

# PERSUASION IN PAKISTANI SOCIAL MEDIA INFLUENCERS’ DISCOURSE- AN INTRODUCTION TO MODEL OF CULTURAL EXEGESIS



**Saba Yaqub**

Lecturer, Divisional Public Schools and Colleges, Faisalabad

*sabayaqub04@gmail.com*

## **Abstract**

Technological advancements have greatly influenced societies and cultures in general. Social media influencers (SMI) have impacted the lives of people and this phenomenon is hard to ignore. This research aims to explore the socio-cultural elements of persuasion in Pakistani SMI discourse. For this purpose, written posts of six categories of Instagram social media influencers have been sampled and analyzed. In order to analyze persuasiveness through socio-cultural elements in social media influencers’ discourse, the Model of Cultural Exegesis has been introduced and used, which adheres to explaining not only the socio-cultural transitions inherent in the discourse, but also addresses these changes from a critical point of view. The results are significant in highlighting the elements of persuasiveness in social media influencers’ discourse that have become a major reason for cultural shift or adaptation in society.

*Keywords:* bloggers, social media influencer, discursiveness, persuasiveness, power, schema, cultural, critical analysis, content, cultural adaptation.

## **Introduction**

Social media influencers from all over the world are playing an important role in persuading people belonging to other cultures. Culture is a very versatile term. It has the capability of getting change. There are a lot of factors causing the culture change, among many of the social media is highly named. They play a major role in deviating their cultures. Influencers on social media are quite persuasive as they present different cultures in such a way that users of social media get inspired into cultural adaptation. Pakistan is not an exception and Pakistani social media users have been heavily influenced over the past few years by their social media influencers. For example influencers of social media present other cultures in a modest way that people start normalizing it and then gradually make it a part of their own culture like celebrating events as Halloween, Valentine’s Day, and Holi or through dress codes.

### **Background of the Study**

Pakistani social media influencers are endorsing a particular cultural element like styling, events, DIY, interiors, makeovers, food, traveling, and dressing. If they show endorsement towards anything then the effects can be seen on Pakistani users of social media influencers. The endorsements or recommendations are highly persuasive because of one reason they create the concept of next door. They are easy to get access to, anybody can anytime contact them for the solution of the problem and besides that, they talk about common mass issues, the issues in which society suffers and they want somebody to talk about. It can be any trend or movements like the women's March or Corona SOPs.

Social media influencers are sharp-witted. They know the strategies to play with the psyche of the people. Through societal norms, rituals, ceremonies influencers impact people of different cultures and present what they want to see or listen to through fancy words or cultural attraction.

Due to the recent plague Covid-19, social media platforms have got tremendous fame as people started to spend most of the time on the internet because of lockdown situations everywhere to stay in touch. This was the most peak time of social media platforms to get fame and to influence its' users by the persuasive strategies of using cultural elements. Many influencers started recycling and decorating houses while staying at home, some of them started reusing old dresses hauls, few of them started giving demos on make-ups and food cravings. So people in large quantities started following their favorite ones.

Element of persuasion is not something new. This is an old term usually used in the marketing domain to convince people to buy something. Similarly, the influencers of social media use this term to persuade users according to convince them towards the idea they present. They mostly use the tactics of such cultural linguistics elements which appeal the followers to follow them blindly like the concept of colorism or Gora-ism is the basic issue of Pakistani culture because of which influencers' try to launch now and then new beauty tips or products to play with the mindset of the cultural people no matter what if it is dangerous, people do run to use them by trusting the influencers as they're presenting a real cultural or societal issue in front of them by using socio-cultural terms.

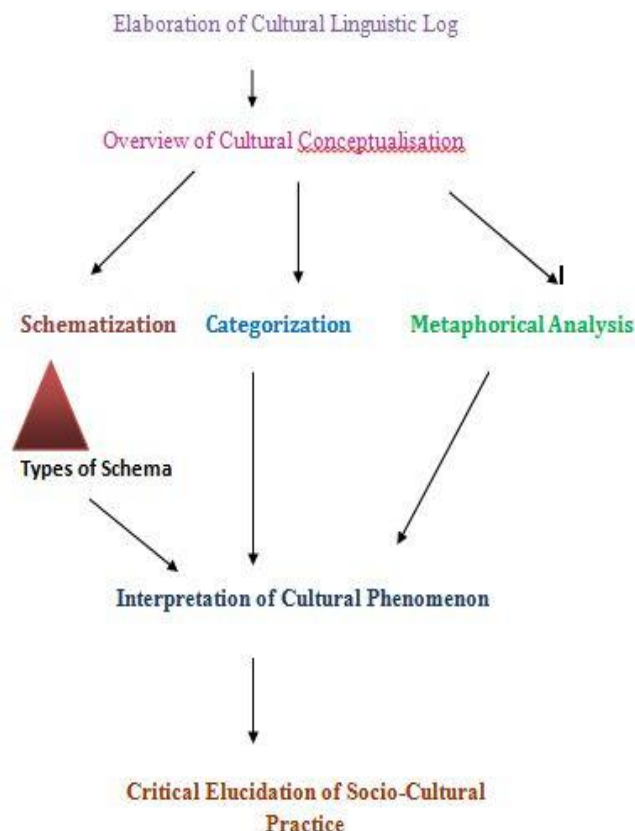
### **Research Questions**

- What elements of cultural conceptualization are prominent in the discourse of social media influencers?
- What are the cultural categories inherent in the discourse of social media influencers?
- What are the cultural and social metaphors used in this discourse?
- What kind of cultural and social schemas exist in this discourse?
- What linguistic features are prominent in the discourse of social media influencers?

- What are the prominent morpho-syntactic structures inherent in this discourse?
- What semantic and pragmatic features of language occur frequently in this discourse?
- What major and minor discourse features are prominent in this discourse?
- Which discursive strategies are used for enhancing persuasiveness in social media influencer’s discourse?

### Construction of Model for Critical Socio-Cultural Analysis

Sharifian’s model of cultural-linguistic and Fairclough’s model of CDA are combined to form a new model. Cultural linguistic offers theoretical and analytical framework to scrutinize the cultural conceptualization and CDA is a three- dimensional model which is used to analyze on textual, processing and social analysis level. Theoretical and analytical framework along with conceptualization is merged with Fairclough’s two dimensions; discursive practice (processing) and social practice (explanation) to achieve the results of the analysis. This model is called The Model of Cultural Exegesis.



### Model of Cultural Exegesis

### **Explanation of the Model of Cultural Exegesis (MCE)**

The model of cultural Exegesis explains the cultural phenomena critically. It analyses all the aspects of culture that directly or indirectly influence linguistic. Language and culture are inseparable entities. Their bond is eternal. Either way, they impact each other.

MCE comprises of 5 steps to explain the cultural-linguistic critically. Each log of cultural-linguistic has been explained analytically. Initially, MCE elaborates on cultural-linguistic logs and logs define nodes of cultural-linguistic. The first node explains the overview of cultural conceptualization. Cultural conceptualization is a way of life, belief, or values. It is a way of life of an entire society passed from generation to generation. Cultural conceptualization gives us the framework to scrutinize the cultural concepts through the lens of further nodes. These nodes help us to recognize the cultural aspects of human life in detail and separately Cultural Conceptualization reflects the aspects of life, art, literature, and events, folk songs, rituals, and emotions, verbal and non-verbal behavior of specific culture; are explained through three classifications. Schematization, categories, and metaphorical analysis.

**i:** Schematization elucidates the belief, values, and rituals. These schemas are explained through Nishida's types of schemas(1999) to critically analyse each cultural schema in depth. This clearly explains the cultural impact on the mindset of human beings.

**ii:** Categories is another very important node of cultural conceptualization in MCE which highlights the culturally labeling or naming aspect of life like food, dressing, events, celebrations, professions. These labels make the culture vivid for an outsider of the society through language.

**iii:** The third node of cultural conceptualization is a metaphorical analysis that elaborates the language structure of a specific culture like the use of cultural rhetorical devices often used in an entire society like 'as smooth as canvas, fashion as a medium of self-expression' highlights the culture of a different society.

MCE gives us the perfect layout to interpret the cultural-linguistic phenomena. Through this layout, anyone can pick out cultural aspects in detail through the language of any society. People easily perceive the cultural hints from the use of the language of any community or their practices.

So in the end MCE elucidates the socio- cultural practices critically through the cultural nodes. How much these socio practices have been done in the society and what kind of impact they do have on people's mind. How practices are being done and interpreted or conceived by the common mass of the community is analysed through this MCE step by step vividly.

### **Methodology**

This section presents details on the research pattern employed in order to attain the objectives set by this research. Firstly, it tells about the basic research framework that gives an overview of the methodology. Then, it explains the type of research, and levels on which research type and methodology has been opted.

Then it further elaborates about the Model of Cultural Exegesis through which data has been analysed. Lastly, it entails the detail of population and sample; its type, size, data collection type, and analysis tools.

### **Research Framework**

Different research methodologies have been opted for different research kinds. Every research type has its own uniqueness and benefits. This research has been triangulated on two levels; firstly on theoretical level as cultural linguistics has been triangulated with critical discourse analysis and then secondly on methodological level to invent a tool. At analysis level, Corpus has been used just to get a little aid to check the frequency of the words .Rest the analysis has been done through the Model of Cultural Exegesis.

**Population**

The population of this research comprises only Pakistani social media Instagram influencers. Those who speak English and have a large number of followers. From each category, top famous influencers are chosen whose fellowship has been increased with the blink of an eye.

**Sample Type**

This research uses purposive sampling to collect data from Instagram influencer’s posts. On which six categories are made. Purposive sampling is used in a variety of studies in addition with; it concedes comparison, concentrate on particular, distinctive topics or situations, ideas through progressive collective data for many sources.

**Sample Size**

A sample has been collected from the 40 Pakistani Instagram influencers bifurcated into six categories. 195 written posts have been taken from March 2020- March 2021

PAKISTANI SOCIAL MEDIA Influencers'					
Total Number of Posts: 195					
DIY	Fashion	Digital Content Creator	Make Up	Skin Care	Food logger

**Data Type**

Data has been collected in the form of written Instagram posts. Posts were converted into a notepad file. There were six categories of SMIs; DIY, fashion, digital content creator, makes up, skincare, and food bloggers. Posts were particularly taken from the high-reach influencers who write in English.

**Data Analysis Tools**

The Model of Cultural Exegesis was used as an analyses tool to identify the cultural elements from the SMIs’ discourse. Cultural Model was used to collect data from the posts enriched in cultural elements causing

persuasiveness then further data was quantified through a corpus tool AntConc 3.5.8 to check the cultural word's frequency of appearance in their text.

### Analysis and Discussion

To answer the study's research questions, data is analyzed from carefully selected Instagram posts by social media influencers. This data has been based on current events or cultural notions. This analysis is based on MCE model in which data is analyzed through cultural conceptualization, schematization, categorization, and metaphorical analysis.

### Elements of Cultural Conceptualization

Cultural conceptualization manifests variety of aspects of human life. These aspects include cultural art, literature (e.g., Sharifian, in press), cultural events, folk songs, ritual, non-verbal behavior, and emotion. (Chapter: 2, 2.2.3) Data is collected through AntConc to check the cultural words and manually through the posts.

Cultural Art (paint/song)	Cultural event	Ritual/ceremony	Emotion/pride& Shame
Halloween look	Wedding	Ramadan	Being a girl on the heavier side, I've always been super conscious about what I wear, so it doesn't emphasis my "flaws" that's what we all call the parts of our bodies that are different than the people that everyone idealizes, that's because we've grown up listening to things like "weight loose kerlo, ziyada pyaari lagogi" and if someone's too skinny toh, "beta kitni kamzor hogayi ho, kuch khaati nai ho?" We waste half our lives trying to fit into that "perfect" body image.
Valentine's make up	Eid	Nikah	
Independence day look	Independence day	Barat	
Portrait illusion	Mehndi	Qurbani	I've been told multiple times to scrub myself with this ointment and this medication so I can lighten up my hands, makes them fairer! I won't lie, till last year i had a separate foundation for my hands that i used to apply before going to any event, that's how the 'fair and lovely' concept shatters a person's self confidence!
Nikkah	Halloween	Iftar dawats	
Eid	Valentine's day	New year	
Glam		Chaand raat	

Figure 4.1: Literature, Poetry, and novel

### Literature, Poetry, and Novel

In this table, cultural literature (poetry, songs, and quotations) has been analyzed to check their impact on cultural persuasiveness through cultural

conceptualization.

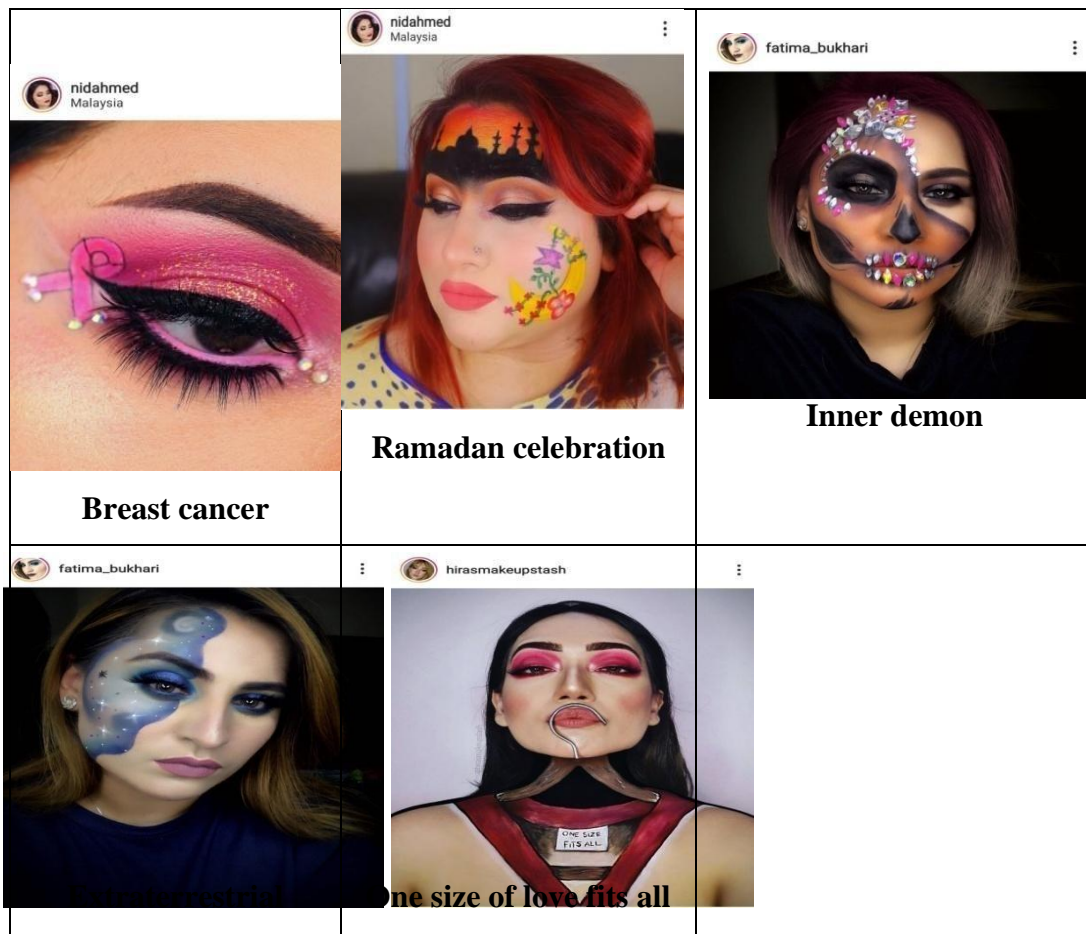
<p><b>Literature</b>  <b>Poetry/novel</b></p>
<p>There was a time when I felt like I cared              That I was shorter than everyone there              People made me feel like life was unfair              And I did things that made me ashamed              'Cause I didn't know my body would change              I grew taller than them in more ways              But there will always be the one who will say              Something bad to make them feel great              - <b>Sugababes</b> (let me know if you've heard this song!)</p>
<p>What makes us Infallible?              Our journeys, our naivety, vulnerability, shortcomings, strengths!              Growing up, I was a very shy kid, estranged from the world of fashion.              I never realized what my true calling was.              I stumbled. I fell. I felt lost. But I never gave up.              I found myself, in my work, in the heat, in the crowd, in makeup, in style, concept and design.              Today I am happy, that I chose my life instead of it choosing me.              , "dead people receive more flowers than the living ones because regret is stronger than gratitude"</p>
<p>'If you don't listen eagerly to the little stuff when they are little, then they won't tell you the big stuff when they are big.              Because to them all of it has always been big stuff!'              - <b>Catherine M. Wallace</b>.</p>
<p><i>Sohni dharti              Allah rakhey..              Qadam qadam aabaad ..              Qadam qadam aabaad tujhe              Qadam qadam aabaad..</i></p>
<p>یہ عورت کا بی قصور ہے اگر              گناہ تو دونوں پر ہی برابر ہوتا ہے</p>
<p>ہوئے فاصلے ' جھوٹے منسلکے              ٹوٹے ہوئے دل جائیں کہاں</p>

**Figure 4.2:** Literature, Poetry, and Novel

**Non-Verbal (Facial Gestures)**

Non-verbal behaviors are the facial gestures (the image schema is a pattern of thought expressed through facial gestures through paint or make-up art.





**Figure 4.3:** *Non-Verbal (Facial Gestures)*

**Cultural Schemas**

Cultural schemas or sub-schemas encode rituals, conventions, beliefs, expectancies of performances, norms, or principles link to several aspects of human experience. Nishida (1999) distinguishes eight primary types of schemas for social interaction. (Chapter 2, 2.2.4) All the cultural schemas are manually collected from the written SMIs posts.

**Fact and Concept Schema**

This schema has factual and conceptual information like ‘Islamabad is the capital of Pakistan’. And for conceptual information ‘Lahore has Minar e Pakistan’.

Tiktok's current style of content has more to do with the consumers than the creators (although what I'm about to explain will hold true for some creators as well). In the past 6 years, over 50 million Pakistanis have joined the internet for the first time in their lives. A majority of them belong to middle or lower middle income bracket who have little or no experience of how these new technologies work. Conventionally, different classes of communities have always remained separate in the physical world. If you're from the upper middle class, you respect your driver and cook and safai wali, but you never truly make an effort to understand where they come from, how they think, what their likes and dislikes are or how they live once they're off duty. When these people joined Facebook, YouTube and Instagram, the filter bubble kept their world and our world very separate
From each other once again. They would interact in their own communities and stay out of ours and we were pretty happy with the arrangement
I am eating a lot and quarantine means i am eating at home (no junk food ) all healthy things and it is making me feel so happy mentally and emotionally.

**Figure 4.4:** *Fact and Concept Schema*

**Person Schema**

This schema describes knowledge about the person like personality attributes.

Shanzay is planning to fast this year. Let's see how she goes.
My kids love playing with Lego. They will sit in one place for as long as it takes them to finish whatever they are making. Either its lego cars or airplanes or anything at all.
My dad always got Pantene shampoos when I was growing up, and each time he'd come home with groceries I'd get excited that maybe this time he'll bring something different, but Nope he never did .
yesterday, i came across a post from a fellow influencer who has a massive following, recommending extremely harmful products to make your skin lighter, that too without a warning how using even a little extra amount more than recommended can be dangerous for your skin! More upsetting were people's responses when few fellow bloggers wanted to educate her through their stories.
So I decided to pause and reflect. Sit and breathe. Remind myself that I am doing the best I can. I earned not to compare myself to anyone else
Aren't mums just the best. They know us so well. I had just casually mentioned about the new makeup stuff I saw while browsing online. And the next thing I know she sent me it all.

**Figure 4.5:** *Person Schema*

**Self-Schema**

This schema describes the social self and individual self. This schema refers to one's set of memories or social experiences or self-related information.

For the first time in my life, this year, I had mild anxiety attacks. There were times when I questioned my self-worth. Am I doing enough? Am I doing more than I should be doing? What really makes me happy? How do I balance home and work?
Fashion is how I express myself. It comes as a second language to me. And although I cannot think of buying more right now, I need to figure out how to continue to use Fashion as a medium of self expression without harming the earth and others
When I was in 2nd grade, my father helped build a habit in me to read the newspaper and tell him the latest news happening around Pakistan. It was a seemingly simple habit to keep me busy and maybe not bother him with silly questions (I was always a curious child) but in hindsight it built a thirst for information that has given me so much as I grew older. I now read on average 15-30 articles every night before going to sleep. Knowledge is power and if there's one habit I'd like my child to have, I'd want them to be curious and to learn how to 'self-learn'.

**Figure 4.6:** *Self-Schema*

### Role Schemas

These are schema that contain information on established and allocated social roles, as well as the expected behavior that goes along with them.

Father	Mother	Mua
Driver	Cook	safai wali
Dadi	Grandfather	Maami
Teacher	Influencer	Friend

### Emotion Schema

These schema contain information about affects and judgments. Emotion schemas are engaged as a result of their interactions with other schemas.

Being a girl on the heavier side, I've always been super conscious about what I wear, so it doesn't emphasis my "flaws" that's what we all call the parts of our bodies that are different than the people that everyone idealizes, that's because we've grown up listening to things like "weight loose kerlo, ziyada pyaari lagogi" and if someone's too skinny toh, "beta kitni kamzor hogayi ho, kuch khaati nai ho?" We waste half our lives trying to fit into that "perfect" body image.
This year has been very emotionally wrecking for me. Every time I gained the strength to come back stronger, something else weighed me down with an even higher force than the previous time. I've learnt this the hard way that only YOU care about you, no one else truly will. Be it your closest people like friends or family. Believe it or not, they ALL phase out at one point and you have to be your own friend, your own advisor and your own support system.
The hardest part for me is to let go.
We've been trained to hate the way our bodies look and even if it's a small flaw, we pick on that rather than pulling ourselves up and loving ourselves. Loving ourselves enough to know that no one can shatter our self image, because what we need to learn and teach other people is that beauty comes in all colours, shapes and sizes! We're all unique and beautiful in our own ways, rather than feeling broken when someone tries to shatter your self confidence the next time, ACKNOWLEDGE yourself as the strong, beautiful, unique person you are!

**Figure 4.7:** *Emotion Schema*

### Context Schema

These are schemas that contain information about contexts as well as the social etiquette that goes with them.

It's like that saying goes , "dead people receive more flowers than the living ones because regret is stronger than gratitude"
I've been told multiple times to scrub myself with this ointment and this medication so I can lighten up my hands, make them fairer! I won't lie, till last year i had a separate foundation for my hands that i used to apply before going to any event, that's how the' fair and lovely' concept shatters a person's self confidence!
I took some precautions while travelling and may be you could too:
Stayed on top of my schedule. One of the things that makes me clumsy and increases my risk of making mistakes is rushing. If I do things slowly and on time, I am are more likely to keep it together.
Made to-do lists. Went through these over and over to make sure I reduce the risk of forgetting something important.
Got travel insurance. Ad Travelling means being at a bigger risk of falling sick in unfamiliar climates, or getting into accidents or unexpected unfortunate circumstances. I took jubileegeneralinsurance literally 2 hours before leaving which gave me some sense of security. If something happens, I won't be left helpless.
I looked after myself, myself. If I'm not up for something and feeling sick or tired, I'll skip a thing or two. I remained self-aware of my own mind and body, because for me self-care and inner peace are the most important things ever.
This way I kept my anxiety at bay, stayed happy and healthy, and still had the most fun ever with no regrets .What would you recommend to a noob traveler? I would love to know what else I could make sure of next time. Rakheinapnakhaya!
Being a girl on the heavier side, I've always been super conscious about what I wear, so it doesn't emphasis my "flaws" that's what we all call the parts of our bodies that are different than the people that everyone idealizes, that's because we've grown up listening to things like "weight loose kerlo, ziyada pyaari lagogi" and if someone's too skinny toh, "beta kitni kamzor hogayi ho, kuch khaati nai ho?" We waste half our lives trying to fit into that "perfect" body image
I don't know when people will stop setting benchmark for beauty, end this colorism concept and come out of this GORA complex. EVERYONE IS BEAUTIFUL, fair or dark.
Ramadan, It's definitely a special month, the days of Ramadan are filled with excitement, heightened remembrance of Allah and soul nourishing feelings
If a man rape a woman...it's the woman fault, she was probably seducing him with her clothes...hmm but wait she was wearing jilbab and niqab? Yes but she probably used seductive voice and words.
Agar ik شوہر cheat his wife...it's the woman fault; she probably didn't dress good and take care of herself anymore....hmm but wait she was actually always pretty for him? Yes but she probably pushed him away and didn't give him his right.
Women tend to get a lot more hate than men. We're judged for our faces, our appearances, our presentation, our smiles and our vibes, our clothes, our personality, and then finally what we say and what we do. We have to be a 100% at everything, ALL the time. While boys can probably write a cuss word and get away with it, a girl simply responding to hate with blunt honesty is downright RUDE! I've realized how women cannot absolutely grow

Figure 4.8: Context Schema

### Strategy Schema

Strategy schemas hold information about problem-solving techniques. These problem-solving techniques are presented by SMIs.

Shaadi season is here, and it's the most exciting, busy and happening time for everyone. The most tough part about it though, is making sure you've got the perfect shoes and clutch to go with your outfit. But don't worry, Stylo's got you covered
Styling Hack For Loose Pants: Use a shoe lace.- This is a quick and easy way to tighten your pants for a chic and clean look without a belt ~
Thread a shoelace through the belt loops at the sides of your jeans and secure by tying at the back. Throw on a blazer and you're good to go.
as you please.
When you worry less about what others would say and just leave everything to Allah. Things become far less complicated. All you need to do is pray and Allah will handle the rest for you.
Walima dress! Took a while to get this shot but in the end we got there
Also got this made from Tariq Road and a lot of people perceive that as "tacky" because it's not a designer dress, but how is a designer dress any better than a non designer dress when both are stitched and made by the same workers you may ask?! I'll tell you what the difference is, it's the tag at the back and the satisfaction you get when you tell someone the designer name, is it worth the money?
I have finally gotten the solution for you girls & myself. Pantene_ Pakistan has introduced its new shampoo with fermented rice water essentials & I could not be happier. It has made my life so much easier, I'm literally on the go everyday & cannot really go through the intense process
If you want to take your eyes off of your facial imperfections (if you have any) try making the other features MORE prominent, like your eyebrows, your eyes & your lips!

Figure 4.9: Strategy Schema

### Procedure Schema

Procedure schemas store information on proper sequencing of events in typical scenarios.

I never thought life during quarantine will make me feel things so differently, so much positivity, family time, coming back to hobbies specially and spending time with my 'Cattu' I feel I have grown up and I am mindful and cautious now.
I tell my family to wash hands every two hours. I worry about them. And even if I get a package from outside, we make sure to disinfect it and let it quarantine before using it.
I'm seeing a lot of people panicking and being depressed by the current situation, being serious is the need of the hour & we should all be taking the necessary precautions but we should also take care of our mental health during the outbreak.
What you can do is;
- Seek information updates at specific times during the day, preferably once or twice. (Recommended by WHO)
- Divert your attention by watching shows, cleaning, baking and working out at home.
- if you're working from home make sure you take breaks in between and don't overwork yourself.
Young impressionable women are forced into believing that they need to be donning a new outfit every week. And I understand that it is our role to bring the latest collections and trends to your feeds. But what if we can show how to mix old pieces with new ones? To invest in quality over quantity. To buy less, enjoy more. Perhaps, add some pre-loved or vintage pieces to the mix?
Every Ramadan Me and kashif make dua lists. This is something we started early on in the marriage. A tip from me is to make a list of at least 30 duas, you then focus on one dua a day, these can include personal duas, those for your loved ones, the Ummah, anything and
everything.
So this Eid i made Metha, applied mehndi, Ate mutton, Virtually met everyone, i mean zoom calls with whole Family, Got Eidi too and Now netflixing .Except going out, i am doing everything i do on eid

**Figure 4.10:** *Procedure Schema*

### Cultural Categories

When it comes to the relationship between cultural categories and language, human languages' lexical elements frequently serve as labels for categories and their examples. The word "food" in English refers to a category, and a word like "steak" is an example of that category. In most cases, categories form networks and hierarchies, with instances of a category acting as categories with their own instances. Pasta is an example of the food category, but it is also a (sub) category on its own (i.e., pasta)( chapter 2,2.2.4).

**Table 4.1:** *These cultural categories are collected through AntConc by KWIC*

Shadi	Engangement,nikah,mehndi,mayoun,walima,barat
Ramadan	Iftar,sehri,ibadat,adhkar,good deeds, dua
Food	Steaks,pasta,koftay,halwapuri,biryani
Celebration	Eid,newyear,Ramadan,women'sday,independence day,chand rat
Dress	Nikah dress, walima dress,eidress,designerdress,casualdress

### Cultural Metaphorical Analysis

Cultural metaphors entail a type of conceptualization that takes place across two domains: the source domain and the target domain. Cultural (and conceptual) metaphors are a type of "cross-domain conceptualization," to put it another way. Two kinds of metaphors have been discussed world view (cultural metaphor) and figure of speech. The figure of speech is the expressions, a speaker becomes conscious while using them across cultural domain while on the other hand in world view (cultural metaphors), speaker use underlying conceptualization as a thinking frame( chapter 2, 2.2.4)(see figure 2.3)

**Table4.2:** *Metaphorical Analysis*

World view	Figure of speech
As smooth as a canvas	As good as anything
Fashion as a medium of self-expression	As much as possible
You can't pour from an empty cup	As simple as piece of fabrics

---

Behind Closed Doors	out of tune with yourself
Never give up spic and span	begaani shaadi me abdullah dewana
Beauty lies in the eyes on beholder	
It is always the darkest before dawn	

---

### **Elements of Persuasiveness**

These elements are collected to check the further persuasiveness of the SMI's text through corpus to check their frequency of co-occurrence. Persuasive text is well explained in Biber's (1989) Dimension 4.

**Table 4.3:** *Elements of Persuasiveness*

Infinitives	prediction	Necessity modals	Modals of Possibility	Modals of obligation	Sausive verbs	Conditional subordination
696	68	18	161	30	176	845

### **Conclusion**

The current research analyzes the socio-cultural elements of persuasiveness in Pakistani social media influencers' discourse. In this research six categories of influencers have been taken from Instagram. Only English spoken Instagram mar's posts were taken to scrutinize data.

One of the major key points of this research is socio-cultural elements in which cultural categories, schema, and metaphors have been discussed through SMIs' discourse. SMIs through socio-cultural elements in their posts play with the mind of common people. Common mass builds up their trust as the influencers talk about the real societal norms, rituals, and issues or taboo talk about which nobody wants to take initiative while on the other hand celebrities on the television don't have next door access either they talk about the real issues. For an instance, an Instagram influencer talks about Gora-ism and body shaming people's culture is existing all over the world especially in Pakistan to which people badly follow because they suffer this pressure from the set standard of the society of beauty.

This research highlights these socio-cultural elements through cultural conceptualization which cover the aspects of human life. Through these elements, an influencer presents her stance through a thought-provoking line of the poetry to persuade people that whatever they face in society, everybody suffers the same, so people start believing them and through this strategy, SMIs bring other cultures too from all over the world while discussing their own culture. Thus, when they talk about the ritual and ceremonies or events related to Pakistani culture, they do discuss the culture outside Pakistan too by assuring people it's normal to adopt other cultures like they do celebrate Valentine's Day by doing a special makeup look or showing people special deal bundles of the products on Valentine's Day means SMIs normalizing the trend of celebrating other culture's events. Another example of creating a Halloween makes up look in the name of art is a way of cultural shift or adaptation in society.

### References

- Fairclough N. (1992). *Discourse and Social Change*. Cambridge, UK: Polity
- Fairclough N. 1992. *Discourse and Social Change*. Cambridge, UK: Polity
- Fairclough N. 1995a. *Media Discourse*. London: Arnold
- Fairclough N. (1995). *Critical Discourse Analysis*. London: Longman
- Fairclough, N. (1989) *Language and Power*. London: Longman.
- Fairclough, N. (1992). (1992) *Discourse and Social Change*. Cambridge: Polity Press.
- Fairclough, N. (1992). Discourse and text: Linguistic and intertextual analysis within discourse analysis. *Discourse & society*, 3(2), 193-217.
- Fairclough, N. (1995). (1995b) *Critical Discourse Analysis: The Critical Study of Language*. London: Longman.
- Nishida, H. (1999). A cognitive approach to intercultural communication based on schema theory. *International Journal of Intercultural Relations*, 23(5), 753–777.
- Sharifian, F. (2003). On cultural conceptualisations. *Journal of Cognition and Culture*, (3)3, 187–207.
- Sharifian, F. (2011). *Cultural conceptualisations and language: Theoretical framework and applications* (Vol. 1). John Benjamin’s publishing.
- Sharifian, F. (2011). *Cultural conceptualisations and language: Theoretical framework and applications*. Amsterdam: John Benjamins. doi: 10.1075/clsc.1
- Sharifian, F. (2015). Cultural linguistics. *The Routledge handbook of language and culture*, 473,492.
- Sharifian, F. (Ed.). (2017). *Advances in cultural linguistics*. Singapore: Springer.
- Sharifian, F., & Palmer, G. B. (Eds.). (2007). *Applied cultural linguistics: Implications for second language learning and intercultural communication* (Vol. 7). John Benjamins Publishing