarity. In the process, the moralization of the conflict can also help to narrow the range of interpretations, which can be fewer for audiences. But an alternate argument is also possible; these tweets might actually be more about performing a crisis communication act than simply shaping public opinion they could also be a means of diffusing uncertainty and giving a sense of informational clarity in a time of unprecedented public anxiety.

Convergence and extension are indicated in the discussion of findings in relation to existing literature. The findings align with previous studies on digital political communication, as the findings showed that Twitter is indeed a place of condensed political performance in which speech acts are deployed to create authority and control political narratives. This study builds on previous research, however, by placing these mechanisms in a high-intensity inter-state

conflict context where the goal of pragmatic communication is not simply persuasion, but also national security framing and wartime legitimacy building.

In sum, the results suggest that Speech Act Theory provides a valuable analytical perspective on political communication in digital contexts, but that it is less than ideal for a consideration of the full complexity of multimodal and emotionally-laden discourse. The analysis of the relationship between the illocutionary force of political tweets and their perlocutionary effect provides evidence that this type of speech in the India-Pakistan conflict in May 2025 served as a strategic discourse that conveyed information, persuaded and mobilised audiences simultaneously. However, the fact that there are other facets of political communication, such as messages of crisis reassurance as well as informational messages, means that the pragmatic impacts of political communication are still variable and subject to alternative interpretations.

6. Conclusion

This research aimed at analyzing the application of speech acts by political leaders in Pakistan on Twitter in May 2025 India Pakistan conflict, which proves that political communication on the digital platform is not only descriptive but also action oriented. Using the tripartite model of locutionary, illocutionary and perlocutionary acts, the analysis exposed that each of the tweets construct a national defense narrative, exercise authority and seek to influence the emotion and behaviour of its target audience (Allwood, 1977). A further step in classifying the linguistic options of political leaders was made by Searle in his taxonomy of speech acts (1969, 1979), where the author demonstrates a steady use of assertives to position India as the aggressor, commissives to vow to retaliate, expressives to bring the people together, and directives to unite the people.

A collective influence of these speech acts shows that wartime political tweeting is a kind of digital statecraft when the language is a means of controlling the mood of the people, justification of deeds, and support of the position of the government in a time of crisis. The illocutionary intentions that were contained in the statements made by the leaders attempted to portray the image of Pakistan as an absolutely determined, ethically right, and cohesive nation and the perlocutionary effects were aimed at making people love their country, be less afraid, and unite to support the military action. Twitter, therefore, was not merely a place of information distribution, but a place of exercising institutional power and forming of collective identity when in conflict situations.

Finally, this research can be added to the increasing literature on political discourse and crisis communication because it demonstrates that speech acts are still an effective analytical tool in comprehending how leaders create meaning and persuade audiences even in a digital fast paced world (Searle, 1969, 1979; Allwood, 1977). The results also underscore the continued applicability of the pragmatic theory to current geopolitical contexts, as well as provide avenues of future comparative or longitudinal analysis of how political actors still use speech acts to regulate tensions, conflicts, or national changes.

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