



CONSTRUCTING EMOTION AND STANCE IN SOCIAL MEDIA POLITICAL POSTS: A PSYCHOLINGUISTIC STUDY

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Abstract

The increasing influence of social media has transformed political communication by enabling leaders and institutions to construct emotional narratives and ideological stances through concise and strategically framed posts. Despite the growing importance of digital political discourse, there remains a need to understand how emotions are linguistically constructed, how psycholinguistic features contribute to stance-taking, and how emotional expressions influence audience interpretation within online political environments. This study aims to examine the psycholinguistic mechanisms underlying emotion and stance construction in political social media posts, focusing on how language shapes evaluation, positioning, and audience alignment. Using a qualitative discourse-analytic approach grounded in psycholinguistic theory, stance theory, and appraisal frameworks, selected Facebook posts were analyzed to identify linguistic patterns such as evaluative lexis, modality, pronoun use, directive structures, narrative framing, and quantitative emphasis. The findings reveal that emotional meaning is often constructed implicitly through evaluative language, development-oriented framing, and institutional authority markers rather than explicit emotional vocabulary. Psycholinguistic features such as appraisal strategies and cognitive framing play a significant role in guiding audience interpretation and reinforcing ideological alignment. Furthermore, emotional expressions contribute to the formation of affective publics by encouraging shared emotional responses and enhancing engagement within algorithm-driven platforms. The study concludes that emotion and stance are deeply interconnected processes in digital political discourse, where linguistic choices function simultaneously as cognitive, affective, and persuasive tools shaping political meaning and audience perception.

Keywords: *Social Media Political Discourse, Emotion Construction, Stance-Taking, Psycholinguistics, Political Communication, Affective Publics.*

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1.Introduction

The high rates of the development of social media platforms have radically changed the environment of political communication as it allows individuals, organizations, and political actors to create and spread messages that influence the formation of the opinion of the population and political participation in a manner never seen before. Unlike the traditional media which is usually supported by institutional gatekeeping and editorial control, social media allows the user to contribute to the political conversation by creating, distributing and making meaning of content in real time. In this vibrant communicative space, the creation of feeling and stance is a key factor in shaping the way audiences watch political issues, actors, and ideologies. Emotional expression and evaluative positioning are not just stylistic pieces of communication, but they serve as strategic tools by which users of social media construct their political discourses, place themselves in certain orientation and organize the social reaction.

Multimodality, immediacy, and interactivity are features of political talk on social media that form a fertile field of expressing emotions. Twitter (X), Facebook, Instagram, and Tik Tok promote short, but effective messages, and tend to favor emotionally charged language which is more noticeable and interesting due to algorithmic amplification. It has been empirically demonstrated that emotional content, most notably manifestations of anger, fear, enthusiasm, or moral outrage, is more likely to be interacted with by the user and will therefore further propagate emotionally-charged political messages (Brady et al., 2017; Berger and Milkman, 2012). As a result, emotions have multiple functions as the sources of the expression of individual feeling but as the means by which political players draw attention, contextualize the debate, and shape the discourse.

Intimately related to emotion is the notion of stance meaning how speakers or writers position themselves in reference to matters, audiences, or ideological perspectives. Stance-taking is also a type of linguistic and discursive acts like evaluation, alignment, distancing and persuasion where users can indicate their attitudes and form identities in political interactions (Du Bois, 2007; Kiesling, 2022). On social media, position is often expressed in lexical form (or hashtags/emojis/images), interactional form (quoting, reposting, or commenting). Such tactics lead to the creation of ideological communities

and echo chambers, where collective expressions of emotion strengthen a sense of group and political polarization.

Emotional and stance intersection is especially important when it comes to comprehending modern political communication, emotional framing tends to influence the interpretation and assessment of the stance by the audience. Indicatively, indignation or moral urgency can be justified to hold a certain political stance and humor or irony can be used to criticize the contrary. Discourse analysts and sociolinguists state that emotional language is one of the main elements of building persuasive stories and developing an affective connection between participants in interactions and listeners (Wetherell, 2012; Papacharissi, 2015). This emotional aspect of political language makes the conventional view of political communication as more rational or informational less significant, and it emphasizes the role of emotions in political cognition and behavior.

Moreover, the algorithms of social media platforms enhance the dissemination of emotionally charged and position-taking content, which leads to such phenomena as polarization, misinformation, and affective publics. According to Papacharissi (2015), the so-called affective publics represent a networked collection of entities that are mobilized by feelings of emotional expression, where digital spaces promote collective political participation which is based more on feelings than facts. Such changes have led to the study of the impact of emotional discourse and stance-taking practice on political processes, such as agenda setting, political participation, and opinion formation, on democracy.

Emotional and positional analysis of social media posts on politics thus is an important interdisciplinary field of research rooted in disciplines of discourse analysis, communication studies, sociolinguistics, and political science. Investigating these two facets of user-centered storytelling and their location in political discourse, researchers may be able to better understand how digital communication alters the meaning of political culture nowadays. It is vital to understand such dynamics when analyzing not only linguistic and rhetorical peculiarities of political speech but also the overall social context of the formation of collective identities and ideological terrains through the digital media.

1.1. Research Questions

1. How are emotions linguistically constructed and expressed in political posts on social media platforms?
2. What psycholinguistic features contribute to the construction of stance in social media political discourse?

3. How do emotional expressions influence stance-taking and audience interpretation in political communication on social media?

1.2. Research Objectives

- To analyze the linguistic strategies used to construct and communicate emotional expressions in social media political posts.
- To examine the psycholinguistic mechanisms through which users express stance and position themselves within political discussions online.
- To investigate the relationship between emotional language and stance-taking in shaping political narratives and audience engagement on social media platforms.

1.3. Significance of the study

The paper explores how emotion and position are constructed in political posts shared on social media, as the issue is becoming increasingly significant with the further development of the role of online communication in forming the political discourse of the population and the formation of opinions. With the introduction of the social media platform, the way people access and receive political content has radically changed, as emotions-laden messages spread like wildfire affecting the ways people perceive, think about and form ideological affiliations. This study presents a more profound understanding into the role that the linguistic option plays in presenting a reflection of the cognitive processes in the linguistic selections, identity construction, and means of persuasion that were used in political interactions over the Internet, by examining the psycholinguistic aspects of emotion and stance. The results further assist our comprehension of the emotional framing influence on the audience interpretation, engagement patterns, as well as the diffusion of the political discourse and these points are of particular relevance in the context of polarization, misinformation, and algorithm amplification. The theoretically-informed aspect of the study covers a gap between psycholinguistics, discourse analysis, and political communication as it offers an interdisciplinary approach to the analysis of language practice in online space. In practice, the findings will be directed to educators, policymakers, and media practitioners, and thus contribute to encouraging the critical and responsible use of digital literacy and the sensitive analysis of online politics and social engagement, which ultimately will lead to increased awareness of the impact that the emotional language exerts on the democratic outreach and social unity in modern networked societies.

2.Method of the Study

2.1.Research Design

This study uses the qualitative psycholinguistic research design to investigate the construction of emotion and position with regard to political language on Facebook. The qualitative methodology allows a thorough study into language patterns and thus interpretation of the ways the process of cognition and feelings is represented in the language usage. The literature is aimed at textual study of Facebook posts in explaining how users express emotional attitudes and also take stand on ideological positioning in politics.

2.2.Research Setting

The inquiry falls within the virtual world of Facebook, which is a social media that is widely used helping people exchange their views and conduct political discussions. Facebook provides the means of a naturalistic online environment where users write political text using short messages but with a lot of power. It is an engaging aspect of the platform, which makes it a suitable place to explore the emotional impetus and the storing of position within a modern political debate.

2.3.Data Collection

The data are publicly available political posts that are gathered on Facebook. The content creators are determined by the topicality of the posts, i.e., the events, the policies of a nation, political leaders and the political ideologies. The content of posts is only analyzed on the basis of the text content with no emphasis given on the language construction. The collection of data involves a systematic identification and collection of the posts that are important and are released with a certain period of time so that the information remains constant and pertinent.

2.4.Inclusion Criteria

The inclusion criteria used in the study include posts:

- The post talks about political issues or subjects.
- The text of the post is clearly written and can be analyzed linguistically.
- It is a publicly available posting on Facebook.
- The post has either clear or unclear emotional expression or stance-taking.

2.5.Exclusion Criteria

Posts are excluded if:

- They have nothing to do with the language of politics.
- They include mostly pictures, videos or links with little textual information.
- _or: the text does not have enough linguistic material to analyse.
- Publications: The text is copied or posted without a commentary made.

2.6.Data Analysis

Analysis is done through a methodical text analysis fieldwork based on psycholinguistics and stance viewpoints. Affective vocabulary, evaluative expressions, words that show sentiment e.g. angry, fear, approval or sarcasm are identified to be emotional constructions. The markers of evaluation, alignment, positioning, and modality analyze the stance-taking by showing to which side of the political issue or actor the writer is directed. The patterns of language reoccurrence are determined based on close reading and interpretation, which allows building a subtle picture of emotion and stance construction in Facebook political discussion.

2.7.Ethical Considerations

Only publicly available Facebook posts are used in the study and this supports ethical principles. There is no exposure of personal information or details, and the discussion does not focus on the identities of various individuals but only on linguistic material. The practices involved in conducting the research are ethical in order to have responsible use of online content that is available to people.

3.Analysis

Linguistic Construction of Emotion and Stance in a Political Facebook Post



The analyzed Facebook post attributed to Prime Minister Muhammad Shehbaz Sharif demonstrates how emotions are linguistically constructed through evaluative language, stance-taking mechanisms, and strategic framing that shape political meaning and audience perception. According to theories of affective political communication and stance construction, emotional expression in social media discourse emerges not only through explicit emotional vocabulary but also through implicit evaluative structures, lexical choices, and narrative positioning (Du Bois, 2007; Papacharissi, 2015).

The post employs positively charged evaluative expressions such as “symbol of progress,” “good governance,” and “worked tirelessly,” which function as emotional triggers by framing the project in morally and socially desirable terms. These lexical choices produce an affective orientation toward admiration and approval rather than neutrality. Emotional meaning here is constructed indirectly; rather than stating feelings explicitly, the text uses positive descriptors that implicitly guide readers toward emotional alignment with the political actor (Bednarek, 2008). This demonstrates how emotional discourse operates through appraisal language, creating favorable perceptions of leadership performance.

Stance is linguistically constructed through attribution and alignment strategies. The explicit crediting of Maryam Nawaz Sharif (“Full marks to Maryam Nawaz Sharif”) signals evaluative stance, positioning the speaker in supportive alignment with specific political figures. According to Du Bois’ (2007) stance triangle, this involves three simultaneous actions: evaluating an object (the project), positioning the self (as supportive and authoritative), and aligning with others (political allies and audiences). The use of

institutional titles (“Prime Minister,” “Chief Minister”) reinforces authority and legitimacy, strengthening the ideological positioning embedded in the discourse.

Emotion is further constructed through narrative sequencing. The description of the project as having “remained idle for years” followed by its transformation into a “great institution” establishes a redemption narrative, which evokes feelings of progress and achievement. Such narrative framing activates emotional engagement by presenting political action as a solution to past problems, a common strategy in persuasive political discourse (Charteris-Black, 2011). The narrative contrasts stagnation with progress, encouraging audiences to associate positive emotional outcomes with the political leadership.

The mention of “scientists, experts, and professionals” contributes to emotional credibility by associating the initiative with collective effort and expertise. This strategy constructs trust and legitimacy, creating an affective alignment between the speaker and broader societal actors. According to Papacharissi (2015), social media discourse often builds “affective publics,” where emotional framing fosters shared identity and mobilizes support. The language used here encourages audiences to interpret the project not merely as a political act but as a collective national achievement.

Within the context of Facebook, emotionally framed language is particularly significant because algorithmic systems tend to prioritize content that generates engagement. Positive evaluation and celebratory tone increase the likelihood of reactions, shares, and supportive comments, illustrating how emotional linguistic construction aligns with platform dynamics (Papacharissi, 2015). Thus, emotion is not only a rhetorical strategy but also a mechanism for visibility and dissemination in digital political communication.

The analyzed post constructs emotion through evaluative lexis, narrative framing, and stance-taking strategies that position political actors positively while inviting audience alignment. Emotional meaning is embedded within descriptive language rather than explicit emotional statements, demonstrating how political discourse uses subtle linguistic mechanisms to shape perception and mobilize affective responses. The interaction between emotion and stance reflects broader patterns of social media political communication, where language functions simultaneously as persuasion, identity construction, and engagement strategy.



The analyzed Facebook post presents Prime Minister Muhammad Shehbaz Sharif addressing a ceremony marking the launch and inauguration of multiple development projects across Balochistan. Although the textual content appears informational, emotional meaning and political stance are linguistically constructed through lexical selection, narrative framing, and institutional positioning. According to theories of stance-taking and affective political discourse, emotional expression in political communication often operates implicitly through evaluative framing rather than explicit emotional vocabulary (Du Bois, 2007; Papacharissi, 2015).

The phrase “launch and inaugurations of multiple development projects” constructs positive emotional resonance by invoking progress, modernization, and governmental productivity. The lexical emphasis on “development” activates culturally embedded associations with improvement and national advancement, thereby generating optimism and approval among audiences. Emotional meaning here is produced through semantic connotation rather than overt affective expressions, aligning with appraisal theory perspectives that describe how evaluation shapes emotional interpretation (Bednarek, 2008). By presenting the event as forward-looking and productive, the discourse encourages readers to interpret the political action as beneficial and constructive.

Stance is linguistically encoded through the institutional labeling of the speaker as “Prime Minister Muhammad Shehbaz Sharif,” which reinforces authority and legitimacy. According to the stance triangle framework (Du Bois, 2007), the post simultaneously evaluates an object (development projects), positions the speaker as a responsible governing authority, and invites alignment from the audience. The reference to Balochistan carries political significance because it foregrounds regional inclusion, suggesting a stance of national unity and governance outreach toward marginalized or

peripheral regions. This positioning supports an ideological narrative of inclusive development.

Unlike posts containing overt evaluative language, this post demonstrates emotional construction through narrative minimalism. The absence of explicit praise or criticism produces a tone of professionalism and neutrality, which itself functions as a strategic emotional stance. Institutional neutrality may evoke trust and credibility by presenting the information as factual rather than promotional. Political actors often employ such restrained language to project competence and stability while still embedding positive evaluative assumptions through topic selection (Charteris-Black, 2011).

The framing of “multiple development projects” suggests collective benefit and shared national progress, contributing to the formation of affective publics. According to Papacharissi (2015), emotional engagement on social media emerges through shared narratives of collective improvement or crisis. By highlighting development initiatives, the discourse invites audiences to emotionally align with a narrative of national advancement and governmental effectiveness. The linguistic emphasis on public infrastructure rather than individual political personality further encourages identification with collective progress.

Within the Facebook environment, concise informational posts combined with symbolic imagery function effectively for engagement. Even minimal linguistic cues related to development and leadership may trigger positive emotional responses and interaction, illustrating how platform algorithms reward emotionally resonant framing (Papacharissi, 2015). Thus, emotional construction operates not only through textual choices but also through alignment with social media engagement dynamics.

The analyzed post constructs emotion implicitly through development-oriented lexis, institutional authority framing, and narrative minimalism. Stance-taking is expressed through positioning the political actor as a responsible leader advancing regional development, encouraging audience alignment with a narrative of national progress. This analysis demonstrates that emotional discourse in political social media communication often emerges from subtle linguistic strategies rather than overt emotional expressions, reflecting broader patterns of affective political communication online.



The analyzed Facebook post announcing Prime Minister Muhammad Shehbaz Sharif's immediate notice regarding NEPRA's new solar regulations demonstrates how emotions are linguistically constructed through directive language, evaluative framing, and institutional positioning. Although the post appears policy-oriented and informational, emotional meaning is embedded through lexical choices that signal protection, responsibility, and fairness. According to stance theory and affective political communication frameworks, emotions in political discourse often emerge indirectly through evaluative and authoritative linguistic structures (Du Bois, 2007; Papacharissi, 2015).

The post uses phrases such as "safeguard existing contracts," "fully guaranteed protections," and "prevent the transfer of burden," which construct emotional resonance by framing the political action as protective and morally responsible. These lexical choices generate feelings of security and reassurance among audiences, particularly those identified as "solar consumers." Rather than explicitly expressing emotion, the text builds emotional meaning through moral evaluation and institutional care narratives. According to appraisal theory, positive and protective evaluation functions as an emotional cue guiding audience interpretation toward trust and approval (Bednarek, 2008).

Stance is linguistically realized through directive verbs such as "directed," "ensured," "instructed," and "emphasized." These action-oriented verbs position the political actor as decisive and proactive. In Du Bois' (2007) stance triangle, the speaker evaluates the policy issue, positions himself as an authoritative decision-maker, and invites audience alignment by demonstrating leadership competence. The repeated institutional references ("Prime Minister," "Power Division," "NEPRA") reinforce legitimacy and construct a governance-oriented stance, emphasizing control and responsibility.

The inclusion of numerical data ("466,000 solar consumers" versus "37.6 million national grid consumers") serves as a rhetorical device that frames fairness and collective

responsibility. This quantitative contrast constructs emotional engagement by suggesting balance and equitable policy decisions, appealing to broader national interests. Political discourse frequently employs numerical framing to evoke rational legitimacy while simultaneously triggering emotional reactions related to justice and fairness (Charteris-Black, 2011).

The post's linguistic structure contributes to the formation of affective publics by identifying specific groups ("solar consumers," "national grid consumers") and presenting the government as protecting collective interests. According to Papacharissi (2015), emotional engagement on social media arises when political discourse frames issues in ways that foster shared identity and emotional investment. Here, the discourse positions audiences as beneficiaries of protective governance, encouraging emotional alignment with the political actor's decisions.

The structured bullet points and infographic-style presentation align with Facebook's platform logic, where clarity and emotionally framed policy messaging enhance engagement. The combination of concise directives and protective language increases readability and emotional resonance, demonstrating how political communication adapts linguistic strategies to algorithmic environments that favor impactful and easily digestible content (Papacharissi, 2015).

The analyzed post constructs emotion through protective lexical framing, directive stance-taking, and fairness-oriented narrative structures. Emotional meaning emerges from linguistic strategies emphasizing security, responsibility, and collective benefit rather than explicit emotional vocabulary. The interaction between emotion and stance reflects broader patterns of digital political discourse, where institutional authority and affective framing work together to influence audience perception and engagement.



Through the reviewed Facebook post summarizing the report on Governance Reforms 2025, it can be seen that emotional meaning in the political discourse is built using quantitative framing, evaluative language, and positioning in the strategic stance. The post does not seem to be structured as an image, but the use of both linguistic and visual elements works in unison to create positive emotional reactions, including confidence, progress, and trust. Emotional expression in the context of affective political communication can also be indirect and through evaluation and framing instead of through the use of direct emotional words (Du Bois, 2007; Papacharissi, 2015).

The sentence, 120 + key reforms in just 11 months, can be regarded as a good illustration of emotional constructions through the use of numbers. The numbers work rhetorically as indicators of success, therefore, producing an impression of effectiveness and success. Evaluative quantification in the appraisal theory has a positive affect in the sense that political performance can be based on quantification as a productive value (Bednarek, 2008). This statement is further reinforced by the use of the adverbial clause, just 11 months, which builds urgency and a fast paced development that truly facilitates admiration and approval in the readers.

Position is linguistically expressed by institutional attribution (The government of Prime Minister Muhammad Shehbaz Sharif), which shifts a political player to its key participant in the process of results of the reforms. The post appraises governance

performance in line with the stance triangle (Du 2007), frames the speaker or political actor or entity as capable and functioning and asks the audience to agree with them based on the achievement-focused framing. The term data-driven analysis also supports a more rational and objective position, implying the evidence-based governance and, therefore, adds to credibility.

Economic indicators which are included in the infographic comprise the GDP growth, inflation, foreign exchange reserves and the trade deficit. In as much as numeric information can seem objective, its selective reporting can create an emotional reading by focusing on addressing its improvement and stability. Political rhetoric often utilises the use of economic indicators to create a sense of security and hopefulness of improvement in their country (Charteris-Black, 2011). Through the visual emphasis on positive trends (e.g. growth arrows, indicators of stability), the post supports a positive emotional story without necessarily using emotive words.

The hashtag Progressing Pakistan also serves as the marker of affect in that it asks the audiences to empathize with a narrative in which the nation is progressing. Papacharissi (2015) defines hashtags as means of creating affective publics through connecting personal responses into communal emotional discourse. The linguistic focus on the national development promotes recognition of the greater collective and makes the audiences a part of a common success narrative.

The brevity of content materials presented in the form of concise textual statements and the visual arrangement of infographics can fit the Facebook algorithmic environment in which emotionally impactful and easily understandable clothes have a positive effect on engagement. Presentation in bullet form, use of numerical highlights, simplified economic visuals enhance readability and emotional appeal, which proves that the linguistic construction can conform to the social media attention economy (Papacharissi, 2015). As a result, emotional meaning has not only been created with language but also multimodal design.

Post creates emotion based on quantitative assessment, institutional posture taking, visually framed economic stories underpinning the accentuation of progress, and stability. Emotional expression is indirect by considering evaluative numbers, position of authority and identity cues grouping and not the emotional vocabulary. This is a wider trend in humanity in the sphere of political communication using social media, in which data-oriented discourse serves both informational and emotional role in shaping the perception and involvement of the audience.

3.1. Psycholinguistic Stances towards Construction of Stance in Social Media Political Discourse

The conditioning process in social media politics forms a tangible interplay of psycholinguistic aspects that define how the speakers assess the problems, place themselves politically, and identify with the listeners. Psycholinguistically, stance is not an entirely linguistic process, but a psychological, cognitive and affective process, where language evidences the previous mental representation, emotional orientation and social identification. These characteristics in political dimensions steer audience meaning, persuasion, and the creation of affective populace (Du Bois, 2007; Papacharissi, 2015).

Evaluative language is one of the main psycholinguistic processes in stance construction. Approval, criticism, success, failure, or urgency words trigger cognitive appraisal reactions among the readers, thus influencing their way of interpreting political events. This process of evaluation is carried out by adjectives, adverbs and lexical items, which are implicit cues of negative or positive judgments. Appraisal theory states that linguistic assessment creates emotional sense and directs the viewer to certain ideological orientations (Martin 5-2005). Psycholinguistically, the use of evaluative expressions minimizes the number of cognitive ambiguities by placing the information into established emotional schemes, and, thereby, promotes faster interpretation and correspondence.

The use of personal pronouns (we, they, our, their, etc.) is also an important psycholinguistic indicator of position, which forms the in-group and out-group boundaries. According to social identity theory, the use of language triggers group based cognitive schemas that shape attitudes and emotional reaction (Tajfel, 1979). Political texts tend to employ either inclusive or exclusive pronouns in establishing solidarity and opposition respectively, which allows speakers to place audiences at a certain ideological stance. This language move has a part to play in polarization and identity-driven decipherment of politics.

Epistemic markers and modal verbs (must, should, can, will, certain, perhaps, and so on) also make a huge contribution to the construction of stances, as it contributes to the certainty, the necessity, or the possibility. Psycholinguistically, modality is an indication of the degree of commitment that a speaker has to a given proposition and determines how the readers respond to the credibility and authority (Hyland, 2005). Strong modality builds a solid and commanding position and hedging indicates demand or willingness to explore other possibilities of the interpretation. In social media communication, modality is used in most cases as a persuasive element where political assertions are made as a necessity or inevitability.

Affective processing mechanisms are activated by the use of emotive vocabulary and thus result in the interpretation of stance in the form of shape. According to psycholinguistic studies, emotional language throughout boosts concentration,

recollection, and involvement and should be highly used in cybernetics in political communication (Lakoff, 2004). Emotional framing can lead the audience to making moral judgments, e.g. positioning policies as protecting, threat-inducing, or transformative. These lexical decisions affect the manner in which readers have an evaluation of the political actors and policies based on feelings, indirectly supporting ideological positioning.

Narrative sequencing serves as a contributor to the construction of stances in that they arrange information in cause-and-effect patterns, which affect interpretation. Problem-solution stories often serve as a tool of political discourse in terms of problem identification and presenting leadership as effective or as necessary. According to cognitive linguistics, framing impacts cognitive models where the audience comprehends political realities (Entman, 1993). Speakers lead the readers to particular evaluative inferences by organizing the events in terms of particular narrative structures.

Institutional references, statistics or expert voices, act as psycholinguistic signals that increase credibility and authoritativeness. These signs prompt the cognitive processes of trust, thus persuading readers to accept the position of the speaker as a valid one. Markers of authority lessen cognitive load since they introduce information in a form of being proved or evidence-supported, which consequently enhances persuasiveness.

The features that are reinforced by the social media environment are those that are generally used in the context of emotional involvement and stance-based writing since these types of posts are rewarded by the algorithms. Brevity, hashtags, and the visual-textual synthesis promote quick emotional workload and ideology match-making that in turn lead to the formation of networked affective publics (Papacharissi, 2015).

Psycholinguistic characteristics, such as evaluative language, use of pronouns, modality, emotional lexis, framing of narratives, and signalling of authority are important elements in the creation of stance in political social-media discourse. The factors work at the cognition, emotion, and social identity cross over to influence the way audiences perceive political messages and identify with ideologies. The explanation of these processes may give an idea that stance construction is not only a linguistic process but a thinking and emotional phenomenon ingrained deep within digital political communication.

3.2.The role of Emotional Expressions in Stance-Taking and Understanding the Audience in the case of Political communication in social Media

The expressions of emotion play a key role in determining stance taking and directing interpretation by the audience as part of political communication via social-

media. Instead of serving purely as an expression of emotion, emotional displays are psycholinguistic devices, which regulate judgment, mark ideological location, and sway viewer identification. Facebook post analysis shows that emotional meaning is often created in an indirect way and uses evaluative lexis, narrative framing, quantitative emphasis, and instructive language, which reflects more important theoretical interpretations of affective political language (Du Bois, 2007; Papacharissi, 2015).

The results indicate that emotional expressions lead to stance-taking; they do so by framing in an evaluative manner. Words related to progress (e.g., development projects, reforms in the governance, making progress with Pakistan), and protection (e.g., the need to protect the current contracts, ensuring protective measures) build up the constructive emotional directions towards political activities. The appraisal theory proposes that evaluation is one of the essential linguistic tools by which the speakers put their attitudes into the encoding and ask the audience to agree with those attitudes (Martin and White, 2005). Emotional framing empowers the political actors to frame themselves as able, accountable, and visionary and at the same time influence the interpretation of audiences to approval or trust.

The stance triangle explaining the role of stance in the path to becoming a market leader (Du Bois, 2007) portrays the process of evaluation, positioning, and alignment that occur concurrently. This process is supported by emotional manifestations that bring affective meaning to political things. As an example, constructs of development make optimism, thus placing leadership in a positive and appealing state to the audience of a national development story. Therefore, emotional framing is an instrument of political ideology formulation.

Psycholinguistically, emotional language simplifies the cognitive task of interpreting political information, as it puts political information into emotive categories. Emotional messages trigger the heuristic processing through which the audience can interpret complicated information about policy in a quicker manner using emotional advertisements (Lakoff, 2004). In the posts under analysis, statistical successes (e.g., 120+ reforms), get mixed with emotionally positive framing, to create an impressions of effectiveness and success. These quantitative factors though in the form of data, seem to have a rhetorical purpose of strengthening positive emotive meaning.

Moreover, directive verbs like directed, ensured, emphasized, etc develop a solid authoritative position, evoking cognitive constructs of leadership ability. These linguistic characteristics affect the ways in which the viewers comprehend political agency so that the political actor is pro-active and decisive. In this case, perceived authority and responsibility have emotional meaning as opposed to emotional words.

The data discussed also demonstrate the extent in which the emotional expression plays a role in forming affective publics, which are networked communities when they become linked to each other based on their mutual emotional reaction to specific political discourse (Papacharissi, 2015). Hashtags and shared stories (e.g., national progress and development) prompt the audiences to identify themselves with a larger group on an emotional level. The emotional expression of informational posts turns them into the participatory discourse by soliciting feedback, commenting, and sharing action that fortifies the unity of collective emotions.

In addition, fairness and protection emotional framing (e.g., the balance of interests between the various consumer groups) provokes moral consideration among audiences. The identification to the political opinion is reinforced by the moral emotions of trust, reassurance, or even the perceived justice, hence showing how emotional words may influence the understanding of the ideology, rather than mere informational factual information.

The social media platforms increase the spread of emotive politicking by virtue of the algorithm causing emphasis of content that captivates. Emotional expressions enhance the possibility of user interaction, making it more visible and fortified by certain political discourses. The format of the analyzed posts being concise and visually structured is a sign of adaptation to the platform logic, which the magnitude of emotional appeal and clarity help to quickly process cognitively and establish an audience alignment (Papacharissi, 2015). In such a way, not only the stance-taking is shaped by emotional expression, but also it defines the distribution of the discourse within the digital space.

In political communication over social media, emotional expressions are important in stance-taking and audience explanation by forming evaluative framing, instilling psycholinguistic construal process, and encouraging affective publics. Emotional meaning is often implicitly supported in evaluative lexis and in narrative structures and quantitative framing, and is not explicitly referred to. These tactics place political players in terms of ideological placement and direct the interpretation of the audience towards the preferred views. The results point to the fact that emotion and stance are intricately linked activities in online politicking, and the role of language in the performance of informational, persuasive, and affective labor is evident.

4. Conclusion

The paper has discussed the role of emotional expressions in stance-taking and perception of the audience in political communication on social media by reviewing the profile on a few posts via a psycholinguistic and discourse-analytic approach in Facebook.

The results also indicate that emotional meaning is infrequently expressed using explicit emotional words, and is in fact created indirectly by using evaluative language, narrative framing, modality, quantitative emphasis, and the framing of an institutional position. These language tools give politicians the ability to put across an ideological stand but in a manner that they can appear to be informational neutrality

A review shows that evaluative lexis, which relates to progress, protection, development and governance, contributes to emotional orientation largely. Such linguistic decisions establish policies and actions as good, responsible, and progressive and, therefore, promote the identities of audiences with the speaker. In line with the stance triangle presented by Du Bois (2007), emotional utterances help to establish the processes of evaluation, positioning and alignment concurrently and enable political actors to build authority as they form the audience interpretation to take out towards a given ideological point of view.

Emotional framing psycholinguistically makes the complicated political information easier to process by engaging cognitive and affective processing systems. Quantitative information and institutional sources do not only serve as informational components, but also as indicators of emotions which promote trust, competence, and legitimacy. These results confirm hypotheses that affect perception with emotion language, but influence the way audiences think, and interpret politics (Lakoff, 2004; Martin and White, 2005). The emotional expressions thus serve as persuasive aspects that provide the audience with a structured understanding and strengthen building the political identity.

In addition, the paper illuminates how social media sites have contributed to the growth of emotional discursiveness. Affective publics are developed with the help of hashtags, cursory formats, and visually imprinted infographics, in which mutual emotional reactions make contact and collective orientation easier (Papacharissi, 2015). There is an increased visibility through emotional resonance in the algorithms, which proves that position-taking in online political communication is determined not only by language but also platform dynamics.

Generally, both the results indicate that emotional expression and position-taking are very interdependent phenomena in political social media discourse. Emotional framing affects the position-taking of political actors, the meaning-making by the audience to the policy narratives, and the process of online building of collective identities. This research based on the incorporation of the psycholinguistic theory and discourse analysis serves the meaning of understanding more on how language in modern digital political communication works as a mental, emotional, and even ideological resource.

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