



RESEARCH PAPER

From Literal to Loaded: The Semantic Pejoration in Social Media Discourse

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ABSTRACT

This study aims to analyze the cognitive representation of the process of Semantic change in the politically charged terms used in social media. The study uses Conceptual Blending Theory (CBT) as a framework to explore our mental processes in social interactions to create expressions which are equivalent to the metaphors and are used in a completely different meaning from its literal one. The study focused on three popular phrases for analysis: "Molana Diesel," "Mujhe Kyun Nikala," and "Program to Warr Gaya". This research shows that the phrases used in social media change the meaning of the phrases used in the political context. Social media transforms political expressions, quickly changing their meaning in everyday public conversation. The term "Diesel" might be used to indicate the fuel; however, it has changed its meaning to refer to the person of a specific political figure. Similarly, "Mujhe Kyun Nikala" has a very general meaning however, it has changed its meaning to a specific political context, reflecting both literal and political meaning. The study concludes that the cognitive underpinning of these phrases used in social media leads to the change in their meaning associated with political context. This study also concludes that the metaphoric use of terms express cultural and political ideas while also offering a new perspective on cognition and social media. This research highlights the evolving nature of language in social media which leads to semantic pejoration. Semantic pejoration can further be studied through print media discourse.

KEYWORDS

Semantics, Pejoration, Social Media Discourse, Conceptual Blending Theory(CBT)

Introduction

Language is inherently dynamic which changes with the passage of time and reflects the continuous evolution of our social, cultural, and cognitive interactions (Traugott & Dasher, 2001). To work in an efficient way, language has to evolve according to the needs of time. Therefore, new words are added to the language, certain words become obsolete, and some words adopt new meanings; however, others expand their meaning (Jatowt & Duh, 2014). Among many real-life networks, According to Labov, (2001), social networks are thought to play an important role in language shift, change, contact, maintenance, and other issues related to language. In today's world, social media can be considered as one of the social networks where language shift, and change can occur. Tagg (2015) states that social media stands out as a powerful and transformative platform that accelerates linguistic change due to its ability to provide a platform for language use in unique contexts and the spread of language. A notable aspect of this development is the semantic change of words and phrases used in terms of negative meanings, which adopt negative or pejorative meanings (Geeraerts, 2010).

To understand the process of semantic change, metaphor theory presents that a sequence of words is every aspect of daily life, including cognition and behavior; Therefore, what we say shows what we think and see (Lakoff & Jonson, 1980). Lakoff and Johnson (1980) define cognitive mapping as the processes by which we process the events of our experience, similarly conceptualizing our understanding of those experiences by utilizing conceptual metaphors to interpret those experiences. It is as evidence of what we know and how we understand the world, society and language (Ergasheva, 2020). This study examines semantic change through the lens of Conceptual Blending Theory as introduced by Fauconnier & Turner (1998), analyzing the evolution of politically relevant vocabulary on social media, often driven by high-visibility events.

The Conceptual Blending Theory (Fauconnier & Turner, 1998) provides one model for comprehension of the intricate workings of the human mind as well as serves as a tool for understanding the blending of various inputs and the resulting new meaning. The meanings of words stem from the blending of different mental spaces, which entails the coming together of different conceptual domains to form a new domain. Political communication that has emotionally charged events as its focus and the widespread dissemination of content in the web easily facilitates such shifts in meaning. Usually when social media politics such as controversy, slogans, or a public figure emerge, the associated vocabulary is redefined and comes to be used in new contexts due to social and cultural factors. Such changes are integral to the big sociopolitical picture and serve as reminders of sociolinguistic phenomena on social media. Following the social analysis of the changing context of these terms, this paper demonstrates that social media actively participates in the production of public discourse through language change and coined phrases (Geeraerts, 2010).

This paper looks at the pejorative semantic change of some terms associated with the phenomenon of politics in social media. Over time, certain terms undergo semantic pejoration, meaning they shift from having neutral or even positive meanings to more negative or derogatory ones (Traugott, 2006). These changes are often triggered by viral events, whether sparked by a scandal, a controversial statement, or a public demonstration. Once these terms gain traction, social media platforms like Twitter, Facebook, and TikTok play a crucial role in solidifying their new meanings (Boyd & Ellison, 2007). Such shifts not only influence how political figures and issues are perceived by the public but also highlight the intricate relationship between language, cognition, and the digital spaces where these changes take place (Daranyi et al., 2017).

By examining both historical and modern interpretations of political terminology, this research aims to uncover the cognitive and social factors driving these transformations. Specifically, it focuses on the role of social media as a primary force behind linguistic change. Using Conceptual Blending Theory as a framework, the study analyzes viral content responsible for the semantic shifts of certain phrases and explores how these changes align with deeper cognitive processes. This research is limited to cases of semantic pejoration rather than instances of amelioration. The findings will provide insights into the rapid evolution of language in social media and will shed light on the mechanisms that redefine political discourse.

Literature Review

Social networks are thought to play a role in language shift, change, contact, maintenance, and other issues related to language (Labov, 2001). A social network is defined as a group of people from the same community who are connected to one another either through the social media or real life (Ke, Gong, and Wang, 2008). As social media is

a platform for social networking, therefore, it can be considered a medium for language change or semantic change. Daranyi et al. (2017) describe the semantic change, which is also called semantic drift or evolving semantics, as a phenomenon that looks at the change in the meaning of language with other potential meanings associated with words and concepts over time. Tracing back to the pioneering work of Stern (1931), semantic change has been defined as the change in the meaning 'over time'. Moreover, several studies e.g. (Muzaffar, Yaseen & Safdar, 2020; Geeraerts, 2010; Meillet, 1974; Paul, 1880; Rayevska, 1979; Ullmann, 1957; Muzaffar, Chohdhry & Afzal, 2019.) associated the change in the meaning of the words through the diachronic historic perspective and labelled it as time oriented regardless of being traced directly to the exact event or point of time.

Literatures shows that the semantic change has been studied from multiple perspectives in history. Hollmann (2009) stated that before studying the semantic change, it is important to understand that not all the changes can be categorized using the conventional systems, and it is the choice of the researcher to choose any of the components for studying semantic change.

In conventional semantic change, the first categorization is of ameliorative and pejorative semantic change, depending on whether they provide a more positive or negative meaning. The reverse of amelioration is a process known as pejoration of meaning, which happens when a word is used to convey a meaning that is not present in the historical meaning or original meaning of the word. Borkowska and Kleparski (2007) call it a semantic change towards a negative meaning. The meaning of the word 'idiot' also shows the reflection of pejorative changes. It originally was used for a 'private person'; however, it is currently used to indicate a person who is 'stupid' or 'someone who has a very low intelligence level'.

According to Paul (1880), semantic changes can also occur as semantic expansion and semantic narrowing. Semantic narrowing is the process of semantic change in which the meaning is narrowed down from the old meaning to fewer contexts, for instance, the term 'meat', which used to signify all types of food, but now is used for the specific type of food. However, semantic broadening is extending the meaning of the word. The word Dog formerly was intended to describe a breed of canine; however, now it is used for a generic category of animals.

Hollman (2009) conducted research on semantic change and stated that many of the semantic changes that are associated with social factors are embedded in the taboo area, which is associated with sexual acts and excrement. These instances can also be represented in euphemistic expressions, hence indicating the semantic pejoration.

Sadigova (2020) highlights that words associated with professions or social roles often undergo amelioration as societal values elevate the status of those roles. Whereas Hamilton et al. (2016) states that the semantic pejoration can probably be motivated by the social stigma and the judgmental behavior of the people or specific society. This ascertains that semantic pejoration can occur in the social media context due to the public judgmental behavior towards the words used in the political context.

Conklin and Thul (2023) highlight that words or phrases, when spoken or written, must be recognized, in regards to their contextual meaning and worked upon as building blocks for understanding a particular phrase. For example, using the example of the phrase "spill the beans" is multiword in nature (Conklin and Thul, 2023). Conklin and Thul (2023) explain recognizing whole phrases critically involves multifaceted processes that are shaped by single or multi-words, and many other variables. Striving to understand the

process of semantic change, the Metaphor Theory suggests, what we speak, has a lot to do with how we trust to perceive reality, be it during the day to day life, behaving, or even thinking (Lakoff and Jonson, 1980). Dinu et al. (2021) argue that this context-dependent nature of pejorative language is similar to the challenges of word sense disambiguation, where the meaning of the phrase will not be communicated if it is not inferred from its surrounding context. Thus, by using Conceptual Blended Theory of Fauconnier and Turner (1998), this study will investigate the phenomena concerning social media, paying attention to political texts, and the change in meaning of the phrases used.

Material and Methods

This research investigates the change of meaning in political words in the context of the social media environment through Conceptual Blending Theory (CBT). Cognitive Blending Theory (CBT), originated by Fauconnier and Turner (1998), was developed as an integrating framework that explains how meanings emerge as different cognitive/philosophical inputs from one mental space get blended into another. This approach in particular allows us to explore the catalytic work of social media (through viral events, scandals, controversial remarks etc.) to change the language.

To perform this analysis, the study uses a qualitative data (Creswell, 2014) collection and analysis method, specifically, on social media. The primary source is the viral content. Their selection is based on their overall popularity and their substantial influence on political discourse and, thus, relevance to the research objectives (Tagg, 2015). The study focuses on three phrases/words in political context: *Diesel*, *Mujhe Kyun Nikala* and *Program to Warr Gaya*. Each word or phrase has an individual conceptual blending analysis included, which tracks elements of cognitive mechanisms behind the desired semantic shift (Fauconnier & Turner, 1998).

The first step of the analysis is to define the input spaces corresponding with individual political terminology. These are new contextual elements for the viral event in which the term first appeared and the input space of the original meaning. The blending process is important for the meaning creation. The blending process, which combines elements from both the input spaces is scrutinized to reveal the emergent meanings by focusing on mapping the elements through the cross-mapping process. When mapping the elements, special attention is given to how these blends present broader social schemas, mapping them with the current situation, which has contributed to the negative reinterpretation of the terms (Zappavigna, 2015).

The process includes complex interactions where some characteristics or elements are highlighted, while others do not change due to the nature of their participation in creating new meanings. This combination creates an emergent structure. It brings a new perspective or meaning that bridges the difference between different domains or spaces. This process shows that the mind is capable of creating and optimizing reactions to new contexts and conditions, allowing individuals to look at old words in a new sense. The data is systematically organized and analyzed to ensure both consistency and depth in the research (Miles & Huberman, 1994). The words "*Kala ba zay*, *Mujhe Kyun Nikala*, and *Program to Warr Gaya*" are analyzed step-wise to present the meaning created through the words. This method not only exposes the cognitive processes underlying semantic change but also presents the influential role of social media in shaping public discourse through language change (Zappavigna, 2015). By exclusively focusing on Conceptual Blending Theory, this study provides a focused, and in-depth look at how semantic pejoration unfolds in politically charged language which solidifies the meaning and leads to the change.

Results and Discussion

"Mujhe Kyun Nikala"

The phrase "Mujhe Kyun Nikala" provides an example of the political term presenting multiple mental spaces which interact with each other to produce a multi-layered meaning that can be understood only in a specific context. It originated from a speech given by a prominent political leader on August 13, 2017. After his disqualification from office due to orders by the Supreme Court of Pakistan, the phrase was used in the speech (Samaa News, 2017; The Scoop, 2023). The phrase, which, when translated into English, means "Why was I ousted?" was initially a rhetorical question posed by the leader during the speech.

The video of this phrase went viral moments after the speech. The video of the phrase went viral on different social networks changing it into a meme and slogan for different political supporters and opposition. Although the phrase captured the leader's sentiment and feelings of the perceived injustice due to the disqualification and quick removal from the office it turned into a symbol of political resistance and debate. This transition is driven by distinct blends of mental spaces that recontextualize its meaning in dynamic and creative ways.

This analysis includes four spaces: two input spaces, a generic space, and a blended space. In the first input space, the phrase "Mujhe kyun nikala" functions as a ★question. Here, it serves as an ordinary inquiry, ▲ asking why something happened. It depicts the curiosity behind an action. The phrase is open-ended, leaving the ■reason unknown, and it is situated in a ◇general everyday context. This phrase is used in any random conversation in its literal meaning to inquire about the explanation of any decision.

The second input space recontextualizes the phrase within a political framework. In this context, the phrase becomes a ★suggestive statement that implies that the leader's disqualification was unjust. It ▲suggests that the allegations leading to the decision were flawed or false, indicating that the decision itself was wrong. This space includes the notion of ■illegal wrongdoing attached to the allegations, situated in a ◇political context. In this context, the phrase is not only used as a question but is suggestive, challenging the legitimacy of the judicial process.

The generic space Takes the common elements from both input spaces in order to create the abstraction of the new meaning. It focuses on the ★function of the sentence, which is to seek an explanation or justification. The phrase retains its ▲meaning as an inquiry, with the central element being the ■reason behind the action. This space also encompasses a ◇social context, acknowledging the injustice and wrongful removal or decision made against someone. The blended space integrates elements from both input spaces to create a new structure called emergent structure. In this space, the phrase ★depicts frustration over a perceived wrong decision. It merges curiosity from the general context with the political assertion that the allegation is false. This leads to the conclusion that the ▲illegal activities for which the person was ousted were wrongly attributed. The blend suggests that the ■reason given for the disqualification is always wrong. This yields a lasting challenge to the validity of the decision. This space acknowledges that the phrase ◇could be used in any context, but it is particularly potent in its political usage, reflecting deeper societal and political grievances.

Content analysis by using CBT reveals that "Mujhe kyun nikala" functions as both an exclamation out of personal curiosity (in the form of question) and can also be a

powerful expression protesting the court's orders. This shows the social media has the capability to change an everyday question that can be transformed into a strong rhetorical statement that depicts not only the political narrative tracing back to the event but also to a general public discourse where the phrase can be used in the same context. The phrase "Mujhe Kyun Nikala," through its transformation, now signifies more than just a personal inquiry. Hence, the meaning rooted in the literal interpretation of the words has changed after the viral nature of the video.

"Molana Diesel"

The term "Diesel" and the #Maulana Diesel started trending on social media twice. A prominent political figure, from 1993 to 1996, was the minister of the petroleum industry. He was accused of using his position of ministry to get Diesel into Afghanistan. The name of the minister cannot be named due to the ethical consideration. The minister was accused to obtained Diesel permits and made profits by selling the fuel at inflated prices. The diesel crises in Pakistan resulted due to this reason. Although these allegations were never proven, the public accepted the allegation at wide. Over time, "Diesel" evolved from simply referring to a type of fuel to a pejorative term aimed at the specific ex-minister and his political party. The term has changed its meaning which is normally used in making fun of the party or the political figure associated with it in political discourse.

Later, the hashtag "Maulana Diesel" went viral on TikTok in 2018, adding the adjective to the term, which further solidified its place in the socio-political lexicon. On March 15, 2022, the term resurfaced when another political leader used it in a public address. One of the opposition political figures used the phrase negatively to ridicule the former minister, due to which the word took its derogatory connotations associated with the political context. The given name was first coined in 1996 in the National Assembly of Pakistan and has since resurfaced repeatedly during events related to the party or the ex-minister. The phrase "Molana Diesel" is one the metaphorical cases of the political conversations which combines both satire and humor to create a pejorative meaning. Although the phrase has very generic explanation, the complex cognitive process underlying the use of the phrase offers a compelling case for the metaphorical blending of mental spaces.

In Input Space 1, the original meaning of Diesel is captured as ★ a type of fuel. The ▲ task associated with Diesel in this space is to power vehicles. This meaning is ■ applies only to a limited context as this space is about the original meaning in which the element typically involves cars or vehicles represented by ◇ and fuel-related scenarios. Diesel, is an inanimate thing in space 1 in literal context, shown with *. It is used in every day conversation for an ordinary fuel. It arouses images of fuel stations and engines and brings to mind the modern transportation and fuel methods.

Input Space 2 uses the political connotation of Diesel. Diesel ★ indicates towards political entity specifically linked to a political party or figure. The task▲ in this space means engaging in corruption and illegal activities. The incident that led to the illegal activities for your own benefit in a specific event. This broadened meaning is ■ generalized to all traits and associations linked to the political leader accused of wrongdoing. The Space is ◇ inside a political framework. The political context in this space is represented by ◇. This suggests the context of the incident which can change the meaning of the phrase to indicate governance, power, and public perception. The term here includes both inanimate and animate together and is represented by *. Inanimate is used in the form of diesel association whereas the animate entities are used for the political leader and his followers.

The Generic Space has the general features or elements of the spaces which are mapped through the selective projection process in the generic space. It integrates these elements by highlighting how ★ indicators, ▲ tasks, ■ applicability of meaning to contexts, and ◇ contexts itself can apply across both inanimate and animate domains. The generic space shows that some features of the space 1 and space 2 has merged and taken from both the spaces.

The blending process happens in the Blending space. In the stage of composition, it involves the combination of elements from the two input spaces. Diesel as a fuel in its literal meaning (Input Space 1) merges with the meaning and elements of the figurative political connotation associated with the specific politician (Input Space 2). In this blend, Diesel in this context represents not only means of natural gas as energy for transportation but likewise political figure depicting the corruption. The practical function of Diesel in powering vehicles (▲ task) is juxtaposed with the corrupt operations within a political framework (▲ task). The combination of these elements create a new concept that can be used in multiple ways giving a new meaning to the word. At the completion stage, the public contributes their imagination to fill in the gaps and create a cohesive understanding. People who are aware of diesel (often associated with corruption) as opposed to gasoline sometimes connect that term with corrupt actions by politicians. This association is reinforced by the frequent use of the term in political discourse and social media, which normalizes and speeds up the adoption of this new meaning. The term shifts from being a neutral, practical object to something much more charged. When used by the people in the different social discourse, it yields its final stage of elaboration.

The Blended Space that emerges from this process is rich with new associations. The term Diesel, once a simple reference to fuel (★, ▲ running vehicles, ■ limited meaning, ◇ car and fuel contexts, * inanimate), now symbolizes political corruption and inefficiency (★, ▲ corruption, ■ traits of a political leader, ◇ political context, * animate and inanimate). With the constant use of the phrase in the social media in the new generated connotation of politics, the words emergent structure makes new impression of Diesel in mind of public.

By integrating elements from distinct cognitive spaces, the phrase becomes a vehicle for both satire and criticism, reflecting societal discontent and reshaping public perception about the word.

"Program to Warr Gaya"

The phrase "*Program to warr gaya*" translates to "The program was ruined. This race was used on the social media and became viral after one of the political figures who was a prominent lawyer Was shown fighting on a live talk show with the opposition party member. The show was aired live on the TV show on September 30, 2023. The public witness the live commotion between the guests of the show. The public figure left the show. However, after this confrontation, during an interview outside the TV station, an anchor asked the political figure about the show. The anchor inquired If the show continued or stopped after the commotion. The political figure responded, "*Program to warr gaya*" which means that "the program was ruined." The video got viral; however, the public took the phrase as a meme. The phrase was actually originated from the response of the political figure to show his frustration about the TV program. The spread of the video on social media-originated a discourse in connection with this phrase and gained public attention, becoming a meme. The context included the background knowledge related to the public figure who is famous for his statements, usually humorous and sarcastic. However, the phrase "Program to warr gaya" was initially used in this specific context but soon attracted

so much attention on social media due to its catchy and humorous nature (Dailymotion, 2024; TikTok, 2023; YouTube, 2024).

The representation of the mapping process Using Conceptual Blending Theory (CBT) to analyze the phrase "Program to warr gaya" is represented by different symbols. Each similar symbol map in the spaces. All the spaces along with its symbols are explained below with the blending process that yields to the emergent structure in the form of the new meaning. The input space 1 presents the literal context representation as used in the video which refers specifically to a television program (★ Program (TV Show)). This space deals with the continuation of the show after an incident (▲ Continuation of the show), which shows that after the conrentation, the show was disrupted during a live broadcast (■ Disruption by a fight). The media context (◇ Media context) is important as it confines the context which determines the meaning of the phrase. In this element, the phrase is put in the media context. Input Space 2 extends the phrase metaphorically to describe any situation that escalates uncontrollably (★ Situation going out of control). Here, the phrase signifies chaotic situation (▲ Chaotic escalation) and instability in the order (■ Breakdown of order). This is applicable to a variety of contexts beyond television (◇ General context). The word program has changed its meaning of TV program to anything in general. Disruption in this space is used as a general, which indicates that the normal function of a situation is that scenarios are interrupted by something.

Generic Space includes common elements from both input spaces. It focuses on the disruption of normal activities (★ Disruption of normal proceedings) and uncontrolled escalation (▲ Uncontrolled activity). In this element (▲), the reason for the uncontrolled activity is important. The reason could be the quarrelling or any general reason. It encapsulates the idea that a cause of disruption (represented as ■) is central to the phrase's meaning, whether in media or everyday situations, as it is a generic space. Making the phrase relevant across different domains, the context of disruption (◇ Context of disruption) is generalized in this space.

In the Blended Space, elements from the both input spaces combine together that is TV program which merges with anything that goes wrong creating a new meaning called emergent meaning. The phrase now universally depicts complete disruption (★ complete disruption). It also blends to convey situations that go beyond control (▲ Escalation beyond control). It conveys that the cause behind the disruption is always impactful (■ Cause is always disruptive) as it causes chaos or disruption. It is applicable to any context where chaos exists (◇ Any context). This blended meaning retains its notion of a disrupted program, which in this case is a TV show however the meaning of this phrase was used in the literal sense but has extended its meaning metaphorically to include any scenario or situation where something bad happens or something is out of control due to an unforeseen event. It can be used in a place where someone spills all the food or it can be used to express the disruption of a trip planned by the friends and so on.

The findings of this study reveal An in-depth cognitive representation of the conceptual blending and thought processes involved in understanding the meanings of the words, which led to the semantic pejoration in a political context. The analyses of phrases such as "Diesel," "Mujhe Kyun Nikala," and "Program to Warr Gaya" illustrate how contrasting cognitive inputs are integrated to produce metaphorical constructs with new meanings. These constructions help in shaping the public discourse and highlight the relationship between language and sociopolitical context which leads to the negative meaning associated with the words.

For instance, the blend in "Diesel" relies on the integration of the type of fuel to the notions of financial impropriety. This complex integration in the mind of the receiver produces a satirical critique of hypocrisy which is conformed and reinforced by the use in social media. The metaphoric use of the term Diesel, led to semantic pejorative meaning. This finding aligns with studies by Kövecses (2010) and Musolff (2016), which emphasize the role of metaphor in framing political critique and shaping public perception. Similarly, the phrase "Mujhe Kyun Nikala" Also represent a complex cognitive mapping to integrate the two different contexts Simple rhetorical question to a politically charged term. In this phrase the meaning is not completely changed with the help of metaphorical use rather it is constructed based on the socio cultural context in which it is used for the first time in the social media. The same context is revisited again for its change in the meaning. The findings are aligned with Smith and Johnson (2020) who rely on qualitative-linguistic descriptions of language use, emphasizing how meaning is locally constructed based on sociocultural context. The phrase Mujhe Kyun Nikala has also changed its meaning according to the use of the context. Similarly, The cognitive analysis of the phrase "Program to Warr Gaya" also depicts that The phrase was initially used for the TV program that could not continue due to a quarrel. However, it is now used as a phrase referring to chaos through everyday language. In this context the meaning has also changed using the metaphoric sense of program. All the cognitive analysis and mapping process depicts that the use of the words in the social media and becoming a meme due to its popularity forms concrete meaning of these phrases giving it a new sense.

Recent research supports the observation that social media contributes to semantic change. As this study's data is taken only from social media events, therefore all the words or phrases analyzed are used in social media. The results indicate that the change of the words with semantic pejoration are the loan words from social media events. Jones and Smith (2018) Also ascertain that the quick changes in the meanings of the words and phrases occur due to their widespread availability on the social media and its user generated content.

Upon performing the analysis, it was found that Mujhe Kyun Nikala, Diesel and Program to Warr Gya" are political incidents on social media, which led to a semantic change pejoration of phrases. This illustrates how political investigations or conversations on social media can be expanded to present semantic pejoration reflecting societal relations. The study of Brown and Lee (2021) also demonstrates by pointing out that semantic change is related to societal changes like political discourse and media representation. However, their study does not look at the semantic pejoration in specific, it aligns with the findings of the semantic change in general. In this respect, sociocultural context is important for understanding both the impact on language (in this case, semantic change) and being capable of changing over time in response to shifts in political/social discourse.

While many studies support the idea that conceptual blending as a cognitive process enhances and changes the meaning of the words used in political discourse by helping creative and impactful expression, there are also opposing viewpoints. Charteris-Black (2014) critiques the risk of metaphorical blending oversimplifying complex socio-political issues, which can lead to reductive or polarizing interpretations. The findings of this study ascertain that the words like Mujhe Kyun Nikala, Disel and Program to Warr Gaya are understood in the similar meaning in the political discourse. Steen (2011) cautions that such phrases might reinforce deep-seated ideological boundaries, which creates problem in constructive dialogue. This means that the people might not understand the terms in the political context. These contrasting perspectives underscore the complex nature of metaphorical language. On one hand, conceptual blending allows for the

development of meanings that resonate with a wide range of audiences. On the other hand, the risk of misinterpretation or oversimplification highlights the importance of critically engaging with the cognitive and cultural mechanisms at play.

This discussion Highlights the importance of cognitive mapping and the use of the terms in the social media To understand the semantic change involved in the political language. Considering other studies, it is obvious that through social media, language not only changes but also deepens the other cultural and cognitive dimensions of metaphorical use.

Conclusion

This study highlights the power of social media in driving semantic change, specifically semantic pejoration, within the political discourse. By analyzing phrases such as "Diesel," "Mujhe Kyun Nikala," and "Program to Warr Gaya" through the lens of Conceptual Blending Theory, the research presents the complex cognitive process involved in creating the change oin the meaning in the different mental spaces. These semantic shifts, which are caused by the use of these terms in the viral content on sicoal media depicts the interconnectivity of language, cognition, and politcal contexts.

The findings not only emphasize the role of social media as a facilitator of rapid linguistic evolution but also align with broader theories on metaphorical language and cognitive mapping. Although these changes enrich public discourse and provides innovation in expressions, they can also cause potential misinterpretations due to their dual meanings. Ultimately, this study affirms the evolving nature of language in social media, offering a detailed picture of mental process involved in shaping modern political communication. Future research could explore these tensions further, focusing on the long-term cultural and cognitive impacts of such rapid linguistic evolution. Semantic pejoration can further be studied through print media discourse to understand what different terminologies are used to convey meanings.

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