



Linguistic Imperialism on Instagram in Pakistan: A Study of English Dominance and Its Impact on Indigenous Languages

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ABSTRACT

Linguistic imperialism is defined as the supremacy, dominance, and to the imposition of a powerful language over the other languages, often resulting from control, power dynamics, colonization, and cultural hegemony. The aim of this is to study explore this phenomenon on Instagram, with the focus on English language dominance and its impacts on indigenous languages in the online interactions among young female students in Pakistan. By the use of a qualitative triangulation that combines netnographic observation and semi-structured interviews, the study analyzes the Instagram activity of 20 female undergraduate students at Begum Nusrat Bhutto Women University (BNBWU), Sukkur. Over observation period from May to September, 100 Instagram captions, stories, and comments were gathered, and analyzed, and codified. The findings highlighted a clear dominance of English (76%), limited use of Urdu (13%), some code-mixing (11%), and a complete absence of regional languages such as Sindhi, Pashto, and Balochi (0%). Interview responses revealed that English is preferred for its perceived global reach, wider audience reach, modernity, visibility and association with education and status, while indigenous languages are viewed as less prestigious, less visible and unsuitable for public digital expression. These patterns reflect how Instagram not only reflects but also enforces linguistic hierarchies rooted in colonial legacies. The platform's design, user trends, and engagement algorithms also appear to contribute to the marginalization of indigenous languages, creating a form of digital linguistic imperialism. The study concludes that without conscious efforts to promote linguistic diversity online; through education, inclusive platform policies, and public awareness, local languages may continue to lose visibility and cultural significance in Pakistan's digital future.

Keywords: Linguistic Imperialism, Instagram, English Dominance, Local Languages, Marginalization.

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INTRODUCTION

Background of the Study

Language is one of the fundamental aspects of human life. It is not only used for communicative purposes but also to show identity, culture, and power. Currently, English has become a dominant and global language mainly due to the British colonialism. During colonialism, colonizers used to impose English to show their superiority and prestige. It was used in administration, and education, thus it was perceived as a language of power, and status (Phillipson, 1992). After colonialism, the dominance of English continued through globalization, business, global education, diplomacy, science, and internet. But, this dominance is often maintained at the expense of local languages. This supremacy of English at the cost of other languages is defined as linguistic imperialism, a phenomena that creates, and support cultural, linguistic, and structural inequalities (Phillipson, 1992).

In this technological era, Social media platforms such as, Tik Tok, Instagram, Twitter (X) and Facebook has become new settings for exerting linguistic imperialism. Due to the English origins of these platforms, English dominance is exercised through algorithmically instead of directly through policies and education (Bokor, 2018). .About 50% to 60% of the content, website, and features on internet are in English. Thus, English language is more seen, used, and preferred online (Bokor, 2018; Khelf, 2023).

Pakistan's linguistic landscape is complex and multilingual with over 72 languages spoken. Urdu is given the status of national language, while Sindhi, Urdu, Punjabi, Pashto, and Balochi etc. are considered as regional languages; English on the other hand is given a special status of an official language. English is the language of government, education, curriculum, and media in Pakistan, thus carrying colonial legacy, prestige, power, and status specifically among urban and elite population (Pervaiz et al., 2019). This creates debates and discussions around language policies, educational policies, social hierarchies, and national identities (Rahman, 2009; Ali and Rashid, 2025)

The main focus of this study is Instagram, which is known for its features such as mixture of visuals with unique and stylized English. Stylized English, associated with modernity, trendiness, uniqueness and globalization is preferred by influencers on Instagram (Sattar et al., 2024). In Pakistan, urban, and educated population mostly use English in order to show association in today's globally connected world, thus it makes it a crucial site for analysis. The use of English Instagram is seen as a tool for showing sophistication, education, and global connectivity. While, regional languages are often discriminated and used for informal communication or in code-switching (Hafeez et al, 2018). Thus, regional languages are further sidelined by this behaviour, this highlights the way in which linguistic dominance is originated, incorporated and maintained in the technological driven twenty-first century.

Statement of the problem

Despite the country having multilingual landscape, English is dominating content creation and interaction of the users on the platform. This supremacy of English language describes a concept known as linguistic imperialism on digital platforms.

Thus, the aim of this study is to investigate this phenomenon on Instagram in Pakistan. This research seeks to examine how the use of English versus local languages is perceived by Pakistani Instagram users. Furthermore, the reasons and factors that lead towards the preference for English over local languages are also analyzed by this study. Eventually, the impact that English dominance has on the indigenous language's visibility, usage, vitality, representation, and future on Instagram in Pakistan is also analyzed by this study.

Research objectives

1. To analyze the dominant language seen in the Instagram profiles of the participants.
2. To identify the factors that contribute to the preference for English over local languages on Instagram.
3. To examine how the dominance of English marginalize the indigenous languages on Instagram in Pakistan.

Research questions

1. What are the dominant languages seen in the Instagram profiles of the participants?
2. What are the factors that contribute to the preference of English over local languages on Instagram in Pakistan?
3. How does the dominance of English language marginalize the indigenous languages on Instagram in Pakistan?

Significance of the study

The study is significant because it analyzes the perception of English use in comparison with local languages use among Pakistani Instagram users. Also expand our understanding of the factors contributing to language choices.

The study is also significant because it examines the consequences and outcomes of digital linguistic imperialism on Pakistan's aboriginal languages. Additionally, this study aims to encourage and promote the discussions on linguistic diversity, language rights, preservation, and language policies. The findings possess benefits and help for activists and policy makers, who work to promote and preserve, raise awareness regarding the use of local languages.

Scope of the study

The scope of this study is limited to Instagram users that belong to Pakistan and their perspective of using English over local languages in their digital communication. The study centers on Instagram, examining how people choose between languages in the posts, captions, and comments. The scope of this study also lies in its contribution to the broader and open debates and discussions on the linguistic inclusivity, and diversity in online settings, also in offering recommendation for an inclusive, multilingual environment on Instagram and other digital platforms.

Literature Review

In the context of English dominance, linguistic imperialism is one of the most critical issues in sociolinguistics and applied linguistics. It continues the imbalance of power in languages from which English is considered as a superior language than other regional languages and it is decreasing the native linguistic activities. This dominance is the influence of colonial history, globalization and governmental policies which expand the use of English language. The impact of linguistic imperialism on the multilingual countries like Pakistan, where English is used with other regional languages is that English plays a role of medium of instruction, official and dominant language, which decreases the use of other regional languages. According to (González Fernández, 2005) English is not just a source of communication but, it is used in education, jobs and social identity.

Linguistic imperialism refers to imposing a dominant language (often English) on those who speak other languages. This mostly happens due to colonial system and political power. According to Robert Phillipson's definition it emphasizes the sustenance and retention of dominance of a language over the other. He claims that this dominance of language is continued through governmental policies and gives importance to the dominant language in various fields like in education, media, and employment. The dominance of one language over others causes the deflation of other languages within a society. These theoretical frameworks show how excessive

use of English play a vital role in suppression of indigenous languages, and Phillipson called this “Linguicism” means to give more importance to the speakers of the dominant language (Phillipson, 1992)

(Pervaiz et al., 2019) their combined discussions in the field of applied linguistics, highlights that how policies of English language frequently help in maintaining the colonialism. They argued that incorporating English language in the programs like TESOL and ELT is not just about teaching, but it supports the concept of superiority of English over other languages. Their findings addressed that contribution of institutions in continuing the English dominance leads to marginalization of linguistic variety.

Rahman (2020) explains the back story beyond this uneven situation. He figures out that how English language got the importance and being forced to the public during British colonial time to its recent role as a symbol of educated identity, power and a pathway of good opportunities. The findings of this study highlighted how English become the dominant language and used by the government, education and law. Simultaneously, local languages were sidelined and used only in casual settings or personal use.

Bari, Ahmed, and Tabassum (2020) found that globalization and lack of government support have pushed local languages such as Punjabi, Sindhi, and Pashto to the margins. Their interviews showed that the heavy use of English in education and employment threatens cultural and linguistic identity. Similarly, Khanda et al. (2021) studied the Balochi context and observed that young people prefer English for academic and career growth. Their findings show that language change in Pakistan is shaped by social and institutional systems that favor English over regional languages. Empirical studies and findings of Sattar, Farooq, and Khalil (2024) confirm this dominance. They conducted a survey of Pakistani’s and noticed a consistent perception that English dominant Urdu in various fields like, education, government and business. Participants acknowledged that in this modern world and professional settings emphasize English, and who are not able to communicate in English they mostly labeled as “less educated”.

In the era of digitization, the inequality is even stronger. Bokor (2018) identified that most of the content on internet in English language, which is beneficial for native English speakers but it creates difficulty for those who are less proficient.

In the study of Latip-Yusoph (2016) found that in the Philippines, Meranaws people used English on Facebook for being educated and for social status, showing how functions of English works as a status language within contexts. With the advancement in digital platforms, this structure has only strengthened. Kamran and Mansoor (2017) claimed that, especially students of private schools mostly preferred English on Facebook, as it is most dominant language. English also preferred on twitter too, it continue predominant and code switching usually starts with English (Jamali et al., 2022). These results show that English Urdu division is greatly reflected in Pakistan and maintained by social media.

Research Gap

A number of studies focus on the English dominance, but there is less research on how young Pakistani users use language on Instagram. Most previous researches have done on the platforms like Facebook or Twitter but did not analyze Instagram as a place for self-expression and identity. Limited research has focused on the complete absence of regional languages online like Sindhi, Balochi, and Siraiki. Previous findings mostly discuss use of English in education and society but do not reveal how people’s perceptions and choices, the algorithm of platform itself affects the use of language. This study examines Instagram profiles and conducting interviews to fulfill these gaps, revealing how users help English to stay as dominating language while other local languages lose their identity online.

Methodology

According to the nature of this study, a qualitative methodological triangulation was utilized. The methodological triangulation merges netnography (a type of online ethnography that observes online behaviors and communities) with semi-structured interviews. The methodological design is inspired from Latip-Yusoph (2016) but extends its scope to understand the causes which led towards the dominance of English.

Research Design

A qualitative research design combining netnography and interviews is used by this study. Netnography was given by Kozinets (1995), he described netnography as a kind of ethnography in which online behaviors, patterns, and communities are studied. Thus, netnography allowed for a more comprehensive understanding of languages used on Instagram.

But, netnographic data solely was inadequate, so, semi-structured interviews are designed to complement the netnographic data. The validity of this study will be enhanced by the methodological triangulation.

THEORETICAL FRAMEWORK

Robert Phillipson's concept of linguistic imperialism guided this research and served as the main theoretical framework. In 1992, Robert Phillipson described the complex phenomenon of linguistic imperialism as the dominance of one powerful language (English) over other languages. He used this phenomenon to describe that the dominancy of English, and English is imposed implicitly via educational systems, policies, business, science, and technology.

Population, sampling technique, and sample size

The population of this study comprised the regular and active Instagram user among the undergraduate students that are currently enrolled in the Begum Nusrat Bhutto Women University, Sukkur (BNBWU). A convenience sampling was used by study for population selection. A total of twenty (20) students from BNBWU were selected for the data collection for the research.

Data Collection Methods

Platform selection

Instagram serves as the central platform for research by this study. The reason behind selecting Instagram is that the target demographic actively uses this platform. And because of its Unique features, such as combinations of visuals with text, Stories, Reels, comments and Posts provide diverse content that offers variations of language use in different context

There were two phases in which data collection was carried out. First, netnographic observation phase was done, and then semi-structured interviews were conducted

Netnographic Observation:

The first phase involved netnography. This phase involved observing the 20 participant's Instagram profiles from May to September 2025. The language used by participants in the captions of the posts, and stories, and comments during the observational period were focus of this study. This involved examination of posts entirely in English or Urdu) and multilingual or code-mixed posts and posts in regional languages (Sindhi, Punjabi, Balochi etc.). A total 100 posts were selected from the profiles of 20 participants as a sample for the research. Only original, consumer-generated and organic content, was selected, and eliminating the content that was shared or reposted the accounts of others, and also the posts containing only of emojis or visuals without text. A digital database was created that contained the compiled data collected from Instagram caption of posts, and stories.

Semi-Structured Interviews:

The second phase is semi-structured interviews. Semi-structured interviews were conducted to complement the netnographic findings. A total of 20 semi-structured interviews were conducted

for this research. The interviews lasted for approximately 10-15 minutes. By the permission and consent of participant, interviews were audio-recorded. To analyze the interviews, these audio-recordings were then transcribed verbatim.

Data Analysis Techniques:

For analyzing the data, Creswell’s 2016 qualitative data analysis model was utilized. The netnographic data, assembled posts, and comments were coded firstly, and quantified later. Coding involves categorization of every unit on the basis the type of languages used (e.g., only-English, only-Urdu, only-regional languages, Code-mixed etc.). After codification, simple counts and percentages were given based on the coding, this step was done manually. The analysis of Interviews was done by using thematic analysis following a process given by Creswell, 2016.

Lastly, the integration and interpretation of the findings drawn from the netnographic observation of Instagram profiles and interviews were done. By the help of this data triangulation research questions and problem were answered.

Ethical Considerations

Ethical considerations were highly and carefully maintained throughout the research process. The consents of participants were obtained, the participants were informed about the purpose of the research and also that their Instagram profiles will be observed and the interviews will be audio recorded only for research purposes. The protection of the identities of the participants was the utmost consideration. Participant’s identities including the real names, usernames, and Instagram handles of their profiles were either removed, or blurred in the dataset, transcripts, and final research. Any picture, screenshot, interview statements used in the research was anonymized. This assures complete anonymity and confidentiality. Participants were made aware about their participation in this research is completely voluntary.

Limitations

While the study was carefully planned and designed, still some limitations are admitted by this study. First the sample is specific to a particular (female) gender and university, thus its findings cannot be generalized to a larger population. The perceptions and practices of the population (20 students at BNBWU) selected for this study cannot define the perspectives of whole Pakistani Instagram consumers.

This study is specific to Instagram, thus, the choices, and experiences might vary on other platforms such as Facebook, Twitter (X), and Tik Tok etc

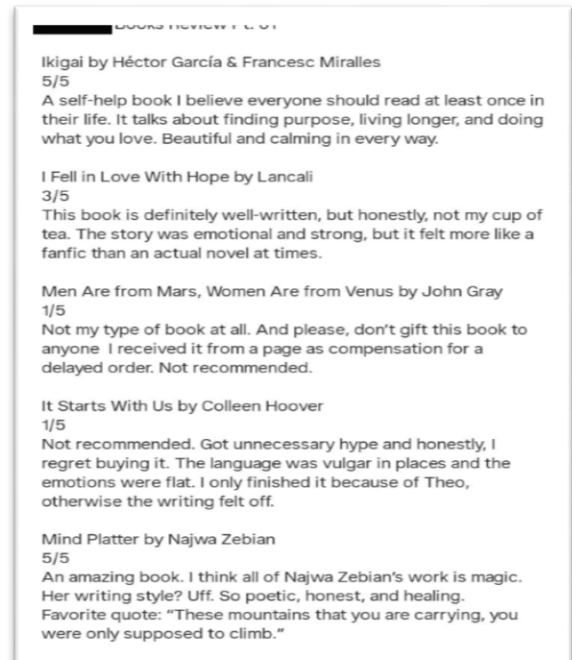
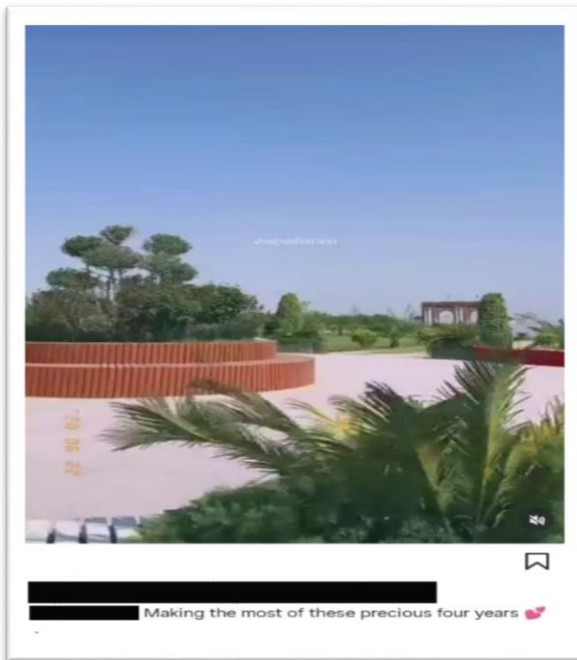
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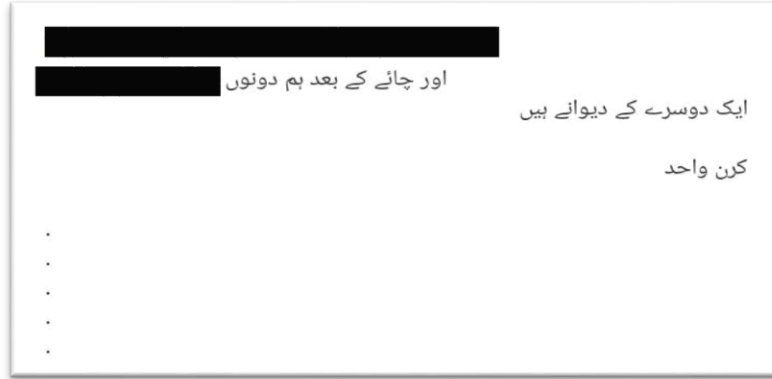
Frequency and Percentage of languages used in Instagram Captions/Posts/Stories/Comments

Language category	Number of use in captions of posts/stories/comment	Percentage of use
Entirely in English	76	76%
Entirely in Urdu	13	13%
Mixture of Urdu and English (code-mixed)	11	11%
Sindhi or other local languages	0	0%
Total	100	100%

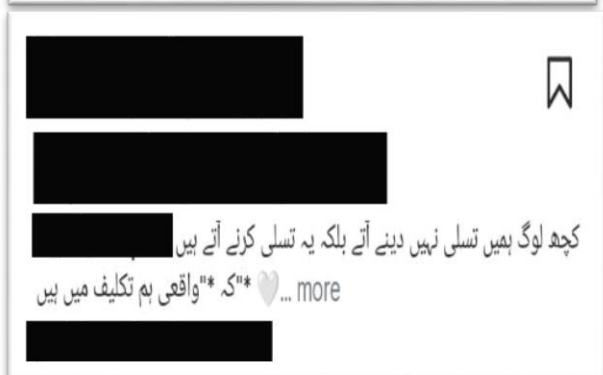
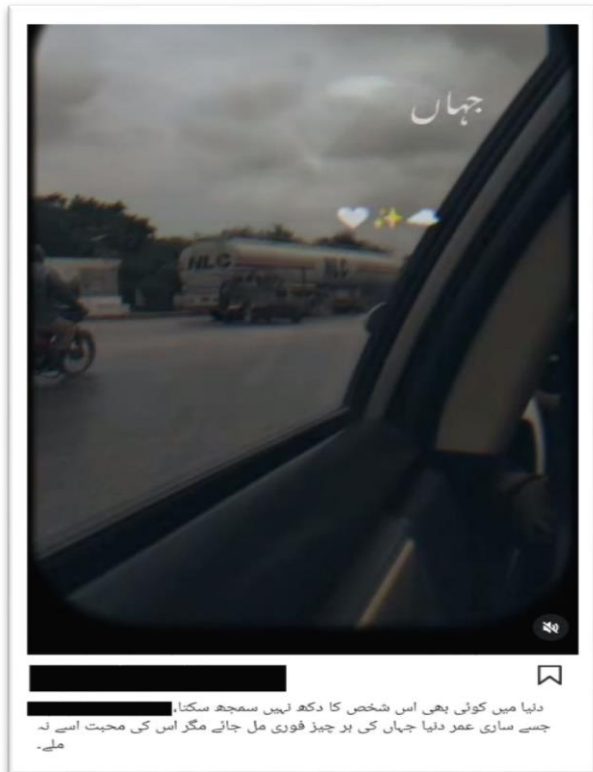
The supremacy and dominance of English language is revealed from the Instagram profiles of the participants. About 76% of the posts, majority of the posts were written in English as shown in Table 1. Thus, a strong and powerful preference and fondness for English is highlighted.

Meanwhile, Urdu being the national language was used only in 13% of the total posts, indicating infrequent and less use. Additionally, the phenomenon of code-mixing (combination of two or more languages) was seen in the 11% of the total posts.





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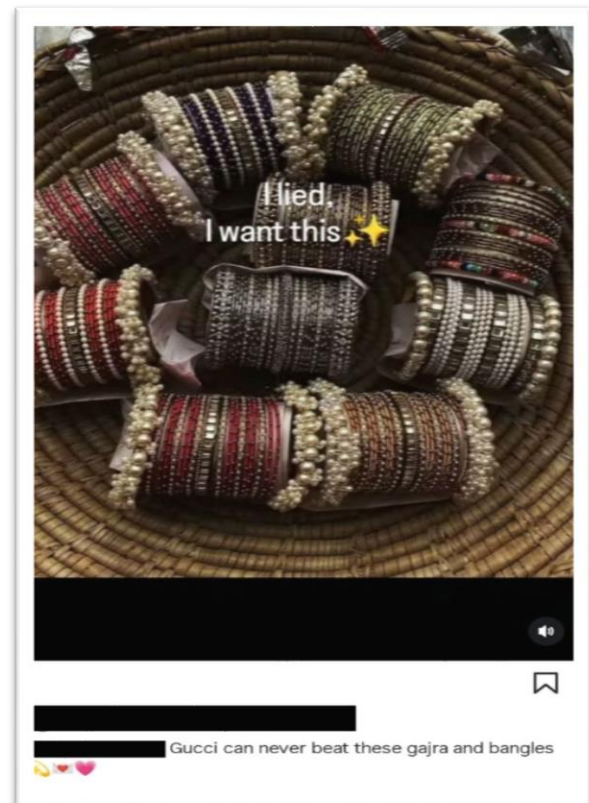


Most shockingly, the analysis revealed a shocking 0% use of regional and local languages such as Sindhi, Pasto, Balochi, and Punjabi in the captions, comments, content of posts. Hence, marginalization, and discrimination of local languages on Instagram is shown by this complete invisibility and absence, in spite local languages being the mother tongues of many participants.

Thematic Analysis of Interview Responses

This section describes the thematic analysis of interview data. Several themes were generated from the transcript of interviews, these themes describes the language choices, perceptions, and perspectives of participants. Through these themes, netnographic data was complemented and deep social and psychological reason behind these linguistic hierarchies were also revealed.

Theme 1: English as a Global Medium



The main reason given by the participants for using English online is its status of being global communication medium, and its ability to reach to audiences worldwide. English is seen as the universal, global, and neutral medium for communication that surpasses the language barriers.

Participant 2, “the main reason is that it feels more common and accepted most of the content I see from famous people and brands is in English or Urdu so I use it to fit in and make sure everyone can understand me”

Participant 9, “i mostly use English on Instagram because it is widely understood and makes my posts more engaging and allows me to connect with a broader audience”

This perspective was expressed by many participants who feel that using local languages in Instagram postings would limit their reach to wider audiences.

Theme 2: English associated with Modernity, Prestige, and Education

English was connected with trend, modernity, prestige, higher class, status, and education, intelligence, and respect by the participants. They expressed that English makes them feel

sophistication, professionalism, and intelligence and educated in online interactions.

Participant 20, *“people are hesitant to use their native language on Instagram because they think speaking English makes them seem more intelligent and educated”*

Participant 3, *“in my POV people feel less confident and they might think that Urdu Sindhi language can make them look uneducated”*

Participant 8, *“many people feel that native languages may not appear as modern or trendy because English is associated with education professionalism and prestige so people avoid their mother tongue to gain acceptance and visibility”*

Hence a perception is created that pressurize people to use English, so that negative judgments and mocking could be avoided.

Theme 3: Lack of Confidence and Perceived Devaluation of Local Languages

While English is being confidently used by the participants, local languages are avoided to because of lack of confidence and fear of devaluation and judgments in using them. The perception that the content written in regional languages doesn't get the reach and engagement online, and it is ignored and undervalued. Hence, English is being preferred for interactions on Instagram.

Participant 1, *“when it comes to other local languages like Sindhi Balochi or Saraiki then Yess confidence does get affected because we feel we won't be valued the same way same reasons I mentioned above also apply here like I'm Sindhi myself but I avoid using Sindhi in my posts because of those factors”*

This often resulted in a preference for English over their true mother tongue as noted;

Participant 2, *“I feel more confident when I post in English it feels safer because it is the language everyone uses online if I post in my local language I sometimes feel shy or worry that my friends and family will find it funny or not professional”*.

Participant 3, *“we feel more confident while using English using local language makes us feel inferior”*

This supports the 0% use of local language and absence in Instagram content as revealed by netnographic analysis.

Theme 4: Adaptation to Online Trends and Resulting Language Shift

Many participants revealed that in order to follow the trend, and influencers online, they change and adjust their language style. This is done by the cooperation of slangs, abbreviations, acronyms, neologism in their language use. Thus, adaptation of these trends in everyday language use, results in language shift, which possess serious risk for local languages.

Participant 17, *“yes I have sometimes I switch to English phrases slang or even mix local language with English just to sound more relatable and modern”*

Participant 18, *“sometimes I switch to English words or captions to match trends it helps in getting more likes and fitting into global styles”*

Another described the unconscious nature of this shift:

Participant 9, *“i sometimes use English slang hashtags or even mix English and Urdu just to align with trends as it helps increase visibility and engagement”*

This shows how powerful and influential social media especially Instagram is and how it can shape linguistic choices.

Theme 5: Code-Mixing and Linguistic Hybridity

Code-mixing is one of the frequently used phenomena in online interactions. It is depicted as the habitual and unconscious behavior of blending, and mixing the words and phrases of English language into Urdu or local languages and vice versa by the participants. This was defined as the unconscious outcome of globalization, and digital language usage.

Participant 19, *“the growing use of English affects my ability to communicate in Sindhi Saraiki*

or Urdu I now unintentionally use English words when speaking these languages and I sometimes have to repeat myself if I think the other person may not understand This affects my ability to communicate fully in one language and promotes code-mixing”

Participant 1, “bilkul growing use of English has definitely affected my use of local language for example: when I talk in Sindhi i end up using English words & slangs in between again and again which honestly feels like a Toheen to my Sindhi language and even in Urdu speaking or writing we mix English unconsciously so I don’t think people use local languages anymore without at least one English word for me it feels almost impossible nowadays from what I see”

Participant 14, “many times I use English phrases hashtags, and even a mix of English with my native language because that is how most influencers post”

This indicates that local languages are no more spoken without the hybridization and mixture of English.

Theme 6: Concerns Regarding Cultural and Linguistic Preservation

Majority of the participants have shown concerns and hesitance for the long-term impacts of such behaviors and the English dominance on the local languages. They acknowledged this behavior and dominance as a threat and hazardous for the visibility of their mother tongues and social and cultural identities.

Participant 2, “this is dangerous because over time we might forget the beautiful words and expressions of our own language.”

Participant 17, “the dominance of English online reduces the frequency and pride in using local languages this can weaken cultural identity and reduce the richness of native expressions in digital spaces”

Participant 6, “local languages may be spoken less especially among younger generations leading to a decline in their use over time this can weaken cultural identity and traditions tied to those languages”

This shows the awareness of side of using English more than local languages by the participants.

Theme 7: Systemic Marginalization of Local Languages in Digital Spaces

The marginalization of indigenous languages Pakistan’s digital sphere especially Instagram is highlighted by this theme. A number of factors are behind this such as algorithm biasness, the perception of English as the language of modernity, education, trend, and status, perceived devaluation of indigenous languages, and internal linguistic shame. These factors collectively work the lessen the visibility, use, and presence of regional languages on Instagram, and to create a perception of judgment when using mother tongues, thus it results in disappearance from private and public use. This also results in loss of cultural identity, and traditions connected with these languages.

Participant 2: “when we use English more online we slowly use our local languages less we start thinking and expressing ourselves more in English”

Participant 6: “local languages may be spoken less especially among younger generations leading to a decline in their use Over time this can weaken cultural identity and traditions tied to those languages, as people shift towards the more prestigious or useful global language”

Participant 14, “Younger generations in particular prefer English because it seems more modern global and linked to higher social status which makes them neglect their native language over time this reduces the visibility and usage of local languages online making them appear less important or less valuable in digital spaces”

Discussion

The findings of this study have shown that university students of Pakistan majorly use English language while interacting and communicating on Instagram. Netnographic observation of

Instagram profiles of 20 young female students at BNBWU Sukkur revealed that 76% of content in posts and captions was written in English, while Urdu was used in 13% of posts, captions, and comments, code-mixing was used in 11% of content, apparently, 0% was usage of local languages, so languages like Sindhi, Punjabi, Pashto, etc. were entirely absent and missing from content. Also from themes, it is proved that English is preferred for its prestige, and global connection. Thus from the findings, it is evident that on digital spaces specially Instagram the linguistic inequalities, and hierarchies carrying colonial legacy still exist. Robert Phillipson (1992) described that association of English with colonial history education, confidence, and trendiness, are the reasons for its dominance, and power. Participants felt difficult to use their local languages on online posts, even though they are from multilingual backgrounds, and linguistic diversity. Sometimes to reveal social identity, users mix English with Urdu or regional languages. Some also showed fear and concerns for the elimination of aboriginal languages, attachment to culture, traditions, and linguistic identities. Overall, dominance of English reveals deeper colonial power structures that still persist in the form of digital linguistic imperialism and continues on Instagram because of algorithm and platform's preference and biasness towards English and user's aim to reach wider audience.

The findings indicate a strong preference for English on Instagram, with native languages completely absent from participant's profiles. This aligns with Phillipson's concept of linguistic imperialism, where English is seen as the most natural language for global communication. The results also support Bokor's (2018) view that English dominates the internet, as digital platforms reinforce its visibility. This suggests that colonial language hierarchies now operate through digital spaces rather than formal institutions.

Interview data explains why users favor English over local languages. Participants associated English with education, modernity, and confidence, supporting Sattar et al.'s (2024) claim that Instagram links English to higher social status. Similar to Hafeez et al. (2013), participants believed English posts gain more attention and reach wider audiences, which further strengthens its dominance.

Social pressure also created language choices. Some participants avoided the use of Urdu or regional languages due to fear of being judged as uneducated or unprofessional. This reflects the internalization of linguistic inequality, where English functions as a marker of social recognition while local languages remain marginalized in online spaces.

To summarize, the study highlights that English has become the preferred language for self-expression among Pakistani Instagram users, reflecting the continuation of colonial language hierarchies in digital spaces. English is favored due to its links with modernity, prestige, and global reach, leading to the exclusion of local languages from online platforms. Participants were aware that this preference may marginalize indigenous languages and weaken cultural identity, but felt pressured to conform. Overall, the dominance of English on Instagram is sustained through platform design, trends, and social perceptions of status.

CONCLUSION

This study researched linguistic imperialism on digital spheres and its impact on indigenous languages by the examination of dominance of English on Instagram. This study is guided by Robert Phillipson's (1992) theory of linguistic imperialism. Further, this study utilized netnographic observation of language use in posts, caption, stories, and comments on Instagram profiles of participants, the netnographic observations were facilitated by semi-structured interviews. Thus, in this way, the frequency of English domination and the factors contributing to it were examined. Findings revealed that 76% of total were written in English, while 13% in Urdu,

11% were in code-mixing, while 0% of posts were found in regional and local languages, indicating total absence of regional languages in Instagram content of participants.

Thematic analysis of interview data revealed that English is preferred for digital interaction because of its global reach, association with education, trendiness, and prestige. This highlights the linguistic order and hierarchies. This leads to the fear of linguistic devaluation, insecurity while posting in local languages.

To conclude, the dominance of English is not coincidental, rather it is an outcome of historical and digital power dynamics. In this technological era, social media platform became a new area for exerting linguistic imperialism. The study emphasizes inclusion towards local languages on digital platforms, and discussions about language rights, power, in order to preserve all minor and regional languages around the world,

Recommendations for Future Studies

Future studies can be built by using present study by investigating several unexplored areas. There is a need for longitudinal studies to study the long term impacts of English dominance on local languages, culture, and linguistic diversity on social media. Another major areas is the comparative study of language choices and use on various platforms such as: Twitter (X), Facebook, Tiktok, and Threads etc. this will reveal how different platform react to the dominance of English.

Furthermore, the way different social demographics (gender, age, class, education etc.) shape their language choices and use languages on social media should be considered by future studies. Additionally, future searches should analyze the role algorithm and platform design in enforcing linguistic imperialism and English dominance.

Lastly, studies on the challenges faced by local language users, influencers, and content creators should be done. By exploring these areas, a comprehensive understanding of digital sphere in Pakistan will be achieved.

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