Performing Islamic Identity on Instagram: A Multilingual and Multimodal Analysis of Pakistani Users' Comments

Shanza Zia
ziashanza600@gmail.com
Mphil Applied Linguistics, GIFT University Gujranwala Pakistan

Corresponding Author: * Shanza Zia ziashanza600@gmail.com

ABSTRACT

The rapid expansion of social media has transformed the ways in which religious identity, emotion, and community are constructed and negotiated in digital environments. This study examines how Pakistani Instagram users employ multilingual and multimodal resources to perform Islamic identity in public comment sections of Islamic content (Habib & Shahid, 2025). Grounded in a qualitative sociolinguistic framework, the research analyzes 66 comments collected from five Pakistani Instagram pages featuring Islamic reels. The study focuses on patterns of language use (Arabic, Urdu, and English), code-switching practices, and the deployment of emojis as multimodal markers of meaning.The results indicate that the primary characteristic of the discourse is the religious expression where English, as a motivational and reflective tool to help a person engage with the world of sacred authority and piety, Arabic offers a cultural resonance, and Urdu, as a reflection of the culture, is the most widespread. Code-switching becomes a strategic sociolinguistic option improving authentic and inclusive communications and increasing the audience (Ramaila, 2025). The use of emojis like hearts, prayer hands, and crying face adds intensity to emotions, commitment to the religion, and to performative religiosity. In addition to devotional expression, the comments often hold promise of hope, perseverance, moral reflection, and civilization. In other cases, the users do moral critique and interfaith appreciation showing how diverse and complex digital Islamic discourse can be.Instagram is suggested as an active location where religiosity is publicly enacted via interaction of linguistic and visual resources (Febrian, 2024). Through a combination of sociolinguistic study and digital media approaches, this study will be a part of knowing the role of multilingual, multimodal practices in the formation of online religious identity, emotionality, and community, as applied to the Pakistani context.

Keywords: Islamic identity, digital discourse, multilingualism, code-switching, multimodality, emojis, Instagram, religiosity, sociolinguistics, Pakistan.

INTRODUCTION

This rapid increase in the evolution of digital communication technologies has reshaped the nature by which religious senses are created, circulated and interpreted throughout the contemporary societies. People are now bargaining over identity, belonging, and belief through language and multimodal expression on the social media that has come out to be a strong arena (Yau O' et al.,2020). Among this list, Instagram is ranked high in Pakistan and more so among young people who are heavily occupied with the content on religious issues, Quranic verses, quotes of the Hadith and inspirational Islamic content. This growing materialistic evidence is a more general tendency in digitally mediated religiosity, whereby the spiritual performance is taken out of traditional religion and shifted into a more widespread online practice.

Even though the use of Instagram as a religious expression by many has been a common phenomenon, not much has been studied on the concept behind the strategic combination of different languages and visuals to create religious, emotional, and communal life in the digital world (Hashim Khan et al., 2024).

The Islamic Instagram discourse in the Pakistani setting is operating within the multilingual milieu, which is characterized by the interplay of three languages, such as Arabic, Urdu, and English. Arabic

is more inclined to using divine authority and scriptural validity, Urdu to use coziness of culture and individual feeling, and English to use global perspective and modern self. Users mix these language resources together to strategically perform piety, connote authenticity and construct communal identity by code-switching and transliteration. Language applied to these digital spaces does not merely serve as the means of communication but as a sociocultural tool through which the religious identity is constructed and even negotiated (Vndergriff,2016).

In addition to language, multimodal affordances of images, captions, hashtags, typography, and emojis of Instagram have a significant role in the creation of devotional meaning. Religious texts are frequently accompanied with prayer hands emojis, heart emojis, crescent emojis, and other religious images, enhancing their emotional appeal and higher attraction of the audience. These multimodal elements work together with the language creating persuasively effectively resonant Islamic rhetoric that is particular to online readers.

In order to investigate these relations, the paper involves a qualitative sociolinguistic methodology based on a collection of Islamic Instagram posts created by Pakistani bloggers. The analysis of discourse patterns of language choice, code-switching, and multimodal strategies through discourse analysis provides insight into the construction of faith, language, and identity in digital marketing settings in Pakistan by setting the discourse of Islamic Instagram usage in broader contexts of sociolinguistics and digital communication (Campbell and Evolvi,2020).

Research Gap

Although social media and digital religiosity have also been researched on an international scale, very little is known on how Pakistani Instagram users perform religious identity with the use of comments, emojis, and code-switching in Arabic, Urdu, and English (Bano and Hafeez,2025). Little research is done on multimodal, emotional, motivational features of online Islamic discourse, or the process by which they contribute to community engagement, moral guidance, and educational outreach. This paper fills this gap by discussing the language and visual approaches that Pakistani users adopt to share their faith, emotion, and collective identity in Instagram.

Significance of the Study

The research has a massive potential in the sociolinguistic, digital communication, and religious studies area, especially the analysis of the ways in which Pakistani users interact with Islamic content in social media. The contributions of this researches can be summarized as follows:

Advancing Sociolinguistic Understanding

The paper emphasizes the importance of multilingual approaches to the Arabic, Urdu and English and code-switching to implement religious identity and convey some nuanced meanings. It demonstrates that language selection is linked behaviorally with social identity and provides information about traits of authenticity, accessibility and community cohesion regarding the discourse on the Internet.

Digital Religious Practices

Through the Instagram reviews, this paper illuminates on the digital performance of religiosity and devotional messages, inspirational messages, moral consideration, and ethical remarks. It emphasizes the point that the religious practice is not present in the traditional spaces alone but is mediated by the social media where the textual, visual, and emotional cues merge.

Knowledge of Emotional and Motivational Communication

The findings reveal the combination of emotional expression, faith and motivation among users that give spaces of personal reflection, hope and persistence. It contributes towards the appreciation of social media as a source of psychosocial support to moral and spiritual well-being.

As a Community Involver and Social Cohesion

The article demonstrates how the third and fourth wave of collective spirituality develops in terms of inclusive language, supplication and outreach educational approach through the use of Institute. It shows that online sites are not only where individuals can voice their opinions and also form social and religious groups, where they develop strong ties and share values.

Multimodal Communication Understanding

Emojis, appearance of texts and visual signs are at the heart of the research, with the emphasis on the relevance of multimodality in sense-making. That is one of the contributions to the process of understanding how online religious speech can be loaded with text and emotions by contemporary users.

Practical Implications

Digital content creators, educators, and social media researchers would find the research helpful as it provides information on how messages about religion would be facilitated through the Internet. It also helps to plan platforms and methods that encourage meaningful religious, inspirational and educational effort.

Comprehensively, the paper is a contribution to Islamic digital discourse studies in Pakistan, since it highlights the intermediation of religion, feeling and society through the social media. It also demonstrates the way religiosity is transforming with the developing multilingual, multimodal, and interactive online space through theoretical and empirical and applied contributions to sociolinguistics and digital media studies.

LITERATURE REVIEW

Introduction

Although earlier studies underscore the significance of Arabic as a holy language, the current study strikes the conversation further by investigating code-switching in relation to Urdu and English languages and how individuals can negotiate religious power, cultural belonging, and social inclusiveness at the same time (Alaiyed and ABDULLAH, 2018).

This chapter provides an extensive literature review concerning the knowledge of the Islamic discourse on social media, specifically among Pakistani users of Instagram. It is done to place the present research within a greater academic discourse of digital religiosity, multilingual communication and sociolinguistic practices. Through analysis of past studies, this chapter determines the role of the social media as a religious expression, emotional connection, motivating message and the formation of community.

The literature review relates to the research questions and objectives as the literatures emphasize the use of language, code-switching and multimodal characteristic, including emojis, in terms of performing religious identity, inspiring the users and communing. (Ilyas, & Mustamar, 2025). The review covers the studies on social media and religiosity, multilingual communication, code-switching, multimodal discourse analysis, and engagement in online communities. Through the fusion of these areas, the chapter gives a theoretical and empirical basis of the intricate experiences through which

Pakistani Instagram users manifest faith, emotion and motivation on social media, laying the groundwork to the data analysis in the arguing chapters.

Social Media and Religiosity

Social media has changed the way people practice and express religiosity over the internet. Applications such as Instagram, Facebook, and Tik Tok enable people to publish information about prayers, religiosity, inspirational content and group discussions, which provide interactive platforms to engage in the spiritual world (Zhang 2025). Studies show that online religious spaces facilitate self-devotion and collective way of practicing faith and users are able to create religious identities using textual, visual, and multimodal approaches.

They enable instant communication, sharing of feelings and comments among players that a religious context cannot always enable. They also facilitate the national and world systems of believers, with cultural and language peculiarities. Social media has gained special relevance in Pakistan especially in the area of religious expression where users fuse Arabic, Urdu and English to convey spiritual messages incorporating the attributes of devotional, educative and motivational roles. (Akhter et al., 2025). This section also places the research in the context of the discussion about digital religiosity, and identifies gaps associated with the interaction of language, emotion, and the act of online religion, which the current research intends to address.

Language Use in Religious Social Media Discourse

The way to generating religious meaning and identity on social media is centered around language. Studies demonstrate that Arabic is mostly employed in devotional expressions, Urdu in cultural resonance and English to facilitate motivational or contemplative content. Code-switching between these languages makes it more authentic, accessible, and inclusive as it helps users reach a wide audience without losing cultural and religious meaning.

According to sociolinguistics researches, Multilingual interaction in online religious platforms is performative, which represents the identity, social standing and community affiliation of the users. (Sultana,2022). On Instagram, brief prayers, hash tags and scriptural quotes are all indicators of religious literacy whereas colloquial English expressions and Urdu phrases are signs of emotional attachment and relatability. This type of linguistic hybridity, coupled with emojis and visual elements, undergoes a multimodal experience that enhances the feeling of devotion, motivation, and the emotional appeal.

The study fulfills the void of existing studies that tend to separate either Arabic-based online religiosity or English-dominated digital spirituality which fail to acknowledge practices of cross-coded code-switching and intersectionality in the digital realm of Pakistani Instagram Islamic posts (Lam Virecoulon & Ho, 2026).

Multimodal Communication and Emojis in Islamic Discourse

Multimodal functions especially emojis are vital in online Islamic conversation. Emojis are emotional intensifiers and signs of devotion, inspiration, and community engagement. As an illustration, praying hands (🫲), hearts (♥), and mosque signs (🕌) make the visual reinforcement of the text, expressing the spiritual feeling and compassion in a unique way.

According to scholars, multimodality enables users to express delicate feelings and religious presence which might otherwise be difficult to express through the text isolated. In the Instagram spaces of Pakistani Emojis are appended to the codeswitching language and hashtags and produce layers of meaning to contribute to personal and community religious experience (Ilyas & Mustamar,2025).

Multimodal schemes make the content more interactive and rather more aesthetic making users more motivated to participate in the shared religious activities.

The paper builds on previous research that emphasizes the relationship between emojis and Arabic, Urdu, and English texts to strengthen devotional and identity, inspirational discourses and emotional participation, [the performative elements of digital religiosity.

Community Engagement and Interaction

The discourse of religious social media is active in terms of community involvement. Users would not only pray together but attend inspirational talks and moral thoughts and would be pretty most likely to use other people inclusively. Previous research emphasizes the concept of interactive involvement as an experience which helps in the sensation of belonging and community belonging.

A prayer, advice and emotional response in education are some of the active online Islamic interactions. Such interactions suggest the local culture, language, and shared spiritual values to Pakistani Instagram users, which form an online community that strengthens shared values, inspires thought, and supports each other (Shahid, 2023).Such interactions are not only social behaviors but also ethical and spiritual interventions, which helps the users to strengthen shared values, reflect, and empower each other.

Here, the importance of community interaction in the formation of communicative practices is brought to the limelight and it is discovered that engagement is beyond content consumption to collaborative meaning-making and spiritual reinforcement.

Gaps in the Literature

Despite the research on the topics of digital religiosity, multilingual communication, and online community practice, there are still significant gaps. Limited literature addresses the religious discussion about the Pakistani users of Instagram, especially the Arabic, Urdu, and English interaction. The majority of studies consider language, multimodality, and community engagement as independent variables, which they believe should be the subject of analysis concerning their role in identity formation and motivation.

Moreover, the concept of emojis and visual cues supporting religious identity and emotional responses in the Pakistani online environment is not thoroughly studied (Fatima et al., 2025). Likewise, the interaction of code-switching and multimodal practices is seldom researched simultaneously as the means of improving the personal, communal, and motivation features of online religiosity.

This work concentrates on these gaps by examining multilingual, multimodal and community-driven practices of Pakistani Instagram Islamic content in order to have a comprehensive perspective of digital religiosity and make contributions to the body of sociolinguistic and media studies research within the South Asian context.

Research Questions

1. How do Pakistani Instagram users employ language, code-switching, and emojis to perform Islamic identity in public comments on Islamic content?

2. What social, emotional, and motivational functions do these multilingual and multimodal interactions serve within the Instagram community?

Research Objectives

1. To identify patterns of language use, code-switching, and emoji deployment in Islamic Instagram comments.

2. To analyze how these linguistic and visual strategies construct religious identity online.

3. To examine the emotional, motivational, and communal functions of comments on Islamic content.

4. To explore the role of Instagram as a platform for moral, ethical, and faith-based guidance in a Pakistani context.

RESEARCH METHODOLOGY

This research paper is based on a sociolinguistic and multimodal discourse theories, which underscores that language, images, and symbols are working together to form identity, social roles, and emotional involvement on the digital platform (Sommer,2021).

Research Paradigm

This paper adapts a qualitative sociolinguistic paradigm a paradigm that is grounded on interpretive paradigm that dwells on how individuals individually create meaning within a social world. It has to do with how Pakistani instagram users perform religious personality, express feelings, and community building through an online space encounter. The paradigm will be suitable in scrutinizing delicate language practices, multimodal communication, and code-switching in online religious discourse.

Nature of Research

The study is interpretive, descriptive and exploratory. It attempts to find some trends in the use of languages, code-switching, and multimodal, on Instagram, and specifically in Islamic content (Zulkifli et al., 2025). It is a descriptive study that details some common themes and practices, and an interpretive study that explores the sociolinguistic strategies that users use to enact piety, solidarity and personal reflection.

Research Design

It was supported by the use of a qualitative content analysis design. This is a systematic approach to studying textual and visual data within the social media discourse. Thematically coded comments, language patterns, code-switching and multimodal features (e.g. emojis) were analyzed to gain insight into how meaning is built in online Islamic interactions. The design is consistent with the findings in digital religiosity and online sociolinguistics, which focus on both the content and the form of digital communication (Alsaawi,2022).

Data Selection

Instagram pages were chosen because they are highly engaging, address the topic of Islamic information, and include a variety of Pakistani users. The number of collected comments was sufficient, 66, to provide manageable and representative data to be used in qualitative analysis, although the names and other personal information of the users are not shown publicly. Comments were analyzed in theme, and the codes were produced inductively. The multilingual usage patterns, code-switching, and the use of emojis were determined and classified to answer the questions or objectives of the research.A selected reel was chosen as each page and analyzed according to its relevance, popularity, and thematic interpretation of Islamic discourse:

1. picture.says.it.all – Reel: FridayBliss_01

2. islamic__videoss – Reel: coming soon_2

3. Islamify – Reel: islamify_3

4. little_habibti – Reel: little_habibti4

5. iam_naish_malik – Reel: iam_naish_malik5

The dataset includes a total of **66 comments** across these reels, encompassing a diverse range of multimodal and lingual practices.

Delimitation of Data

Only opinions that are publicly available on Instagram are studied. Direct comments and personal messages, or communication not positioned inside a comment, were omitted. The discussion is also confined to the Pakistani users, with reference to their sociocultural and linguistic approaches within the Islamic digital sphere. Text-only and emoji responses were only analyzed; no multimedia responses were taken into account (videos or voice notes).

Data Analysis

This trend shows the strategic use of language and emojis to improve community solidarity, thus answering the research question directly about unearthing the performativity of the Islamic identity online indirectly.

Instagram Page:

picture.says.it.all

(FridayBliss_01)

Caption:"FridayBliss!✦✧☐"
Hashtags & Emojis: #fridayreels☐ #islamicreels #jummahmubarak☐☐☐

#animationreels #fridayreels☐ #islamicreels #islamicreminders #fridayreminder☐ #procreatereel #procreateanimations #jummahmubarak☐☐☐ #digitalartanimation #fridaybliss✦✧ #islamicquotesforlife #islamicmotivationalvideo #digitaldrawingpad #islamicmotivations #smallartbusiness #motivationalreelsoftheday #instareelofficial

Caption Language: English

Data Collection and Coding

There were fifteen comments on the Instagram reel FridayBliss_01. All the comments were examined in terms of language, thematic information, and multimodal elements, including emojis. The comments were then coded in five wider themes, which were religious expression and devotion, emotional and positive expression, motivation and determination, community engagement and criticism and reflection.

Example Table of Comments and Themes

Comment ID	Comment Text	Comment Language	Notes/Themes
C1	If you're a woman who wants to embrace her femininity, build a peaceful, loving marriage that doesn't feel like a burden, and reconnecting with your true self...then you're welcome to join to our journey□	English	Peaceful, Loving marriage , Relationship aspiration
C2	Alhamdulillah □	English-Urdu	Religious acknowledgment , Gratitude , Thankfulness
C3	Allah pls forgive me and my sins□ astagfirullah	English-Urdu-Arabic	Seeking Forgiveness , Personal Accountability , Piety
C4	Your page very beautiful and full of peaceful □	English	Compliment , Positive emotional expression, Peace, Calmness conveyed
C5	Love your content □	English	Support, Encouragement, Positive emotional expression
C6	Besk	Urdu	Informal praise, Short , Enthusiastic Approval,Positive emotional expression
C7	□□□□□Alhamdulillah Alal Islam	Arabic	
C8	□ لا إله إلا الله	Arabic	Spiritual, Devotional response, Serenity conveyed
C9	may Allah grant us strenth sabr n alwyz guide us towrds Him alone tc brothrs n sistrs asalamualikum□	English-Urdu	Prayer ,Seeking strength and patience, Guidance, Community, Religious greetings, Emotional expression
C10	Ya Rabb	Arabic-Urdu	Calling on God, Seeking help, Guidance, Blessing, Emotional exclamation
C11	□□□ best	English	Appreciation,Positive emotional expression,Engagement with content, Support
C12	Allah □ forgive me □	English	Love, Connection with God,Personal

			reflection, Sadness, Emotional expression
C13	Allah is zahil kom ko maj waqt namaz parne hidayat do na do ek educated kom banado . Duniya ko narak banakar kiya Jannat ki duya ye mangte ha elog . Aagar is kom ki ek bhi larki assu baharahi ha to Kiya is kom ko jannat milega.	English-Urdu	Prayer for reform,Criticism of community,Concern for moral and spiritual education,Questioning justice,Emotional tone
C14	Not giving up because InshaAllah one day it will be worthy of not giving up 🤍🤍	English	Determination,Hope, Optimism,Self motivation, Emotional expression
C15	Oh ALLUH bless and forgive us all🤍🤍	English	Supplication, Prayer, Seeking blessing and forgiveness,Religious expression, Hopeful tone

Religious Expression and Devotion

The most pervasive theme was religious expression where people often used the Arabic or Urdu-English code-switched version, were able to include prayers, expressions of gratitude, and devotional exclamations. One-line utterances like Ya Rabb help in expressing brief rate of spiritual calling, but longer utterances like may Allah grant us strength, patience and guidance towards Him alone are more touching involving prayer and community calling, as well as emotions. such emojis as 🤍, ❤ further emphasized devotional flavor and emotional force.

It means that Instagram users are tactical and strategic in using language and visual symbols to carry out religious identity online. The constant replacement of urdu with English or Arabic or the converse proves to be a sociolinguistic strategy that expresses piety as one speaks to a wider audience.

Emotional and Positive Expression

Much of the remarks expressed love, goodwill and value. Remarks like Your page is very beautiful and full of peaceful energy lovely and Love your content ❤ about the content are examples of calmness, appreciation, and involvement in content, whereas the brief informal remarks, like Besk or emojified series (🤍🤍 best), serve as immediate approval or expression of affection.

These results indicate the use of compact wording and emojis to express positive feelings, which can be communicated through either English or Urdu, showing that social media enables effective but significant emotional interaction.

Motivation and Determination

Comments reflecting motivation, primarily in English, focused on hope, perseverance, and self-empowerment. An instance is, Not giving up because InshAllah one day it will be worthy of not giving up 🤍🤍, using motivational words and using emojis to enhance emotional appeal.

This could be taken to mean that Instagram is both a site of religious activity and a site of individual and aspirational speech, of faith-based optimism mixed with inspirational affirmation.

Community Engagement

Community-oriented comments emphasized inclusivity, solidarity and collective identity. When addressing other people, people often said in one shared thing, e.g. brothers and sisters and they would say a prayer, to lead them and to be patient. The code-switching of English and Urdu is a way to find a middle ground between the spirituality and accessibility of language.

This indicates that social media facilitates the alignment of religious and emotive experiences, which assists users to provide collective support and personal articulation.

Criticism and Reflection

A low percentage of the remarks had been social comment or meditating often of a religious or ethical nature. Descriptively, the outcry of Allah, please direct our nation to be educated and pray at time, in case, even one girl is victimized, can any community reach paradise, talks of concerns about the societal behavior, moral responsibility and contemplation of emotions.

Such remarks are not prevalent, yet they show that the Instagram platform is used as the source of skeptical views on social and religious standards and proves that online discussions are not taken as the alternative of compliments and devotional remarks.

Language Use and Code-Switching

The discussion outlines the specific patterns of language usage:

- **English:** This is used to make motivational comments and emotional comments.

- **Urdu:** Informal praise or reflective criticism.

- **Arabic:** Speaking of religious worship.

- **Urdu-English code switching:** This is commonly used when praying, reflecting on religion, and making emotional remarks.

This demonstrates that users strategically use more than one language as a form of identity, emotion, and religiosity during digital interactions in line with sociolinguistic theory.

Emoji and Multimodal Patterns

Emojis play a **central role** in enhancing emotional and religious expression:

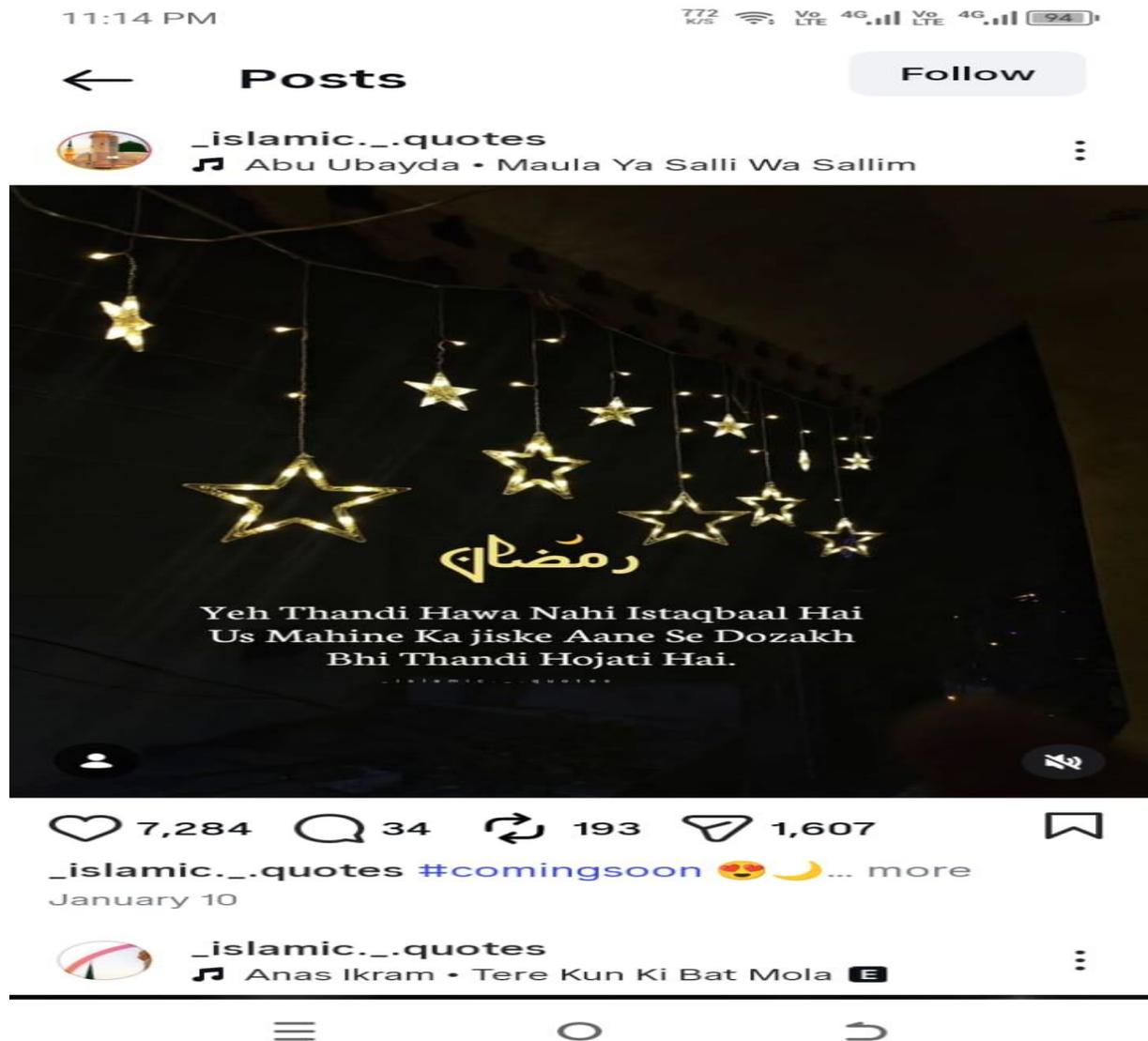| Emoji	Function	Example Comments
❤, □	Love, support, positivity	C2, C4, C5, C11, C12
□	Prayer, devotion	C9, C15
□	Peace, spirituality	C8
□	Motivation, energy	C7, C14
□	Sadness, repentance	C3, C12

Emojis frequently appear in **code-switched or Arabic comments,** emphasizing the **interaction between text and visual modes** to convey meaning and emotion.

Summary of Patterns

1. The comment section is primarily dominated by religious expression, either in the form of Arabic or Urdu-English code switching.

2. The use of emojis is quite widespread to highlight emotion and underline devotion or positivity.

3. The comments in English which are motivational and empowering are mainly hopeful and aspirational.

4. The community-related remarks focus on inclusion and unity.

5. The serious moral and emotional undertones of criticism and reflection are infrequent.

Instagram Page: islamic__videoss

Post Identification: (coming soon_2)

Caption: Comingsoon

Hashtags and Emojis:

#tranding#viral#trend#explore#madina#inshallah#urdu#thought#peotry#namazthought#poetry#namaz#post#inshaallah#friday#jumma#islamic

Caption Language: English

Data Collection and Coding

The Instagram reel chosen made ten comments. All comments were qualitatively analyzed in terms of the language, theme, and multimodal qualities like emojis. The remarks were coded into predominant recurrent themes especially religious expressions, multilingual code switching and emotional intensification by use of visual symbols.

The main theme revealed in this dataset is the expression of religion in terms of devotion that is backed by some sub-themes which are that of thankfulness, supplication, affirmation and faith-based motivation. Another area, analyzed in the analysis, is the strategic intersection of Arabic and Urdu and English that users use to form religious identity in online communication.

Example Table of Comments and Themes

Comment ID	Comment	Comment Language	Notes / Theme
C1	Beshak subhanallah Alhamdulillah □	Arabic–Urdu	Strong religious affirmation; praise and gratitude; code-mixing for emphasis; heart emoji expresses emotional devotion.
C2	Subhan Allah	Arabic	Pure devotional expression; glorification of Allah; brief but intense religious identity marker.
C3	Beshak subhanAllah □	English–Arabic	Religious affirmation with emphasis; heart emoji reinforces sincerity and spiritual emotion.
C4	Beyshaq Alhamdulillah ♥	Urdu–Arabic	Expression of gratitude; Urdu emphasis strengthens certainty; heart emoji signals love and faith.
C5	Beshak □	Arabic (with Urdu lexical influence)	Affirmation and agreement; minimal text but strong conviction; emoji adds emotional warmth.
C6	Beshaq □ subhanallah Alhamdulilla Allahhuakbar	Arabic	Multiple religious phrases; intensification through repetition and "100" emoji; strong performative piety.
C7	May Allah forgive our sins for the upcoming Ramadan Ameen □	English–Arabic	Supplication and collective prayer; anticipatory religious preparation; inclusive tone; heart emoji expresses sincerity.
C8	Allah hu akbar	Arabic	Declaration of faith; expression of divine greatness; strong Islamic identity marker.

C9	Ya Allah rehem malik creator of infinity galaxies alhamdulillah jazakallah khair alhamdulillah (repeated	English–Urdu–Arabic	Extended praise and supplication; repetition intensifies devotion; multilingual religious performance; cosmic imagery enhances spiritual magnitude.
C10	Taqdeer to ab badla ji zaroor InshaAllah	Arabic–Urdu–English	Hope and destiny-related reflection; belief in divine will; motivational undertone; future-oriented faith expression.

ANALYSIS

Religious Expression and Devotion

The reel comment card is nearly drowned in religious piety. The major proportion of these comments is Arabic religious expressions such as Subhan Allah, Alhamdulillah and Allahu Akbar which plays a useful purpose in the establishment of Islamic identity. Even casual commentary has a strong spiritual overture, which demonstrates how formulaic utterances of religion are good identity signals in the virtual community.

The general blend of Urdu lexical stress (e.g., Beshak) and Arabic praises is an illustration of strategic code mix, that supported the perceptions and integrity. This kind of mixture highlights how multilingual people form religious legitimacy by communicating in the virtual realm.

Gratitude and Praise

Appreciations are expressed in a conspicuous manner through repetition of the word Alhamdulillah. Such remarks like C1, C4, C6 demonstrate the ways that gratitude can be intensified by use of repetition and emojis. The emojis of the heart (□) and one hundred (💯) serve as intensifiers of emotional boosters, confidence, and certainty.

The repetition, particularly in C9 whereby Alhamdulillah is used in repetition, is also a performative act to stress devotion and spiritual greatness.

Supplication and Collective Prayer

Various remarks are direct prayers and requests of forgiveness. As an instance, C7 (May Allah forgive our sins to reach the next Ramadan Ameen ♥ represents preemptive religious readiness and unity of consciousness. The communal identity is built through the inclusive language (our sins) instead of the personal spirituality.

Likewise, praise, supplication, and gratitude are all integrated into a single, extended comment with C9, indicating how digital religious communication tends to mix several devotional purposes together with it.

Faith-Based Motivation and Hope

Comment C10 brings out a motivational aspect by mentioning destiny or Taqdeer and divine will or InshaAllah. This remarks combines Urdu, Arabic and English, suggesting how users can incorporate faith in terms of hope and future orientation.

Such remarks are evidence that the religious speech in the Instagram is not limited to praise and that it is also accompanied by optimism, perseverance and faith in the divine plan.

Language Use and Code-Switching

Clear language patterns could be observed:

- Core religious expressions and proclamations of faith.

- Urdu Emphasis, emotional nuance, and affirmation.

- English: Supplications, explanatory framing.

- Multilingual and mixing: increases the religious credibility and makes it accessible.

Code-switching is an identity construction strategy in the sociolinguistic field, which enables users to serve simultaneously the purpose of piety, as well as the multilingual digitalized space.

Emoji and Multimodal Features

Emojis reinforce meaning and emotional intensity:

- □ → Love, sincerity, devotion

- □ → Certainty, emphasis

- ♥ → Emotional warmth

These multimodal elements amplify religious feeling and contribute to performative piety in online interaction.

SUMMARY OF PATTERNS

1. The main and prevailing theme is religious devotion.

2. Arabic expressions serve as major indicators of Islamicity.

3. Code-switching increases the emotional intensity and authenticity.

4. Performative devotion is enhanced through repetition.

5. Emojis enhance genuineness and religious feeling.

Instagram Page: Islamify

Post Identification: islamify_3

Caption: This is so cute. Allāhumma Barīk Lahum⬜

May Allāh make us, and grant us spouses who are the coolness to each others eyes

Hashtags and emojis: #islam #muslim #love #wholesome #halal #madinah

Caption Language: English

Data Collection and Coding

A total of 11 comments were gathered on the Instagram reel islamify. All comments were examined in terms of language, theme, and multibasic features like emojis. The number of comment words was coded into five general themes: Religious Expression / Devotion, Emotional / Positive Expression, Motivation / Determination, Social / Political Critique and Humor / Engagement.

Table of Comments and Themes

Comment ID	Comment Text	Comment Language	Notes / Themes
C1	The cutest couple I've ever seen	English	Compliment, admiration, positive emotional expression, romantic idealization, engagement
C2	Its haram	English-Urdu	Religious judgment, moral disapproval, Islamic evaluation
C3	So sweet, mashallah⬜	English-Arabic	Praise, admiration, religious blessing, positive emotion, code-switching
C4	Muslim countries in the world not single one of them has spoken #about killing thousands of innocent people in Iran by the Islamic republic regime. Shame on all of you. History will judge you #freeiran	English	Social critique, political commentary, moral reflection, community accountability
C5	This hits different after visiting there — May Allah invite who reads this comment soon and repeatedly and may He make it easy⬜⬜	English-Arabic	Personal reflection, empathy, prayer/supplication, emotional engagement, code-switching
C6	So garbage	English	Criticism, negative emotional expression, brief judgment
C7	Uncle Rocked ⬜ Public Shocked ⬜⬜	English-Urdu	Humorous reaction, excitement, public engagement, code-

			switching, multimodal (emojis)
C8	masyaallah.. take care Allah ⬜⬜⬜⬜	English-Arabic	Religious praise, blessing, well-wishing, affectionate/emotional expression, emoji use
C9	Madina ki hawa, Masjid-e-Nabawi ka noor… bas dil wahan hi reh gaya ⬜⬜	Urdu-Arabic	Nostalgia, emotional attachment, religious devotion, spiritual reflection, affective expression, emoji use
C10	Please recite darood sharif whenever you hear our Prophet name	English-Arabic	Religious instruction, guidance, devotional practice, code-switching, community-oriented
C11	I want to fix myself along with all these people lord	English	Self-reflection, personal improvement, collective aspiration, supplication, emotional expression

Group Broad Themes

Broad Theme	Comment IDs / Examples	Notes
Religious Expression / Devotion	C2, C3, C5, C8, C9, C10	Includes prayers, blessings, devotional exclamations; often code-switched English-Arabic or Urdu-Arabic; emojis reinforce religious tone.
Emotional / Positive Expression	C1, C3, C8, C9, C11	Compliments, admiration, romantic or spiritual attachment, nostalgia, self-improvement; emojis amplify affect.
Motivation / Determination	C5, C11	Encouragement, hope, prayerful reflection, personal or collective aspiration; emotionally charged.
Social / Political Critique	C4, C6	Moral evaluation, social awareness, political critique, brief negative judgments.
Humor / Engagement	C7	Entertaining reaction, amusement, excitement, code-switching, use of emojis to intensify humor.

Language & Code-Switching Analysis

Language Use	Example Comments	Function / Pattern
English	C1, C4, C6, C7, C11	Dominates compliments, criticism, humor, personal reflection; clear, concise emotional expression.
Urdu	C2, C9	Short expressions of moral evaluation, nostalgia, or religious reflection.
Arabic	C2, C3, C5, C8, C9, C10	Religious phrases, blessings, supplication, devotion; signals piety and identity.
English-Arabic / Urdu-Arabic	C3, C5, C8, C9, C10	Code-switching emphasizes religious devotion, emotional expression, and communal address.
English-Urdu	C2, C7	Moral judgment or humorous engagement; brief, informal expressions.

Emoji & Multimodal Analysis

Emoji	Function	Example Comments
☐	Love, affection, spiritual attachment, positive emotions	C1, C3, C8, C9
☐	Prayer, supplication	C5
☐	Excitement, emphasis	C7
☐	Humor, amusement	C7
☐	Sadness, nostalgia	C9

Observation: Emojis reinforce emotional, devotional, or humorous meanings and often appear alongside code-switched language to strengthen expressive power.

DISCUSSION / ANALYSIS

1. Religious Expression and Devotion

Examples of religious expression are also a feature, with Arabic or Urdu/English/Arabic being regularly used by users to bring prayers, blessings, and guidance. Such remarks as masyaallah.. take care Allah ☐ surprised or please recite darood sharif are examples of brief but valuable devotional forms. Love emojis like ☐, ☐, and ��us qualify spiritual emotion.

2. Emotional / Positive Expression

When the emotions are positive, they encompass admiration, a romantic or aesthetic praise, and spiritual nostalgia. Personal attachment, admiration, and emotional engagement are demonstrated in such comments as The cutest couple I have ever seen or Madina ki hawa, Masjid-e-Nabawi ka noor and are usually backed by emojis.

3. Motivation / Determination

A fraction of the remarks consists of hope, self-reflection, and aspiration, a mixture of emotional and religious speech. As in, e.g. in I want to fix myself and all these people lord, or This hits different after paying them a visit May Allah invite... example, users mix prayer, self-improvement, and empathetic interaction.

4. Social / Political Critique

There are also moral and political assessment by some users, which proves that social commentary can be presented on Instagram as well. The global silence towards human rights practices in Iran is criticized by C4, whereas C6 is judgemental. So garbage, as it demonstrates that the internet religious space is not confined to laudation.

5. Humor / Engagement

Playfulness, casual interaction is displayed in the form of humorous language, switching into a second language, and emojis. C7 (Uncle Rocked ☐ Public Shocked ☐☐) is a show of social engagement and entertainment by the masses.

Summary of Patterns

1. Religious expression prevails in remarks, which tends to be coded in Arabic and Urdu-English.

2. The use of Emojis plays a key role in enhancing emotional and religious meanings.

3. Emotional reactions are usually positive, and they are admiration, nostalgia, and aesthetic appreciation.

4. Compliments of hope, self-delivery, and sympathetic interest are motivational and reflective.

5. Social commentary and humor, which is less common, enrich the conversation and show that Instagram posts are multimodal, expressive, and rich with sociolinguistics.

Instagram Page: little_habibti

Post Identification: little_habibti4

Caption: The Prophet (PBUH) used to say, "The most beloved to me amongst you is the one who has the best character and manners." (Bukhari)

Hashtags:

#islamicquotesandsayings #islam #islamicreels #tawakul #sabr #islam #viral #islamicpage #islamicw

orld #islamicposts#happiness #Allah#madinah#prayer#life#tahajud#islamicreminders#goal#makkah #
deenandduniya#fyp#focus#dailyroutine#wintervibes #deenreminders

Caption Language: English

Data Collection and Coding

Ten comments were sampled in the Instagram reel little_habibti4. The use of language, thematic content, and multimodal features (e.g. emojis) were analyzed in each comment. The comments were categorized into five general themes: Religious Expression and Devotion, Emotional / Positive Expression, Motivation and Determination, Community Engagement and Moral / Ethical Guidance.

Comment ID	Comment Text	Comment Language	Notes/Themes
C1	My grandpa used to say this a lot □	Urdu-English	Nostalgia, personal memory, family connection, emotional attachment, sentimental reflection
C2	Beshaak iqlaak and iman is all we have □	Urdu-English	Religious affirmation, moral values (akhlaq/morality), faith emphasis (iman), devotional expression, emotional sincerity
C3	Allahumma Barik□	Arabic	Religious blessing, supplication, expression of goodwill, devotional response, spiritual admiration
C4	Deen over dunya and you will see dunya kneeling down for you beshak Alhamdulillah	Urdu-English	Faith prioritization (religion over worldly life), motivational religious message, spiritual advice, affirmation , gratitude , code-switching for emphasis.
C5	Put your worries in Allah's hands—He will fix everything you can't .	English-Arabic	Religious reassurance, trust in divine power , motivational faith-based advice, emotional comfort, encouragement
C6	kya koi sister free quran tafseer sikhna chahti hein if you are interested dm me	English-Urdu	Religious invitation, community outreach, educational initiative, female-focused address, engagement call , code-switching for accessibility.
C7	Do you wish to connect with the Quran just like Sahaba? Do you want to see Quran is a message from Allah, speaking directly to YOUR heart? At "We Light Seekers", each day, we'll explore a single Ayah and see how to apply Quran in our lives. Whether it's joy, sorrow, success, or struggle, you'll discover how the Quran is perfectly answering YOUR current needs. Join us and	English-Urdu-Arabic	Religious motivation, spiritual invitation, Quran-centered guidance, reference to Sahaba and Hazrat Umar (RA), educational outreach, emotional appeal, personalization ("YOUR heart"), call to action ("Join us"), devotional sincerity. The heart emoji expresses warmth and encouragement.

	find why Hazrat Umar (RA) said When I want Allah to communicate with me, I read Quran. ☐		
C8	Good character is built from faith in Allah and patience in Allah SWT	Urdu-English-Arabic	Moral reflection, character building, faith-based ethics, emphasis on patience (sabr), devotional statement, religious guidance.
C9	**Is any one of you unable to recite one third of the Qur'an in a night**?☐ ☐ They said: ☐ **How can one recite one third of the Qur'an**? ☐ ☐ He said: " **Say**: **Surah Al-Ikhlas** (**the One**) **is equal to one third of the Qur'an**. " ☐ *Source*: *Sahih Muslim*	English-Arabic	Hadith narration, religious teaching, encouragement of Quran recitation, reference to Surah Al-Ikhlas, authentic source citation (Sahih Muslim), devotional reminder, educational guidance.
C10	The words you speak carries immense of power speak kindly	English	Moral advice, ethical reflection, personal development, communication awareness, positive guidance, emotional encouragement

Example Table of Comments and Themes

C1	My grandpa used to say this a lot ☐	Urdu-English	Nostalgia, personal memory, family connection, sentimental reflection; heart emoji conveys affection.
C2	Beshaak iqlaak and iman is all we have ☐	Urdu-English	Religious affirmation, moral values (akhlaq), faith emphasis (iman), devotional expression; heart emoji reinforces sincerity.
C3	Allahumma Barik ☐	Arabic	Religious blessing, supplication, devotional response; heart emoji emphasizes warmth.
C4	Deen over dunya and you will see dunya kneeling down for you beshak Alhamdulillah	Urdu-English	Faith prioritization, motivational religious advice, affirmation ("beshak"), gratitude ("Alhamdulillah"), code-switching.
C5	Put your worries in Allah's hands—He will fix everything you can't	English-Arabic	Religious reassurance, trust in divine power, motivational faith-based advice, emotional comfort.
C6	kya koi sister free quran tafseer sikhna chahti hein if you are interested dm me	Urdu-English	Religious invitation, community outreach, female-focused engagement, educational initiative, code-switching for accessibility.

C7	Do you wish to connect with the Quran just like Sahaba? … Join us and find why Hazrat Umar (RA) said … ☐	English-Urdu-Arabic	Religious motivation, Quran-centered guidance, spiritual invitation, educational outreach, reference to Sahaba and Hazrat Umar (RA), call to action, emotional appeal; heart emoji expresses warmth.
C8	Good character is built from faith in Allah and patience in Allah SWT	English-Urdu-Arabic	Moral reflection, character building, faith-based ethics, emphasis on patience (sabr), devotional statement.
C9	Is any one of you unable to recite one third of the Qur'an in a night? … Surah Al-Ikhlas …	English-Arabic	Hadith narration, religious teaching, encouragement of Quran recitation, reference to Surah Al-Ikhlas, authentic source citation (Sahih Muslim), devotional reminder.
C10	The words you speak carries immense power, speak kindly	English	Moral advice, ethical reflection, personal development, communication awareness, positive guidance.

Group Broad Themes

Broad Theme	Comment IDs / Examples	Notes
Religious Expression / Devotion	C2, C3, C4, C5, C7, C9	Includes prayers, blessings, religious affirmation, devotional statements; code-switching (Urdu-English-Arabic) emphasizes spiritual expression; emojis like ☐ reinforce emotional devotion.
Emotional / Positive Expression	C1, C3	Nostalgia, personal reflection, emotional attachment; heart emoji conveys warmth and affection.
Motivation / Determination	C4, C5, C7	Faith-based encouragement, perseverance, trust in divine power, Quran-based guidance; combination of motivational language and devotional content.
Community Engagement	C6, C7	Outreach and educational engagement, inviting participation; inclusive language addressing sisters or followers.
Moral / Ethical Guidance	C8, C10	Character building, ethical reflection, advice on speech and behavior, moral reasoning; encourages personal improvement in line with Islamic values.

Language & Code-Switching Analysis

Language Use	Example Comments	Function / Pattern
English	C1, C4, C5, C8, C10	Motivation, moral advice, emotional reflection, personal development.
Urdu	C2, C4, C6	Religious affirmation, community engagement, emphasis on faith and values.
Arabic	C3, C5, C7, C9	Religious devotion, blessings, prayers, Quran/Hadith reference.
Mixed / Code-Switching	C2, C4, C5, C6, C7, C8, C9	Combines languages for emphasis, accessibility, or stylistic religious expression; strengthens spiritual and motivational messages.

Emoji & Multimodal Analysis

Emoji	Function	Example Comments
☐	Love, support, devotion, warmth	C1, C2, C3, C7
☐	Spiritual affection, moral/emotional reflection	Caption
☐	Prayer, supplication, devotional sincerity	C5, C7

□	Emphasis, intensification, strong affirmation	C2, C4

Observation: Emojis enhance emotional tone, devotional intensity, and spiritual emphasis, particularly in code-switched or Arabic comments.

Discussion / Analysis

1. Religious Expression and Devotion

Most of the comment section consists of religious content, commonly in Arabic or Urdu-English code-switched versions. There are short devotional expressions (Allahumma Barik □) and more extended inspirational expressions (C4, C7). Emojis affirm spiritual intensity and emotion. This proves that Instagram is being utilized as a cyber location of practicing Islamic identity, fencing textual and visual material.

2. Emotional / Positive Expression

Comments about personal attachment (C1) or nostalgia emphasize the possibility of communication in terms of feeling on social media. Even short sentences with emojis indicate warmth and interaction.

3. Motivation and Determination

Religious inspirational statements (C4, C5, C7) promote perseverance, Christian aids, and guidance based on Quran teachings. These imply that users combine spirituality with inspirational messages to help them and other people feel good.

4. Community Engagement

Certain (C6, C7) comments are dedicated to outreach and mutual religious experience. The clarity and inclusiveness of code-switching can enable the users to use code-switching to communicate with other linguistic groups and also can help them create a bond within their community.
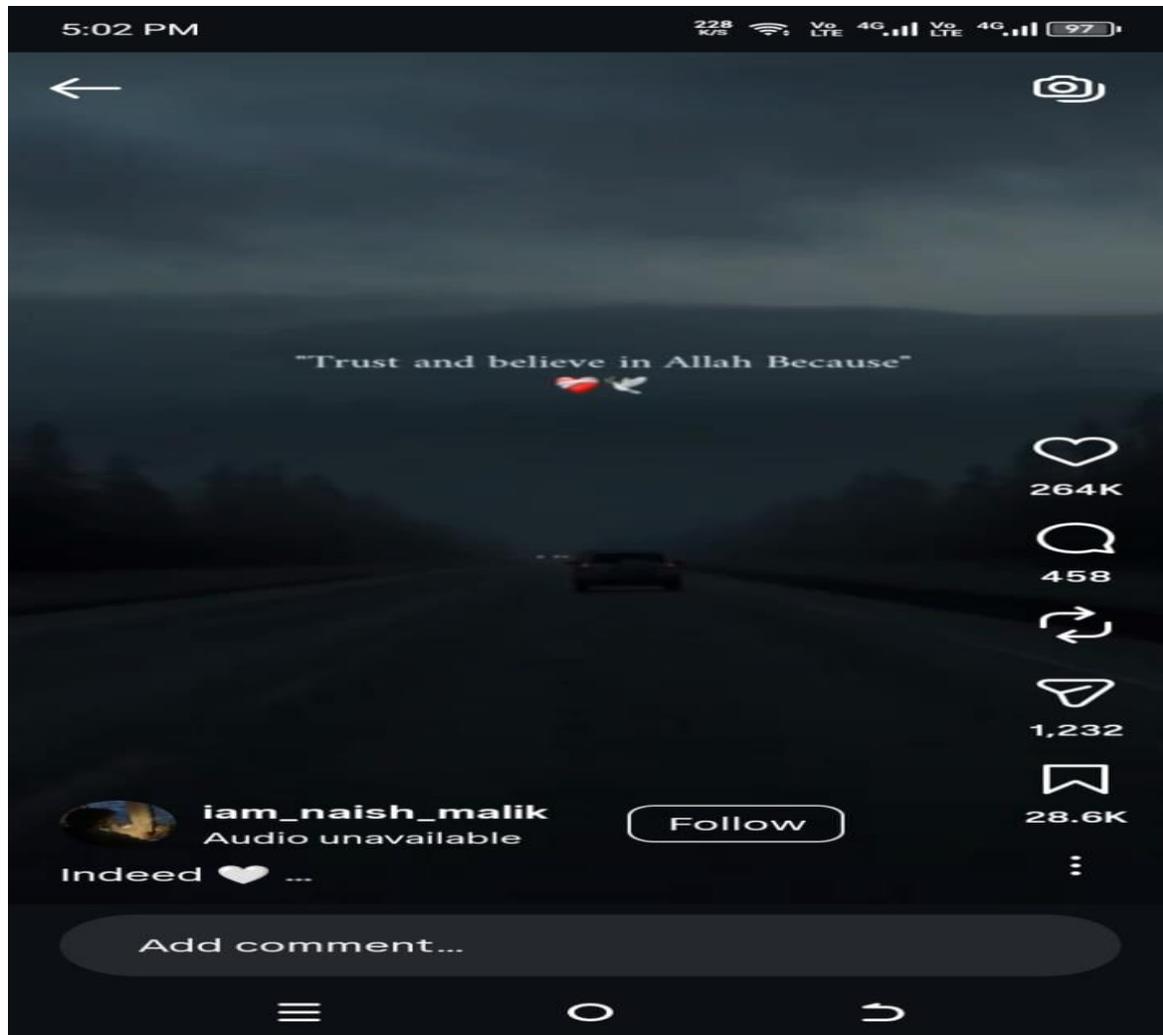
5. Moral and Ethical Guidance

Instagram is a platform through which moral and religious values are passed across in a condensed relatable manner as evidenced by comments focusing on character building, ethical oratory, and personal development (C8, C10).

Summary of Patterns

1. The discussion is dominated by religious piety and this is achieved through Arabic and Urdu-English code-switching.

2. Emojis are essential to supplement emotional, devotional and motivational content.

3. The motivational and ethical instructions mostly are in English but interspersions of Urdu or Arabic are emphasized.

4. Comments which are communal in nature focus on inclusion, outreach and mutual spiritual experience.

5. Personal reflection, nostalgia and moral advice are less prevalent but help to create emotional depth.

Instagram Page: iam_naish_malik

Post Identification: iam_naish_malik5

Caption: Indeed

Hashtags:
#deen #islamicquotes #islam #reelitfeelit #sabr #allah #island #isla #islami #islamicpost #feelitreelit #beauty #instalike #instamood #viral #reminder #explorepage

Caption Language: English

Data Collection and Coding

The Instagram reel little_habibti4 obtained ten comments. The language, thematic items and multimodal features including emojis were analyzed on each comment. The remarks were coded into general themes: religious expression and devotion, emotional and positive expression, motivation and determination and interfaith appreciation.

Example Table of Comments and Themes

1. Religious Expression and Devotion

The main comments are related to religious expression, which is frequently marked in Arabic or Urdu-English code switching. Devotional utterances like AR-RAHEEM and Allah is the one hu can do everything are good examples of concise, but strong remarks. Little expressions, such as May Allah help us. Allahuma Ameen reflect supplication and communal prayer, which depict personal and community piety. Devotion, emotional intensity, and sincerity are strengthened by emojis like ❤, WaitingFace, 😍.

This means that users strategically utilize language, religious expressions and images in order to execute religious identity over the internet. It is further made accessible and more spiritually authentic in the use of language via code-switching between Urdu, English and the Arabic language as well.

2. Emotional and Positive Expression

Emotional support, emotional approval, emotional admiration, are presented in statements like, amazing, no doubt Processor. In most instances such replies are written in English and in short language and emojis.

In response to content or content itself, such as Yr this vdo made me cry □ all emotions, express empathy and personal appeal and shows what contents in social media elicit. Emojis make such emotions stronger and multimodal.

3. Motivation, Faith, and Determination

Some statements are about believing Allah, tenacity, and optimism. The example of Never stop believe on ALLAH and Inshallah har hamesha mixes inspirational communication with religious affirmation. These remarks support the resilience and support in a faith-based model indicating how users attach spirituality to personal empowerment.

4. Interreligious Respect and Appreciation

One of the comments, that I am not a muslim, but love Islami and respect Allah 😍éric estrange ���Que Dit, expresses positive attitude and respect of Islam by people of other faiths. It emphasizes the concept of cross-cultural interaction, respect, and emotional connection, and shows that social media gives different users a chance to show admiration and common value assessment.

5. Language Use and Code-Switching

- **Arabic:** Mainly in devotional and religious utterances (C1, C5, C10).

- **English:** Emotional support, admiration and motivational remarks (C2, C3, C6, C8).

- **Urdu-English code-switching:** This is prevalent in prayers and religious inspirational remarks (C4, C9, C7).

This trend indicates the sociolinguistic approach of blending languages to deliver the meanings of spirituality, emotion, and motivation out of a multilingual audience.

6. Emoji and Multimodal Patterns

- □, □, □, □ → Express love, devotion, positivity, emotional engagement.

- ☐ → Conveys intense sadness or empathy.

Emojis often reinforce emotional or religious meaning, especially in code-switched or devotional contexts.

Summary of Patterns

1. They are expressed in religious and devotional terms and tend to code-switch between Arabic and Urdu and English.

2. Frequently positive and emotional texts employ a short text and emojis to emphasize the affective significance.

3. Faith-based and motivational remarks depict hope, perseverance, and encouraging ideas.

4. Interfaith appreciation is inclusive and intercultural.

5. Meaning, sentiment, and spiritual intensity are increased by emojis and multimodal features.

FINDINGS

Dominance of Religious Expression

It can be analyzed that the most prominent element of the discourse is the expression of religion. To display devotion and build a displayable Islamic identity, users often use phrases in Arabic and short prayers using the Urdu-English code switching. Arabic is used as a symbol of a religious and ascetic power, and Urdu provides it with some cultural background, allowing the discourse to be appealing to Pakistani listeners. The sharpness of such phrases as Alhamdulillah and SubhanAllah is used as well as a personal devotion tool and as a performative marker of religious orientation at the community level.

Emotional and Affective Communication

In addition to religious text, users share very emotional feelings. Both textual remarks and emojis help to release nostalgia, adoration, empathy, and joy, but they are visual intensifiers. As an example, ❤, ���cal and �PathsD are frequently used with prayers or an overview of gratitude, which increases their emotional impact. Such a mixture of words and visual symbols allows people to capture the more sophisticated emotions that cannot be supported only by words.

Personal Determination and Faith-Based Motivation

The majority of the comments contain hope, perseverance, and resiliency, all based on Islamic faith. These personal encouragements are mixed with devotional ones such as praying to be patient (sabr) or to be made right by God (hidayat). This is a witness to the combination of religious empowerment and personal empowerment and shows that Instagram can be taken as a religious platform and a stimulator and the gateway to self-growth.

Community Building and Engagement

Instagram is an online community stage and users talk to others in a unified voice which they use to say blessings, take religious and inspirational activities. Users are likely to pray jointly, to give counsel or comment on moral and spiritual growth. These means that the social media adds to the sense of belonging and the shared spiritual identity, indicating the social component of online religiosity.

Critical Reflection and Moral Analysis

Less common are moral, ethical and social critique in which some users are retrospective on the way individuals behave or the society as a whole behaves. This has commentary of the importance of prayer, direction and personal behavior. These aspects imply that the discourse of Islamic Instagram not only is devoted but also analytical and reflective, which confirms that the users are highly active in terms of bargaining values, morality, and social responsibility in the virtual environment.

Patterns of Language use and code switching

Language choice reflects the function and intent of communication:

- **Arabic:** The message embodied in language is itself a product of purpose and meaning:

- **Arabic:** Preaches piety, gives religious law, and imparts religious meaning.

- **Urdu:** Provides emphasis, cultural appeal and localization.

- **English:** promotes inspirational message, self-reflection, and improved accessibility.

- **Code-Switching:** Favors accuracy and indulges character, and performs on diverse audiences.

- **A multilingual practice** means that users are strategical when it comes to using linguistic materials to develop stratified identities and establish engagement.

- **Multimodal** Communication Practices.

The use of emojis, textual formatting, and the use of hashtags once in a while all factor into a multimodal performance of religiosity. The use of emojis tends to exalt emotional intensity, indicate dedication, and strengthen community affiliation. Narrative linguistic and visual elements prove that religious identity online can be a role-performing phenomenon since it involves not only language but also multimodal signs, which make the process of communication more vivid and sophisticated as compared to text-only communication..

CONCLUSION

Proclaims devotion, creates religious power, and communicates sacredness.

- Urdu: Gives priority, cultural identification and locality.

- English: Enhances motivational message, personal reflection and wider access.

- Code-Switching: It improves credibility, enables subtle expression and transcends across various audiences.

- This multidimensional method shows that learners strategically utilize language resources to create multiple identities and encourages interaction.

- Practices of Multimodal Communication.

Multi modal performance of religiosity is achieved through the use of emojis, textual formatting, and the use of hashtags in a few cases. Emojis usually emphasize the feelings of joy, demonstrate devotion, and increase togetherness. The synergy of linguistic and visual materials proves that online religious

identity is acted by language and multimodal channels, which enhances the communication in comparison to the text-only product.

Altogether, one can say that Instagram becomes a vibrant online platform of Islamic sociolinguistic activities in the country of Pakistan. Users actively mix textual, visual and linguistic items to communicate religiosity, navigate emotions, motivate people and engage communities. The current paper is relevant to the study of multilingual and multimodal communication that influences online religious experiences in the sense that social media is not a location of content consumption but the environment where identities are constructed, feelings are expressed, and communities are engaged.

Current studies may be extended to address longitudinal changes in online religious discourse, compare practices between different social media, or incorporate the impact of influencers and algorithmic mediation on the development of online religious communities. These studies would further enhance the changing interaction of language and technology and religiosity in digital spaces.

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