



## HYBRID LANGUAGE AND LINGUISTIC INNOVATION IN SOCIAL MEDIA ACTIVISM: A SYSTEMATIC LITERATURE REVIEW

*Faisal*

*M.Phil. Scholar, Riphah International University, Sahiwal*

*Email: [ageo143@yahoo.com](mailto:ageo143@yahoo.com)*

**Dr. Sibtain Aslam**

**Corresponding Author**

*Assistant Professor, Riphah International University, Sahiwal*

*Email: [sibtain.aslam@riphahsahiwal.edu.pk](mailto:sibtain.aslam@riphahsahiwal.edu.pk)*

### **ABSTRACT**

*Social media activism is one of the central spheres of modern political activities where hybrid and innovative linguistic practices develop collective voice, identity, and mobilization. Although the antecedent scholarship has explored digital activism and sociolinguistic transformation, there has been an empirical gap in exploring the systematic functioning of linguistic hybridity on various milieus and platforms of activism. The current query will be used to fill this gap by carrying out a Systematic Literature Review (SLR) based on the PRISMA framework, thus synthesizing the empirical results of 36 peer-reviewed articles published in 2020-2026. The review synthesizes sociolinguistic and theoretical communication approaches to challenge the practices of translanguaging, code-switching, multimodality, hashtag activism, and meme-driven discourses on such platforms as Twitter/X, Instagram, TikTok, and YouTube. Thematic synthesis produces four major patterns: (1) hybrid linguistic practices enable identity performance and collective alignment; (2) linguistic innovation deepens affective engagement and visibility; (3) platform affordances regulate the diffusion and normalization of activist discourse; and (4) structural inequalities limit expressive agency despite manifest linguistic creativity. Results show that the language hybridity in social media activism acts as a means of discursive power, which mediates the political activities in networked publics. This piece of writing adds a synthesizing analytical framework that places linguistic innovation as a major booster of digital activism, but provides a synthesis of analytical rigor to inform future transdisciplinary research.*

**Keywords:** *Systematic literature review; Social media activism; Linguistic innovation; Hybrid language practices; Translanguaging; Digital discourse; Hashtag activism; Multimodality; Political participation*

### **1. INTRODUCTION**

Digital platforms have radically restructured the terrain of activism by shifting the processes of political ideas, identities, and resistance, as well as modes of expression and circulation. It is against this background that social media activism is characterized by rapid dispersion and networked mobilization, as well as dynamic linguistic practices that do not adhere to traditional norms of linguistic activity. (Imran & Raza, 2023). Activists are also using much more hybrid forms of language, including code switching, translanguaging, and multimodal discourse, and adopting new forms of linguistic action, like neologisms, hashtags, memes, and creative orthography. (Fife et al., 2023). These speech acts serve as a means of increasing visibility, establishing solidarity, and gaining ideological location in digitally mediated publics. As a result, the language has become one of the key analytical prisms of understanding the modern social movements in the sphere of online spaces.



The current sociolinguistics, discourse study, and digital media research predict the growing significance of linguistic hybridization and innovativeness in the context of social media activism. (Ali, 2023). Hybrid linguistic strategies provide the means to activate the identity, inclusiveness, and resistance that transnational and multilingual environments, whereas linguistic innovation facilitates the meaning-making processes at the affordances of particular platforms. (Arshad et al., 2025). Digital social worlds promote brevity, innovation, and visibility of algorithms, and, to achieve the greatest engagement and mobilization, activists resort to the manipulation of language in a strategic way. (Bari, 2025). As a result, linguistic forms used in digital activism are typified by fluidity, flexibility, and strong interconnection with technological structures. Although increasingly the subject of scholarly attention, extant research remains classified according to disciplinary lines and more often according to individual movements, languages, or regions.

Even though a significant body of literature studies the use of language in online activism, the field lacks a synthesizing and integrative structure that explains the role of hybridization and linguistic innovation working together under social media activism. Earlier studies tend to use similar notions, including code-mixing, translanguaging, and digital creativity, incoherently in terms of theory and methodology. Furthermore, empirical evidence is disjointed, providing a weak comparative understanding across platforms, language use, and the goals of activists. Such discontinuity impedes the ongoing building of cumulative knowledge and a blurring of generalizations of how linguistic practices are shaping digital activism. Lack of a thorough and systematic literature review, then, is a massive gap in the existing research.

### 1.1 Research Objectives and Questions

The main aim of the research is to perform a systematic literature synthesis on the existing literature on the topic of hybrid linguistic practices and linguistic innovation in social media activism. Namely, the review aims at

- (i) Outlining prevailing theoretical and methodological approaches.
- (ii) Determining common patterns of language and how they are deployed with the purpose of digital activism.
- (iii) Highlighting major limitations and future research perspectives of the field.

In the achievement of these objectives, the research is informed by the following research questions:

- **RQ1:** How are hybrid linguistic practices conceptualized and analyzed in studies of social media activism?
- **RQ2:** What forms of linguistic innovation are most commonly employed across digital activist contexts?
- **RQ3:** What gaps and methodological limitations characterize existing research on language and social media activism?

## 2. BACKGROUND AND RELATED WORK

The following section presents the current study in the context of the available literature on social media activism, hybrid acts, and linguistic innovation. The review does not see these areas as isolated strands, but in fact, it previews their conceptual intersections and shows the role language plays as one of the core resources of digitally mediated activism.



### **2.1 Social Media Activism as a Linguistic and Discursive Practice**

The social media activism has also been conceptualized as a way of discursively constituted collective action, where political action is enacted using language, symbols, and stories circulating on the internet. (Imran & Raza, 2023). According to scholars, online activism is heavily based on some discursive practices, including framing, telling stories, and expressing emotions that mobilize the participants and keep them going. (Nau et al., 2023). In contrast with the old types of activism, social media activism is inbuilt into networked spaces, whereby visibility, circulation, and participation are closely interwoven with communicative practices (Zur & Hatuka, 2023). Therefore, language does not just exist as a tool of communication, but rather as a process where political identities and shared meanings are in a process of constant production and negotiation.

### **2.2 Hybrid Linguistic Practices in Digital and Activist Contexts**

In sociolinguistics, there is a growing interest in hybrid forms of linguistic practice, such as code-switching, translanguaging, and multilingual mixing (especially in digitally mediated communication) (Showden et al., 2025). Online spaces allow a free flow of movement across linguistic borders that allows users to access a variety of linguistic and semiotic resources contextually. Such hybrid practices are regularly strategically used to index authenticity, inclusivity, and resistance, in particular, among transnational, marginalized, and diasporic communities. (Jiang, 2023). By activating the heterogeneous audiences but retaining the local relevance, such practices enable activists to increase the scope and influence of the activist messages.

### **2.3 Linguistic Innovation in Social Media Communication**

The study of linguistic innovation in social media has been approached with a significant amount of research, which concentrated on the appearance of new communicative resources, including hashtags, memes, emojis, abbreviations, and platform-specific vernaculars. (Rahmatdildaevna Kurmanbekova et al., 2023). Such innovations are directly associated with technological affordances, such as character constraints, algorithm indexing applications, and multimodal interfaces. Linguistic innovation in the context of an activist plays significant discursive roles: hashtags help to coordinate collective discourses, memes allow for criticism and satirization, and emojis offer emotional coloring and positioning. (He, 2024). Collectively, these characteristics allow reducing intricate political communication to very shareable and emotionally motivational formats that make it easier to spread and engage in the long-term.

### **2.4 Platform Affordances and the Shaping of Activist Language**

Platform studies inform research that shows that platform affordances and constraints influence linguistic practices in social media activism. Various platforms favour different communicative practices, which shape the way activism is verbalized. (lasade-anderson & Sobande, 2025). The text-based platforms promote conciseness and hashtag conversations, whereas visually-based platforms promote multimodal and semiotically blended expressiveness. (Li et al., 2024). These affordances do not simply influence the linguistic decisions but also organize the participation, visibility, and engagement. Activist language, therefore, is not merely defined by personal communicative intentions, but it is created in the interplay between user agency and platform architecture.



## 2.5 Language, Power, and Inequality in Digital Activism

Critical scholarship points to the fact that social media activism has a structural context of power and inequality, within which the voices that are listened to and legitimized are determined. Even though digital platforms are usually presented as creating space for democracy, studies show that the dominance of ideologies of language and governance through algorithms is inclined to support the standardized and dominating languages in the world. (Mukherjee & Alapati, 2025). This relationship may marginalize vernacular, minority, and non-Western language practices, even in activist movements, which aim to achieve social justice. (Imran & Raza, 2023). Simultaneously, hybrid and innovative language-related practices serve as resistance and allow activists to oppose mainstream discourses and establish alternative identities and worldviews.

## 2.6 Research Gap

Although interest in the use of language in social media activism has increased, there are some notable gaps in the literature. To begin with, the current literature often addresses both the topic of hybrid linguistic practices and linguistic innovation as independent entities, in which these two concepts are only intermittently integrated into a single analytical system. Second, a large part of the research is dispersed among platforms, movements, and disciplinary lines, producing disrupted discoveries instead of cumulative knowledge. Third, systematic literature reviews synthesizing empirical and theoretical studies on the issue of language in social media activism are still found to be lacking significantly. Lastly, the relationship between language use, platform qualities, and power relations has not been studied extensively in various sociopolitical and linguistic settings. In order to fill these gaps, the current research uses a systematic literature review guided by PRISMA to integrate the recent literature on the topic of hybrid linguistic practices and linguistic innovation in the context of social media activism. Using a combination of sociolinguistic, digital activism, and platform-based approaches, the paper offers a fully-fledged and theoretically-based insight into the role of language as a focal point of contact within digital politics.

## 3. METHODOLOGY

This study uses a Systematic Literature Review (SLR) to review literature on the topic of hybrid language practices and linguistic creativity in social media activism. The review is conducted in accordance with PRISMA (Preferred Reporting Items to Systematic Reviews and Meta-Analyses) guidelines to be able to make the process methodologically transparent, rigorous, and reproducible. The PRISMA framework assisted in every step of the review process, such as literature identification, screening, eligibility assessment, and qualitative synthesis.

### 3.1 Review Design and Protocol

A review protocol was put together before data collection to reduce the possibility of selection bias and improve consistency. The protocol stipulated the aim of the research, search plan, inclusion and exclusion criteria, and the methods of analysis. To adhere to the PRISMA guidelines, the review followed four consecutive steps, namely identification, screening, eligibility, and inclusion, which were reported to give a clear description of the decision-making in the course of the review.

### 3.2 Data Sources

The literature review has been carried out in the large academic databases, which have been recognized to have high-quality research in the fields of linguistics, communication, and digital media studies. These were Web of Science, Scopus, and Google Scholar. The databases were



sampled to ensure that there would be a wide coverage in disciplines and that the databases were academic. Peer-reviewed journal articles were taken into consideration because only high reliability and scholarly relevance of the studies were required.

### **3.3 Search Strategy**

A detailed search plan was used in a mix of keywords and Boolean operators. The key search terms included social media activism, digital activism, hybrid language, code-switching, translanguaging, linguistic innovation, hashtags, memes, and digital discourse. Depending on the database, search strings were modified to the database syntax. The search was restricted to 2020-2026 because it was necessary to follow current trends in the research of digital communication and activism.

### **3.4 Inclusion and Exclusion Criteria**

Studies were included if they met the following criteria:

- (i) Focused on social media-based activism.
- (ii) Examined hybrid linguistic practices and/or linguistic innovation.
- (iii) Employed qualitative, quantitative, or mixed-methods approaches.
- (iv) Were published in English in peer-reviewed journals.

The exclusion criteria were that a study should not be focused on offline activism, it should not deal with social media alone and not through linguistic analysis, it should not be in the form of an editorial or book review, and also, it should not be without enough methodological description. There were duplicate records that were eliminated in the screening.

### **3.5 Screening and Selection Process**

The search of the databases initially gave many records, which were filtered in several phases. Initial screening was done in terms of titles and abstracts to filter out those studies that were obviously irrelevant. The rest of the articles were subjected to full-text evaluation to determine the relevance of the articles and the quality of the methods used. After this procedure, 36 studies were identified to fit all inclusion criteria and were carried on to qualitative synthesis. The overview of the selection process is presented in Figure 1 (PRISMA Flow Diagram).

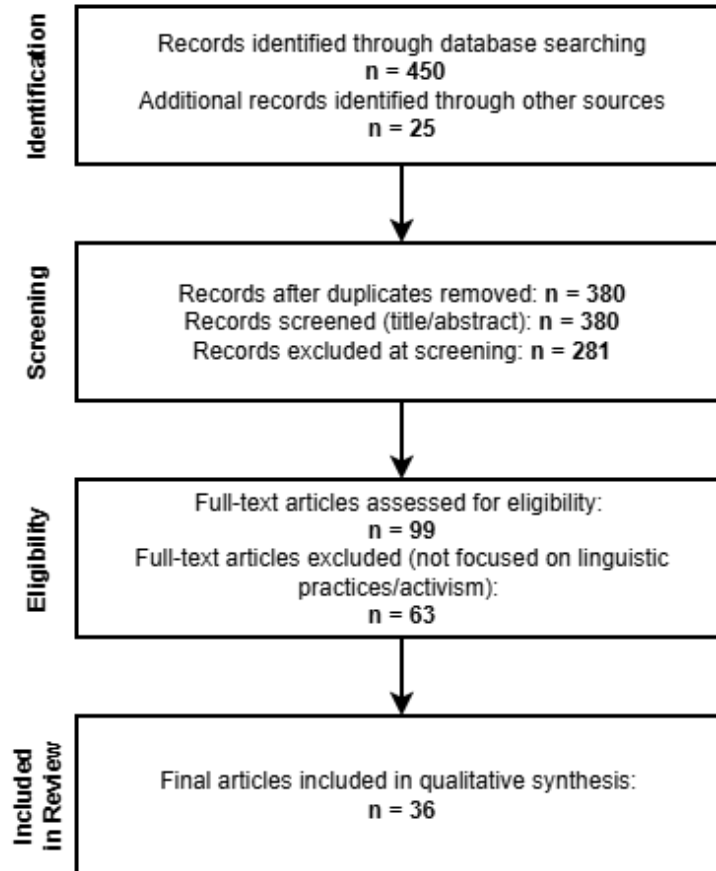


Figure 3.1 PRISMA Flow Diagram

### 3.6 Data Extraction

A standardized coding framework was utilized to extract the data so as to have uniformity in the studies. Among the extracted information, there were publication information, research context, platforms under investigation, linguistic focus, theoretical framework, data type, methodology approach, and key findings. This systematic derivation made it possible to compare a wide range of studies.

### 3.7 Analytical Approach

Thematic synthesis was used in the review to combine the results of the studies that were included. In this method, the process of coding was done repeatedly in order to discover common concepts and trends concerning hybrid linguistic practices and linguistic innovation. Constant comparison was then made to group codes into higher-order themes. The last themes capture generic analysis trends within the research, though maintaining variations in context. Section 4 provides the results of this synthesis and is accompanied by thematic summary tables.



#### 4. Results and Findings

After the screening procedure based on the PRISMA principles, 36 studies were included to qualify for the synthesis of the qualitative research. A thematic analysis was then carried out to identify common trends in the conceptualization and empirical analysis of hybrid linguistic practices and linguistic innovation in the context of social media activism. There were four analytically different, but interconnected themes on platforms, movements, and approaches to methodology.

##### 4.1 Hybrid Linguistic Practices and Collective Identity Formation

Hybrid linguistic practices, namely, code-switching, translanguaging, and multilingual mixing, are also found in all the reviewed literature as the paramount way to build activist identities and promote collective alignment. Through these, the activists can represent their experiences with reference to the locality and at the same time reach transnational audiences. Instead of being incidental phenomena, the hybrid language use is described as a purposeful sociopolitical practice indexing authenticity, solidarity, and resistance, especially in the marginalized and youth-based movements.

Table 3.1 Hybrid Linguistic Practices and Their Activist Functions

Linguistic Practice	Primary Function in Activism	Evidence Base (Representative Studies)
Code-switching	Identity positioning, authenticity	(Cortés-Ramos et al., 2021; Darvin & Hafner, 2022; Hasan & Benny, 2025; Hultgren & Molinari, 2022; Lovett, 2022; Macleroy et al., 2024)
Translanguaging	Inclusion, resistance to norms	(Darvin & Hafner, 2022; Fatima et al., 2025; Ho & Tai, 2024; Hultgren & Molinari, 2022; Oliveira et al.)
Multilingual discourse	Global–local mediation	(Aiseng, 2024; Ho & Tai, 2024; Hromko; Macleroy et al., 2024; Stamou, 2023; Tacchi, 2020)
Hybrid semiotic forms	Community bonding	(Darvin & Hafner, 2022; Fatima et al., 2025; Literat & Kligler-Vilenchik, 2023; Postill, 2024)

##### 4.2 Linguistic Innovation as Discursive Mobilization

The second theme concerns the issue of linguistic innovation in the reorganization of activist discourse. Empirical research records the role of hashtags, memes, emojis, and platform-specific vernaculars that align with the definition of discursive technologies that reduce the complexity of political meanings to shareable forms of discursive technologies that are affectively charged formats. Hashtags, especially, are organizing tools that make scattered manifestations into recognizable shared stories. Therefore, language innovation can be used to mobilize through increased visibility, coherence, and affect.



Table 3.2 Forms of Linguistic Innovation and Discursive Roles

Innovative Form	Discursive Function	Dominant Platforms	Key Studies
Hashtags	Framing, aggregation	Twitter/X	(Bennett & Segerberg, 2023; La Rocca, 2020; Machado et al., 2023; Nghipondoka, 2020; Postill, 2024)
Memes	Humor, critique, persuasion	Instagram, Reddit	(Abidin; Alalem, 2023; Azeema & Ansari, 2025; Moreno-Almeida, 2021)
Emojis	Affect and stance-marking	Instagram, TikTok	(Cho & Kim, 2025; Literat & Kligler-Vilenchik, 2023; Machado et al., 2023)
Textisms	Brevity and virality	Twitter/X	(Aiseng, 2024; Hromko; Stamou, 2023; Uktamovna & Shuxrat, 2025)

#### 4.3 Platform Affordances and Linguistic Configuration

The synthesis means that the language practices in social media activism are co-built using platform affordance. Text-based platforms favor condensed linguistic expressions and hashtag-based communication, and visually oriented platforms favor multimodal and semiotically hybrid expressions. Not only do these affordances determine the way activism is articulated, but they also affect the patterns of participation and the circulation of messages.

Table 3.3 Platform Affordances and Dominant Linguistic Patterns

Platform	Salient Affordance	Dominant Linguistic Features	Supporting Studies
Twitter/X	Character limitation	Hashtags, lexical compression	(Bennett & Segerberg, 2023; Nghipondoka, 2020; Stamou, 2023; Uktamovna & Shuxrat, 2025)
Instagram	Visual primacy	Text-image hybridity	(Abidin; Azeema & Ansari, 2025; Cho & Kim, 2025; Yepez-Reyes et al., 2023)
TikTok	Audio-visual storytelling	Multimodal discourse	(Literat & Kligler-Vilenchik, 2023; Supriyadi & Makatita, 2025)
Multi-platform use	Cross-platform circulation	Hybrid linguistic repertoires	(Bajde et al., 2024; Jiang, 2023; Moreno-Almeida, 2021; Rahardi et al., 2024)

#### 4.4 Language, Power, and Structural Inequality

The last theme touches on the theme of the connection between language, power, and inequality in digital activism. Although hybrid and creative lingual practices allow a counter-hegemonic discourse to take place, various researches indicate that platform algorithms and a prevailing language ideology favor standardized and globally dominant languages systematically. This, in turn, causes the less visible nature of vernacular, minority, and non-Western ways of speaking, thus



revealing the paradoxical aspect of social media being both empowering and limiting at the same time.

*Table 3.4 Power Relations and Linguistic Inequality in Social Media Activism*

Dimension	Core Finding	Representative Studies
Algorithmic visibility	Dominant languages amplified	(Bajde et al., 2024; Fuchs, 2021; Viera Magalhães & Couldry, 2021)
Linguistic marginalization	Vernaculars devalued	(Imran & Raza, 2023; Lovett, 2022; Tacchi, 2020)
Ideological regulation	Discourse shaped by power	(Boulianne, 2020; Fuchs, 2021; Özkula, 2021; Vanhala, 2017)
Resistance strategies	Hybrid language as counter-discourse	(Darvin & Hafner, 2022; Fatima et al., 2025; Hultgren & Molinari, 2022; Imran & Raza, 2023; Postill, 2024)

#### 4.5 Summary of Findings

Altogether, the findings prove the idea that hybrid linguistic practices and linguistic innovation are the main pillars of modern social media activism. Language is also a tool of identity formation, a mobilizing tool, a resultant affordance of platforms, and an object of ideological struggle. The findings are a solid empirical foundation on which to pursue the academic investigation of sociolinguistics and digital activism.

#### 5. DISCUSSION

The systematic review was conducted to assess the conceptualization and empirical research on the topic of hybrid linguistic practices and linguistic innovation in the context of social media activism. The review combines the results of 36 studies, making its contribution to the theoretical and empirical understanding of digital activism focus on language as a key activating factor of mobilization, identity formation, and power negotiation.

The findings offer an extension of sociolinguistic theories of translanguaging, code-switching, and superdiversity by showing that social media activism via hybrid linguistic practices is not only a communication option but a conscious political strategy. In line with translingual and critical sociolinguistic models, this form of hybrid use of language helps activists to oppose the standardization of language and to express various identities, which are multi-layered and complex. This affirms that digital activism is a unique sociolinguistic space whereby linguistic boundaries are negotiated as opposed to being reproduced.

Synthesis predicts linguistic novelty, namely, using hashtags, memes, emojis, and platform vernaculars as a discursive mobilization force. These results are congruent with theories of affective publics and networked communication and depict the association between emotionality in a language and semiotically squeezed forms of language in enabling quick circulation and shared alignment. Notably, the review shows that linguistic innovation is not a peripheral part of activism but is organized in the framework of digital space, supplying and maintaining political participation.

The findings make a contribution to the platformization theory by showing how linguistic repertoires are constituted by technological architecture through foregrounding platform



affordances. As much as social media sites allow expression of hybrid and multimodal expressions, they also present limitations in favor of some forms of language compared to others. This dual position makes the celebratory descriptions of digital activism more difficult, as the need to know language use as something co-created between activists and platform infrastructures, and not something completely agentic.

The review also pushes towards the critical viewpoints on the topic of digital activism by showing how linguistic inequality continues to exist in the ostensibly open online spaces. Even though hybrid linguistic practices provide space in which counter-hegemonic expressions can be made, dominant ideologies of language and algorithmic government still relegate vernacular and non-Western voices. This observation supports the most important sociolinguistic premises that digital media do not wipe out the power inequalities but reposition them on less observable levels.

There are three main theoretical contributions in this review. To begin with, it positions language as an ingredient part of social media activism as opposed to a secondary or stylistic feature. Second, it brings together the sociolinguistic theory and digital activism, and platform studies, which offer a cross-disciplinary approach to studying online political action. Third, it redefines linguistic innovation as a political work that maintains the visibility, participation, and sense-making collectively.

The results indicate that there are various areas for future studies. There is a need to pay more attention to those linguistic contexts that are underrepresented, especially in the Global South, to address the Western-centric biases in current literature. Comparative and longitudinal studies would also shed light on the evolution of the hybrid linguistic practice in movements and platforms. Lastly, mixed-method solutions based on combining computational and qualitative analysis can improve the comprehension of high-level patterns in linguistics without losing the context.

## **6. CONCLUSION AND LIMITATIONS**

### **6.1 Conclusion**

The given systematic literature review is a synthesis of the modern research on the topic of hybrid linguistic practices and linguistic invention in the framework of social media activism. Based on 36 peer-reviewed articles released between 2020 and 2026, the review will show that language is more than a medium of digital activism; it is a constitutive force that is used to create identity, mobilise, and challenge ideologies. The compromise of local and global affiliations with the activists allows negotiating the linguistic practices of the hybrid, and the linguistic innovations of the hashtags, memes, and multimodal expressions allow aligning and maintaining engagement across platforms.

Through its interdisciplinary approach to sociolinguistics, digital activism studies, and platform theory, this review contributes to a cross-disciplinary perspective of the workings of linguistic practices within the current networked movements. The results show the duality of social media as a space of linguistic diversity and a location of structural inequalities and dominant ideologies of language. In general, the research highlights the necessity to appreciate the fact that language plays a critical role in the organisation and success of digital activism.



## 6.2 Limitations

This review has a number of limitations in spite of its systematic nature. To begin with, the review is limited to articles that were published in English, and this may limit the representation of activism in non-Western and linguistically different cultures. Second, the use of peer-reviewed journal articles leaves out possibly useful information contained in monographs, reports, and materials created by activists. Third, the methodological approaches of the studies included in the sample do not allow a direct comparison of the empirical results. Lastly, the review is qualitative and does not give quantitative effect sizes or cause inferences of the effect of particular linguistic practices on activist outcomes. These limitations provide a promise of what research can be done in the future using multilingual, mixed-method, and longitudinal designs in refining our understanding of linguistic dynamics in social media activism.

## REFERENCES

- Abidin, C. Influencers and Gender Politics in South East Asia symposium.
- Aiseng, K. (2024). Unveiling Linguistic Ideologies in South African Twitter (X) Discourse: A Corpus-Assisted Discourse Study. *Communicatio*, 50(2), 30-51.
- Alalem, A. (2023). Digital storytelling for cultivating a participatory culture in first-year composition. *Computers and Composition*, 69, 102792.
- Ali, B. (2023). Language and Identity: Exploring the Intersection of Linguistics and Sociology. *SAUS-Journal of Sindh Languages and Linguistics in Pakistan*, 1(1), 1-10.
- Arshad, S., Shabir, Z., Aslam, S., & Farid, S. (2025). THE IMPACT OF SOCIAL MEDIA ON LANGUAGE USE AND IDENTITY: A SOCIOLINGUISTIC ANALYSIS. *Journal of Applied Linguistics and TESOL (JALT)*, 8(2), 871-883.
- Azeema, N., & Ansari, A. A. (2025). From Hashtags to Movements: A Sociological Analysis of Female Influencers and Youth's Political Engagement. *Social Science Review Archives*, 3(4), 1366-1379.
- Bajde, D., Golf-Papez, M., & Culiberg, B. (2024). The cultural underpinnings of platformization: How social movement organizations helped form the category of the sharing economy. *Marketing Theory*, 24(1), 153-172.
- Bari, S. I. B. (2025). The Role of Social Media in Shaping Modern-Day Activism. *International Journal of Arts, Sciences and Education*, 6(3), 42-55.
- Bennett, W. L., & Segerberg, A. (2023). The logic of connective action: Digital media and the personalization of contentious politics. In *Handbook of digital politics* (pp. 287-338). Edward Elgar Publishing.
- Boulianne, S. (2020). Twenty years of digital media effects on civic and political participation. *Communication research*, 47(7), 947-966.
- Cho, E., & Kim, S. Y. (2025). See It, Feel It, and Act on It: Exploring User Engagement with Visual Representation in Social Media-Based Design Activism. *International Journal of Visual Design*, 19(2).
- Cortés-Ramos, A., Torrecilla García, J. A., Landa-Blanco, M., Poleo Gutiérrez, F. J., & Castilla Mesa, M. T. (2021). Activism and social media: Youth participation and communication. *Sustainability*, 13(18), 10485.
- Darvin, R., & Hafner, C. A. (2022). Digital literacies in TESOL: Mapping out the terrain. In (Vol. 56, pp. 865-882).



- Fatima, N., Ejaz, S. J., & Miran, G. (2025). Exploring the Role of Visual Semiotics Analysis in Digital Communication for Ideological Purposes: A Study of Memes and Emojis. *Liberal Journal of Language & Literature Review*, 3(1), 345-364.
- Fife, K., Flinn, A., & Nyhan, J. (2023). Documenting resistance, conflict, and violence: a scoping review of the role of participatory digital platforms in the mobilisation of resistance. *Archival Science*, 23(3), 471-499.
- Fuchs, C. (2021). *Digital capitalism: Media, communication and society volume three*. Routledge.
- Hasan, U. S., & Benny, N. S. (2025). Code-Switching in Digital Communication: A Pragmatic Approach to Multilingual Interactions on Social Media. *South Asian Journal of Social Sciences & Humanities*, 6(3).
- He, Y. (2024). Exploring linguistic innovations within Chinese internet slang in language and social media. *Journal of Linguistics and Communication Studies*, 3(1), 29-34.
- Ho, W. Y. J., & Tai, K. W. (2024). Translanguaging in digital learning: The making of translanguaging spaces in online English teaching videos. *International Journal of Bilingual Education and Bilingualism*, 27(9), 1212-1233.
- Hromko, T. THEORETICAL DIMENSION OF INTERNET DISCOURSE AS AN INNOVATIVE LINGUISTIC PHENOMENON. *ВЧЕHI ЗАПИСКИ*, 244.
- Hultgren, A. K., & Molinari, J. (2022). The limits of translanguaging: In search of complementary forms of resistance. *Apples-Journal of Applied Language Studies*, 16(3), 48-68.
- Imran, M. M., & Raza, N. U. A. (2023). Discourse and Social Media Activism: Investigating the Role of Online Discourse in Promoting Social Change. *Global Language Review*, 8(2), 337-355.
- Jiang, L. (2023). Multilingual youths' digital activism through multimodal composing in the post-pandemic era. *Journal of Multilingual and Multicultural Development*, 1-17.
- La Rocca, G. (2020). Possible selves of a hashtag: Moving from the theory of speech acts to cultural objects to interpret hashtags. *International Journal of Sociology and Anthropology*, 12(1), 1-9.
- Lasade-Anderson, t., & Sobande, F. (2025). Ideology as/of Platform Affordance and Black Feminist Conceptualizations of "Canceling": Reading Twitter. *Television & New Media*, 26(1), 119-131.
- Li, M., Suk, J., Zhang, Y., Pevehouse, J. C., Sun, Y., Kwon, H., Lian, R., Wang, R., Dong, X., & Shah, D. V. (2024). Platform affordances, discursive opportunities, and social media activism: A cross-platform analysis of #MeToo on Twitter, Facebook, and Reddit, 2017–2020. *New Media & Society*, 14614448241285562.
- Literat, I., & Kligler-Vilenchik, N. (2023). TikTok as a key platform for youth political expression: Reflecting on the opportunities and stakes involved. *Social Media+ Society*, 9(1), 20563051231157595.
- Lovett, D. (2022). Rhetorical Twitter Tactics: Nikole Hannah-Jones and Digital Resistance on Twitter.
- Machado, G. E., Junior, S. L. S., & de Sousa, R. R. A. (2023). LANGUAGE AND POLITICS: COGNITIVE-AFFECTIVE CROSS-CUTTING DIALOGUES IN THE PUBLIC SPHERE. *Missangas: Estudos em Literatura e Linguística*, 4(8), 85-103.
- Macleroy, V., Anderson, J., & Chung, Y.-c. (2024). Grassroots policymaking in practice: including heritage languages in the critical connections project through agency, activism, and alternative voices. *Current Issues in Language Planning*, 25(5), 590-611.
- Moreno-Almeida, C. (2021). Memes as snapshots of participation: The role of digital amateur activists in authoritarian regimes. *New Media & Society*, 23(6), 1545-1566.



- Mukherjee, C., & Alapati, R. N. (2025). The Power of Language in Social Media: A Study on Online Activism. *Advances in Consumer Research*, 2(3).
- Nau, C., Zhang, J., Quan-Haase, A., & Mendes, K. (2023). Vernacular practices in digital feminist activism on Twitter: Deconstructing affect and emotion in the# MeToo movement. *Feminist Media Studies*, 23(5), 2046-2062.
- Nghipondoka, T. N. (2020). *Exploring linguistic "creativity" on social media: A case of selected posts by Namibians on Facebook, Twitter, and WhatsApp*, University of Namibia.
- Oliveira, D. V. B., Siqueira, S., & do Espírito Santo, D. O. Translanguaging and identity positioning of the global South subject in cyberspace. In *The Routledge Handbook of Translanguaging in the Global South* (pp. 222-234). Routledge.
- Özkula, S. M. (2021). The problem of history in digital activism: Ideological narratives in digital activism literature. *First Monday*, 26(8).
- Postill, J. (2024). Doing digital ethnography: a comparison of two social movement studies. In *Handbook of research methods and applications for social movements* (pp. 144-158). Edward Elgar Publishing.
- Rahardi, R. K., Firdaus, W., & Affandi, J. (2024). Pragmatic Meanings of Visual Socio-Political Multimodal Discourse in the Perspective of Critical Pragmatics. *Journal of Pragmatics*.
- Rahmatdildaevna Kurmanbekova, Z., Sarekenova, K. K., Oner, M., Turarbekovich Malikov, K., & Sagatovna Shokabayeva, S. (2023). A linguistic analysis of social network communication. *International Journal of Society, Culture & Language*, 11(1), 119-132.
- Showden, C. R., Barker-Clarke, E., Sligo, J., & Nairn, K. (2025). The connective is communal: Hybrid activism in online & offline spaces. *Social movement studies*, 24(2), 139-158.
- Stamou, A. G. (2023). Mediatization of youth voices. In *The Routledge Handbook of Language and Youth Culture* (pp. 450-462). Routledge.
- Supriyadi, E., & Makatita, P. N. (2025). Sentiment Analysis of TikTok User Comments on QRIS Adoption in Indonesia Using IndoBERT. *Procedia Computer Science*, 269, 121-130.
- Tacchi, J. (2020). Digital engagement: Voice and participation in development. In *Digital anthropology* (pp. 225-241). Routledge.
- Uktamovna, H. D., & Shuxrat, R. (2025). CHANGING LANGUAGE NORMS UNDER THE INFLUENCE OF DIGITAL COMMUNICATION. *AMERICAN JOURNAL OF EDUCATION AND LEARNING*, 3(6), 1033-1039.
- Vachhani, S. J. (2024). Networked feminism in a digital age—mobilizing vulnerability and reconfiguring feminist politics in digital activism. *Gender, Work & Organization*, 31(3), 1031-1048.
- Vanhala, L. (2017). Process tracing in the study of environmental politics. *Global Environmental Politics*, 17(4), 88-105.
- Viera Magalhães, J., & Couldry, N. (2021). Giving by taking away: Big tech, data colonialism and the reconfiguration of social good. *International Journal of Communication*, 15, 343-362.
- Yepez-Reyes, V., Cevallos, P., Carrillo-Andrade, A., Cruz-Silva, J., López-Paredes, M., & González-Quincha, A. (2023). Everyday virtuality: A multimodal analysis of political participation and newsworthiness. *Societies*, 13(5), 119.
- Zur, H., & Hatuka, T. (2023). Local–digital activism: Place, social media, body, and violence in changing urban politics. *Social Media+ Society*, 9(2), 20563051231166443.



APPENDIX-I SYSTEMATIC LITERATURE REVIEW (SLR) DATASHEET OF INCLUDED STUDIES

No .	Author(s)	Platform(s)	Linguistic Focus	Theoretical Framework	Methodology	Contributions
1	(Vanhala, 2017)	Multiple	Political discourse	Process-tracing theory	Conceptual	Discourse is central to activism
2	(Vachhani, 2024)	Twitter, Facebook	Framing language	Networked publics	Mixed methods	Language legitimizes activism
3	(Özkula, 2021)	Twitter/X	Ideological discourse	Critical Discourse Analysis	Qualitative	Power struggle via language
4	(Bajde et al., 2024)	Multiple	Mobilization discourse	Platformization theory	Conceptual	Platforms shape activism
5	(Boulianne, 2020)	Social media	Participatory rhetoric	Political participation theory	Mixed methods	Language enables engagement
6	(Hultgren & Molinari, 2022)	Digital media	Translanguaging	Translingualism	Conceptual	Hybrid language as resistance
7	(Ho & Tai, 2024)	Online platforms	Translanguaging	Sociolinguistics	Conceptual	Fluid linguistic repertoires
8	(Oliveira et al.)	Social media	Translanguaging	Political sociolinguistics	Qualitative	Language indexes ideology
9	(Darvin & Hafner, 2022)	Digital platforms	Identity discourse	Investment theory	Qualitative	Power shapes participation
10	(Darvin & Hafner, 2022)	Online spaces	Linguistic creativity	Practice theory	Ethnographic	Creativity sustains activism
11	(Nghipondoka, 2020)	Twitter/X	Hashtags	Systemic Functional Linguistics	Discourse analysis	Hashtags organize movements
12	(La Rocca, 2020)	Twitter/X	Collective framing	SFL	Discourse analysis	Alignment through hashtags



13	(Cho & Kim, 2025)	Instagram	Multimodal discourse	Platform studies	Digital methods	Visual-verbal hybridity
14	(Yepez-Reyes et al., 2023)	Multiple	Multimodality	Multimodal theory	Qualitative	Activism is multimodal
15	(Postill, 2024)	Twitter/X	Racialized discourse	Raciolinguistics	Ethnographic CDA	Language constructs resistance
16	(Literat & Kligler-Vilenchik, 2023)	TikTok	Expressive language	Youth participation theory	Mixed methods	Linguistic innovation by youth
17	(Abidin; Azeema & Ansari, 2025)	Instagram	Persuasive discourse	Political economy	Qualitative	Branding-politics hybridity
18	(Lovett, 2022)	Twitter/X	Racial discourse	Critical race theory	Discourse analysis	Hashtags form identity
19	(Bennett & Segerberg, 2023)	Social media	Protest rhetoric	Historical discourse theory	Comparative	Evolution of activism language
20	(Moreno-Almeida, 2021)	Social media	Meme discourse	Cultural semiotics	Qualitative	Humor mobilizes publics
21	(Stamou, 2023)	Online media	Mediatized language	Sociolinguistics	Linguistic analysis	Norms reshaped digitally
22	(Jiang, 2023)	Social media	Code-switching	Interactional sociolinguistics	Qualitative	Multilingual norms online
23	(Macleroy et al., 2024)	Online communities	Multilingual discourse	Ethnography	Discourse ethnography	Language sustains movements
24	(Tacchi, 2020)	Digital media	Power & voice	Critical sociolinguistics	Conceptual	Unequal visibility
25	(Fatima et al., 2025)	Social media	Hybrid identity	Superdiversity	Qualitative	Identity fluidity



26	(Rahardi et al., 2024)	Instagram, Twitter	Emojis, hashtags	Multimodality	Multimodal DA	Semiotic hybridity
27	(Supriyadi & Makatita, 2025)	TikTok	Code-switching	CDA	Corpus-assisted CDA	Persuasive CS use
28	(Cortés-Ramos et al., 2021)	Multiple	Hybrid language	Sociolinguistics	Mixed methods	Language shapes identity
29	(Hasan & Benny, 2025)	Social media	Code-switching	Pragmatics	Mixed methods	Strategic CS use
30	(Aiseng, 2024; Hromko)	Social media	Textisms	Digital linguistics	Qualitative	Emerging linguistic norms
31	(Fuchs, 2021)	Platforms	Ideological discourse	Critical theory	Conceptual	Capitalism shapes voice
32	(Viera Magalhães & Couldry, 2021)	Online networks	Data discourse	Colonialism theory	Critical analysis	Structural inequality
33	(Machado et al., 2023)	Twitter/X	Emotional language	Affective publics	Discourse analysis	Emotion mobilizes action
34	(Alalem, 2023)	YouTube	User discourse	Cultural studies	Qualitative	Grassroots creativity
35	(Uktamovna & Shuxrat, 2025)	Social platforms	Digital norms	Sociolinguistics	Linguistic analysis	Norms challenged
36	(Imran & Raza, 2023)	Digital discourse	Marginalized voices	Critical sociolinguistics	CDA	Power regulates visibility