



Pragmatic Analysis of Expressive Speech Acts in Tweets by Arab Figures on Twitter: Strategic Management Insights

Ahmad Fathoni*, Nur Halifa, M. Syukron Maksum, Aminudin

Sekolah Tinggi Agama Islam Jarinabi, Indonesia

Email: fuadm0988@gmail.com

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ABSTRACT

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*Corresponding Author

This study examines expressive speech acts in the tweets of Arab figures on Twitter throughout 2022, focusing on categories such as gratitude, congratulations, condolences, happiness, and pride. Expressive speech acts play a crucial role in reflecting the psychological states of speakers and highlighting cultural values, religiosity, and social ethics inherent in Arab society. The research uses a qualitative descriptive method, analyzing tweets from prominent figures like King Salman and the Minister of Defense, among others. Data was collected through observation of Arabic-language tweets, identifying and classifying expressive speech acts. The findings show that these speech acts are not only used for personal expression but also strategically to reinforce national identity and public image. They serve as tools for managing public relations, fostering social cohesion, and maintaining trust between leaders and the public. While the study offers valuable insights into Arabic-language social media, its scope is limited to tweets in 2022. Future research could expand the analysis to other platforms and explore the influence of political and social contexts. This research contributes to the field of pragmatics and digital communication studies.

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INTRODUCTION

Language as a means of communication plays a crucial role in human interaction within society (Aliyeva, 2023). It allows individuals to express themselves or convey messages to others, communicating thoughts, intentions, ideas, feelings, and emotions (Borisova et al., 2023; Dennison, 2024). In communication, the speaker's intent is understood by the listener when there is a clear contextual background (Dey, 2023; Hasan et al., 2024). This results in speech acts, which occur during the process of communication between a speaker and a listener. Speech acts involve the performance of an action during

conversation, and linguistic discussions of this nature can be examined through pragmatics, a branch of linguistics that focuses on speech acts. The theory of speech acts aims to explain how speakers use language to perform intended actions and how listeners infer their intended meaning. Speech acts are concerned with how utterances are produced by speakers so that they carry the intended meaning, which must be understood by the listener not only explicitly but also implicitly (Marchal, 2023).

Pragmatically, there are three types of speech acts produced by speakers: locutionary, illocutionary, and perlocutionary. Searle, a prominent pragmatist, classifies illocutionary acts into five categories: commissive, directive, expressive, assertive, and declarative (Muzaffarovna, 2025). One of the primary types of speech acts in pragmatic studies is expressive speech acts. Austin also distinguishes speech acts into: (1) locutionary acts, which are speech acts that function to ask something, and (2) illocutionary acts, which are utterances made to persuade, suggest, or inform a listener so that the listener performs actions in line with the speaker's intent.

Expressive speech acts are often observed on social media platforms like Instagram, Facebook, Twitter, YouTube, and others. This study specifically examines the speech acts of Arab figures on Twitter. In this context, their speech, behavior, socializing patterns, and activities are often grounded in Islamic values, as Arab cultural values are predominantly shaped by Islam, given that the majority of the population is Muslim. Arab communities also value praising and thanking God, acknowledging that His blessings are ever-present (Saleh et al., 2024; Qutbuddin, 2023). The reason for focusing on pragmatics in Arabic is that Arabic is widely studied by Indonesians today, both in secondary schools and universities. This makes it important to explore expressive speech acts in Arabic, particularly those found in tweets by Arab public figures.

A speech act is understood as a psychological phenomenon that reflects the speaker's mental state, which is determined by the speaker's language skills when faced with a particular situation. Triyono et al (2025) define speech acts as psychological phenomena, with the continuation of the speech act dependent on the language skills of the speaker in a given situation. Speech acts emphasize the meaning or intention behind the action in an utterance (Babazade, 2025). Expressive speech acts, in particular, occur when a speaker expresses their feelings. These acts serve to display the speaker's psychological attitudes when facing various situations (Flusberg et al., 2024; Williams et al., 2024).

Searle categorizes illocutionary acts into five types: representational, expressive, assignment, directive, and declarative speech acts. Expressive speech acts, among these, are expressions of mental states and include actions like thanking, congratulating, apologizing, praising, and expressing sympathy (Asia

et al., 2024). Ichwani et al. (2023) further categorize expressive speech acts as including apologizing, thanking, congratulating, complaining, lamenting, protesting, regretting, boasting, praising, greeting, and welcoming.

Given the context above, this study explores expressive speech acts found in several tweets by Arab figures on Twitter. According to Novik et al (2024), social media platforms are online spaces that allow users to share personal experiences, communicate, interact, collaborate, and form social bonds virtually. Twitter, as one such platform, is widely used for communication across various groups. Several Arab figures use Twitter to address various issues, which offers valuable insights into the forms and functions of expressive speech acts. These acts not only serve interpersonal functions but also play significant roles in the socio-cultural and strategic management of public image and communication.

RESEARCH METHOD

This research uses a qualitative descriptive method. Qualitative research is based on efforts to produce knowledge that is examined in detail and formed by words. According to (Balaka, 2022), Qualitative research is a research technique that can produce descriptive data in the form of written or spoken words about people and observable behavior. The research was conducted based on tweets from several Arab figures on Twitter, such as @KingSalman (King of Saudi Arabia), @AbdulazizSNA (Minister of Interior), @kbsalsaud (Minister of Defense), and several other figures. This research focused on analyzing the speech acts contained in the tweets of these accounts. The expressive speech acts studied included congratulations, expressions of joy, condolences, thanks, and pride. The data source for this study was tweets posted by these accounts from January to December 2022.

The classification of expressive speech acts was based on Arabic utterances that indicated congratulations, expressions of joy, condolences, thanks, and pride. Based on the types of expressive speech acts found in these accounts, screenshots were taken and then entered into a data collection table for analysis. In this study, data was collected through observation, namely observing the language used by several Arab figures on Twitter. Several stages of observation were carried out in data collection. First, the selection of utterances is tailored to the research being discussed. Second, identifying speech acts (expressive). Third, identifying the meaning of utterances based on expressive speech acts taken from Arab figures' Twitter accounts. Fourth, classifying expressive speech acts in tweets from Arab figures' accounts.

RESULT AND DISCUSSION

Result

Based on the data that has been collected, it can be seen that there are five types of expressive speech acts expressed or said by several Arab figures in their tweets on Twitter, namely; 1) expressive speech acts of gratitude, 2) expressive speech acts of congratulations, 3) expressive speech acts of condolences, 4) expressive speech acts of happiness, and 5) expressive speech acts of pride.

Expressive speech act of saying congratulations

Table 1: Expressive speech acts of saying congratulations

1.	<p>كما أهنئ بهذه المناسبة منسوبي وزارة الدفاع، وجنودنا المرابطين في المشاعر المقدسة وعلى ثغور بلادنا، سائلاً الله أن يتقبل صالح أعمالنا، وينصر جنودنا، ويرحم شهداءنا، ويديم على وطننا نعمة الأمن والاستقرار والتقدم والازدهار</p> <p>"I also congratulate, on this occasion, the employees of the Ministry of Defense, and our soldiers stationed in the holy places and on the borders of our country, asking God to accept our good deeds, grant victory to our soldiers, have mercy on our martyrs, and perpetuate our country with the blessings of security, stability, progress and prosperity."</p>	<p>https://twitter.com/kbsaIsaud/status/1545841960782630913</p>	Congratulations
2.	<p>نحمد الله سبحانه أن رأينا حجاج بيته، من مختلف دول العالم، يؤدون مناسكهم بكل وإننا ونحن نفخر بشرف خدمة الحجاج؛ نهنئ جميع المسلمين بعيد يسر وسهولة الأضحى المبارك، سائلين المولى أن يجعل هذا العيد، عيد خير وسلام على العالم أجمع وكل عام وأنتم بخير</p> <p>"We thank God Almighty that we see pilgrims to his house, from various countries of the world, performing their rituals with ease and ease. And while we are proud of the honor of serving the pilgrims; We congratulate all Muslims on the blessed Eid al-Adha, asking God to make this Eid a Eid of goodness and peace for the entire world. Happy New Year."</p>	<p>https://twitter.com/KingSalman/status/1545619598338400260</p>	Congratulations
3.	<p>أرفع أسمى عبارات التهاني والتبريكات لمقام سيدي خادم الحرمين الشريفين وسمو ولي والتي عهدته الأمين - يحفظهما الله - بمناسبة صدور #ميزانية_السعودية2023 تضمنت مؤشرات تجسد عمق رؤية قادتنا وحرصهم على دعم كل القطاعات وتنفيذ المشاريع التنموية الهادفة لتحقيق مستهدفات رؤية المملكة 2030</p> <p>"I extend my highest congratulations and blessings to the Custodian of the Two Holy Mosques and His</p>	<p>https://twitter.com/AhmedAlKhatieb/status/1600763123773816833</p>	Congratulations

	Highness the Crown Prince - may God protect them - on the occasion of publication #مبازانية_السعودية2023 , which includes indicators that embody the depth of our leaders' vision and their desire to support all sectors and implement development projects aimed at achieving the goals of the Kingdom's Vision 2030."		
4.	عيدكم مبارك وكل عام وأنتم بخير ،، "Idul Fitri dan Selamat Tahun Baru,,,"	https://twitter.com/AbdulazizSNA/status/1545613384783110145	Happy holidays and new year greetings
5.	بمناسبة الأمر الملكي الكريم القاضي بإعادة تشكيل مجلس الوزراء برئاسة صاحب السمو الملكي ولي العهد؛ أقدم التهئة الخالصة لأصحاب السمو والمعالي أعضاء المجلس على الثقة الملكية؛ سائلاً الله تعالى للجميع التوفيق والسداد "On the occasion of the honorable royal order to reorganize the Council of Ministers headed by His Highness the Crown Prince; I extend my sincere congratulations to His Highness and the Excellencies of the Council members for the royal trust; May Almighty God grant success and recompense to everyone."	https://twitter.com/AlfadleyA/status/1575030227591315456	Congratulations

Congratulations are an expressive speech act where the speaker's speech takes the form of a prayer, greeting or greeting that expresses hope for prosperity. Verbal actions in the form of congratulations can have a positive effect and motivate the person you are talking to (Artati et al., 2020). Furthermore, the expressive speech act of congratulating is a speech act performed by the speaker with the intention of wishing the interlocutor well.

Note the tweets of several Arab figures that demonstrate the expressive speech act of congratulating:

Tweet from the account @KingSalman, King of Saudi Arabia

In the sentence "We congratulate all Muslims on the blessed Eid al-Adha..." and in the sentence "Happy New Year," both sentences demonstrate the expressive speech act of congratulating. Congratulations are addressed to all Muslims on the celebration of Eid al-Adha and New Year's greetings. The expression used to convey this expression uses the word "تهنئى" This phrase, which means to congratulate, demonstrates the expressive speech act of congratulating.

Tweet from the Saudi Arabian Minister of Defense's account @kbsalsaud In his tweet, "I also congratulate, on this occasion, the employees of the Ministry of Defense, and our soldiers stationed in holy places...", the congratulatory phrase, which demonstrates the expressive speech act of congratulating, is directed at the employees of the Ministry of Defense and the soldiers. The sentence "asking God to accept our good deeds and grant victory to our soldiers..." also demonstrates the expressive speech act of congratulating because it contains a prayer directed at the addressee. This expression uses the word "كما أهنئ" which means "I also congratulate you," this demonstrates the expressive speech act of congratulating.

Similarly, other tweets demonstrate the expressive speech act of congratulating. This can be seen in the words used in these tweets, such as the words "التهنئة" in a tweet on the @AhmedAlKhateeb account which shows an expressive speech act of congratulations "I convey my highest congratulations and blessings to the Custodian of the Two Holy Mosques and His Highness the Crown Prince..." which is addressed to the Custodian of the Two Holy Mosques and the Crown Prince to support all sectors and carry out development projects aimed at achieving the goals of the Kingdom's Vision 2030, then in the sentence "عيدكم مبارك وكل عام وأنتم بخير" which means Happy New Year greetings in a tweet on the @AbdulazizSNA account, as well as in the word "التهنئة" In a tweet on the @AlfadleyA account, "I extend my sincere congratulations to Your Majesty and the members of the Council for the royal trust..." the tweet was addressed to Your Majesty and the members of the Council for the royal trust. The words or sentences in the tweets indicate expressive speech acts of congratulations.

Expressive speech acts of condolence

Table 2: Expressive speech acts of condolence

1.	فقدنا اليوم أخي العزيز الشيخ خليفة بن زايد آل نهيان - رحمه الله - الذي كرّس حياته لخدمة شعبه، ورفعته دولته، وإننا ونحن نعزي أنفسنا وأهلنا في دولة الإمارات العربية المتحدة في وفاة الراحل، نسأل الله أن يتقبله بواسع رحمته ومغفرته ورضوانه، وأن يجزيه خير الجزاء على ما قدم لشعبه وأمته "Today we lost my dear brother, Sheikh Khalifa bin Zayed Al Nahyan -may Allah have mercy on him- who dedicated his life to serving his people and uplifting his country.For what he gave to his people and his nation."	https://twitter.com/KingSalman/status/1525191964823629826	Condolences
2.	نستعيد في ذكرى اليوم الوطني قيام المملكة العربية السعودية على يد مؤسسها الملك عبدالعزيز -طيب الله ثراه- الذي وحد مع رجالاته هذه البلاد المباركة، وأرسى فيها الأمن والاستقرار، مستلهمين من بطولاتهم وتضحياتهم الهمة والشجاعة، لنمضي مع	https://twitter.com/kbsalsaud/status/157327	Condolences

	<p>قيادتنا الحكيمة في تحقيق رؤيتها لمستقبل وطننا</p> <p>“On the occasion of National Day, we remember the founding of the Kingdom of Saudi Arabia at the hands of its founder, King Abdulaziz – may God rest his soul in peace – who united his people in this blessed country, and established security and stability in it, drawing inspiration from their heroism and courageous sacrifices, so that we can continue our wise leadership in achieving his vision for the future of our homeland.”</p>	3356048138 242	
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Expressions of grief or sadness, this group is called condolences. Condolences are expressions of condolence, usually used when someone dies or loses a loved one.

Tweet from the @KingSalman account of the King of Saudi Arabia

The sentence "Today we lost my beloved brother, Sheikh Khalifa bin Zayed Al Nahyan - may Allah have mercy on him - who dedicated his life..." expresses condolences for the loss of his brother. The expression that conveys this expression uses the word "فقدنا" which means "we have lost," indicating an expressive speech act of condolence.

Similarly, the tweet from the Saudi Arabian Minister of Defense's account @kbsalsaud included the sentence "طيب الله ثراه" which means "may Allah rest his soul in peace" which in this sentence shows condolences in the form of prayers for the founder of the Saudi Arabian kingdom, King Abdul Aziz, so that the tweet is included in the speech act of condolences.

Expressive speech acts of pleasure

Table 3: Expressive speech acts of pleasure

1.	<p>سعيد برؤية نتائج الخطط التي وضعت بقيادة سمو سيدي ولي العهد ، والتي ستجعل هذا المشروع من أهم الوجهات السياحية #وجهة_البحر_الأحمر في سياحة الشواطئ بالعالم</p> <p>“It is a pleasure to see the results of the plans developed under the leadership of His Highness the Crown Prince to #وجهة_البحر_الأحمر , which will make this project one of the most important tourist destinations in coastal tourism in the world.”</p>	<p>https://twitter.com/AhmedAlKhateeb/status/1599815713123753985</p>	Expression of happiness
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2.	<p>داخل أجواء يملؤها البذل س عدت اليوم بالمشاركة في مبادرة #تطوع_بخبيرتك والعطاء في سبيل الخير. جهود كبيره تقوم بها وزارة الموارد البشرية والتنمية الاجتماعية لتشجيع العمل التطوعي، أشكر معالي أخي @Ahmed_S_Alrajhi على هذه المبادرة وأسأل الله للمتطوعين والمتطوعات الأجر والثواب</p> <p>"Today I am happy to join #تطوع_بخبيرتك initiative in an atmosphere full of giving and giving for good. Great efforts are being made by the Ministry of Human Resources and Social Development to encourage volunteer work, I thank His Excellency my brother @Ahmed_S_Alrajhi for this initiative, and I ask God for appreciation and appreciation for volunteers."</p>	<p>https://twitter.com/tfrabiah/status/1600558448587915264</p>	Expression of happiness
3.	<p>صندوق الوقف الصحي، نافذة للعطاء ومنصة للخدمة المجتمعية في القطاع الصحي، والتي سعدنا اليوم بإحدى ثمارها والتي جاءت بدعم من الجهات المانحة لخدمة المجتمع</p> <p>"The Health Endowment Fund is a window for giving and a platform for community service in the health sector. Today, we are pleased to announce one of its fruits, which comes with the support of donors to serve the community."</p>	<p>https://twitter.com/FahadAlJalajel/status/1597294851644862465</p>	Expression of happiness
4.	<p>سعدنا اليوم بإطلاق منتدى الجوف الزراعي الدولي الأول، برعاية سمو الأمير فيصل بن نواف بن عبدالعزيز أمير منطقة الجوف، وبمشاركة منظمات دولية وشركات زراعية وأوساط أكاديمية؛ وتتطلع من خلاله للمساهمة في تحقيق الأمن الغذائي، وبناء نظم زراعية مستدامة وشراكات وفق رؤية المملكة 2030</p> <p>"Today, we are pleased to launch the first Al-Jouf International Agriculture Forum, under the patronage of His Royal Highness Prince Faisal bin Nawaf bin Abdulaziz, Governor of Al-Jouf Region, and with the participation of international organizations, agricultural companies, and academics. Through it, we hope to contribute to achieving food security, building sustainable agricultural systems, and partnerships in line with the Kingdom's Vision 2030."</p>	<p>https://twitter.com/AlfaldleyA/status/1599719820961804288</p>	Expression of happiness
5.	<p>سعدنا اليوم باستضافة المملكة للاجتماع الوزاري لمبادرة الشرق الأوسط الأخضر بمشاركة 20 دولة آسيوية وأفريقية، وفي خطوة مهمة توافقتنا بفضل الله على ميثاق وحوكمة المبادرة تمهيداً لرفعها للقمة الثانية للمبادرة التي أعلن عنها سمو ولي العهد- حفظه الله-، وتستضيفها مصر الشقيقة نوفمبر المقبل</p>	<p>https://twitter.com/AlfaldleyA/status/1585307880630415360</p>	Expression of happiness

<p>“We are pleased today that the Kingdom hosted the ministerial meeting of the Middle East Green Initiative with the participation of 20 Asian and African countries, and in an important step, we approved, thank God, the charter and governance of the initiative in preparation for its submission at the second summit of the initiative announced by His Highness the Crown Prince – may God protect him –, and which will be hosted by sister Egypt next November.”</p>		
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Expressive speech acts of pleasure fall under the category of congratulations. Congratulatory expressions express joy.

Tweet from the account @AhmedAlKhateeb, Minister of Tourism of Saudi Arabia.

In his tweet, "Happy to see the results of the plan developed under the leadership of His Highness the Crown Prince to...", an expressive speech act expressing joy over the Crown Prince's plan to undertake a coastal tourism development project is evident. The expression used to convey this expression is the word "سعيد" "Happy" means "happy," indicating an expressive speech act expressing joy.

Furthermore, tweets from other accounts contain words that indicate expressive speech acts expressing joy. For example, in the tweet from the account @tfrabiah, "Today I am happy to participate." #تطوع_بخيرتك initiative in an atmosphere full of giving and giving for good. Major efforts are being made by the Ministry of Human Resources and Social Development to encourage voluntary work" there are words "سعدت" expressing his delight at the significant efforts being made by the Ministry of Human Resources and Social Development to encourage volunteerism. Then, a tweet from the @FahadAljalajel account read, "Today, we are delighted with one of the fruits of this effort, which comes with the support of donors to serve the community." "سعدنا" which means we are happy, in the context of donor support to serve the community. Likewise, another tweet, "Today, we are pleased to launch the first Al-Jouf International Agricultural Forum..." contains the words "سعدنا اليوم" shows an expressive speech act expressing joy at the launch of the first Al-Jouf International Agricultural Forum. In another tweet "We are pleased today that the Kingdom is hosting the ministerial meeting of the Middle East Green Initiative with the participation of 20 Asian and African countries..." he also used the word "سعدنا" expressing joy at the Kingdom's hosting of the Middle East Green Initiative ministerial meeting, with participation from 20 Asian and African countries. The tweets from several Arab figures above demonstrate expressive speech acts of joy.

Expressive speech acts of pride

Table 4: Expressive speech acts of pride

1.	<p>مع #اليوم_الوطني_السعودي_92؛ نستذكر بفخر واعتزاز ما تحقّق لوطننا الغالي من أمن واستقرار وتنمية، ومنجزات نوعية غير مسبوقّة في عهد خادم الحرمين الشريفين وسمو ولي عهده الأمين - حفظهما الله-؛ بفضل رؤية وطنية طموحة، ومبادئ ثابتة، وقيم راسخة، ومواقف مشرّفة على مدى التاريخ</p> <p>#هي_لنا_دار</p> <p>"with #اليوم_الوطني_السعودي_92 ; We recall with pride the security, stability, and development that have been achieved for our beloved homeland, and the unprecedented qualitative achievements during the era of the Custodian of the Two Holy Mosques and His Highness the Trustworthy Crown Prince - may God protect them -; Thanks to an ambitious national vision, solid principles, firm values, and honorable stance throughout history. #هي_لنا_دار"</p>	<p>https://twitter.com/Ahmed_S_Alrajhi/status/1573258394110234625</p>	<p>Expression of pride</p>
2.	<p>إن ذكرى يومنا الوطني، تعبّر عن الاعتزاز بأجداد الوطن، والفخر بمكانته ووحدته بين الأمم، التي أسست قواعد هذا البنيان الشامخ</p> <p>اللهم احفظ لنا بلادنا، وأدم عليها الأمن والاستقرار</p> <p>"The memory of our National Day expresses pride in the glory of the homeland, and pride in its status and unity among the nations that are the foundation of this tall edifice. O God, protect our country for us, and keep it safe and stable."</p>	<p>https://twitter.com/KingSalm/status/1573291311582650369</p>	<p>Expression of pride</p>
3.	<p>تميز "تحدي أبشر الثاني" بمجموعة نفخر بها من أبناء الوطن وبناته الذين شاركوا في تقديم ابتكارات وأفكار إبداعية، للإسهام في تطوير خدمات وزارة الداخلية، وتسخير التقنية لخدمة الإنسان، نفخر بهم وبإبداعاتهم،،</p> <p>"The Second Absher Challenge" is distinguished by our proud group of sons and daughters of the nation who participated in providing innovation and creative ideas, contributing to the development of Ministry of Home Affairs services, and leveraging technology to serve the people. We are proud of them and their creativity..."</p>	<p>https://twitter.com/AbdulazizSNA/status/1532013669403566082</p>	<p>Expression of pride</p>

4.	<p>فخور بجهود المملكة العظيمة التي ستتمكن منطقة البحر الأحمر لتكون أفضل الوجهات العالمية السياحية، حيث أن المياه الصافية و الشعاب المرجانية والطقوس المعتدلة حتما ستتمكن المنطقة أن تكون الوجهة المثالية للسياح طوال أيام السنة، ويسير هذا المشروع بخط متسارعة ضمن مستهدفات رؤية المملكة 2030</p> <p>“Proud of the Kingdom's great efforts that will enable the Red Sea region to become a top global tourist destination, as its clear waters, coral reefs and moderate weather will undoubtedly enable this region to become an ideal destination for tourists throughout the year, and this project is progressing at an accelerated pace within the objectives of the Kingdom's Vision 2030.”</p>	<p>https://twitter.com/AhmedAlKhateeb/status/1598711733233016832</p>	<p>Expressi on of pride</p>
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Expressive speech acts expressing pride include words or actions that express pride in others or oneself.

Tweet from the Saudi Arabian Minister of Tourism's account @AhmedAlKhateeb

The sentence "Proud of the Kingdom's great efforts that will enable the Red Sea region to become a top global tourist destination..." demonstrates an expressive speech act of pride directed at the kingdom for its efforts in making the Red Sea a global tourist destination. The phrase that conveys this expression uses the word “فخور” which means "proud," indicates an expressive speech act of pride.

Several tweets on other Arab figures' accounts also use words that indicate expressive speech acts of pride, such as the tweet on the @AbdulazizSNA account, "The Second Absher Challenge is distinguished by a group we are proud of: the sons and daughters of the nation who participated in providing innovation and creative ideas, to contribute to the development of the Ministry of Home Affairs services, and utilizing technology to serve the people." which uses the word “نفخر” to show pride in the sons and daughters of the nation who participate in providing innovation and creative ideas, to contribute to the development of the Ministry of Home Affairs services, and utilize technology to serve the people. Likewise, the tweet on the @KingSalman account "Our National Day memories express pride in the glory of the homeland, and pride in its status and unity among nations..." which uses the word “والفخر” as a sense of pride in the glory of the homeland, and pride in its status and unity among nations. Then the tweet on the account @Ahmed_S_Alrajhi "We remember with pride the security, stability, and development that has been achieved for our beloved homeland, and the unprecedented qualitative achievements" using the word “بفخر” This demonstrates pride in the security, stability, and development

achieved for our beloved homeland, as well as unprecedented qualitative achievements. The tweets from several of the accounts above demonstrate expressive speech acts expressing pride.

Pragmatics is the study of the relationship between language and context, where understanding a language requires considering its appropriate use in specific situations. In addition to context, the roles of speakers and interlocutors are crucial in pragmatic analysis, as language use is deeply influenced by the social dynamics between them. Pragmatic studies explore not only linguistic aspects but also the underlying factors in language development (Dey, 2023). A key function of pragmatics is understanding the intention behind an utterance, which helps facilitate ongoing communication (Siregar et al., 2024). Speech acts, central to pragmatics, involve interactions that reflect the conversational context, with expressive speech acts revealing the speaker's psychological attitudes, such as congratulations, condolences, thanks, apologies, and praise (Tanduk, 2023). For communication to be effective, speakers must ensure their utterances are contextually relevant, clear, concise, and on-topic, with speech events combining multiple speech acts to reflect social phenomena.

Discussion

The research on expressive speech acts in the tweets of Arab figures reveals several important findings, particularly in the categories of congratulations, condolences, happiness, and pride. These findings align with existing pragmatic theories that emphasize the role of speech acts in conveying emotions and intentions in communication. Fa'adhilah (2025) highlights the importance of understanding the intention behind an utterance, a concept that is clearly reflected in the use of congratulatory speech acts, which aim to express good wishes and positive reinforcement, thus motivating and positively influencing the recipient (Ibodullayevna, 2025). This study also underscores the role of cultural and political contexts, showing how expressive speech acts in Arab culture can differ from those in other cultural settings.

A key observation from this research is the strategic use of expressive speech acts by political and social figures to shape national identity and affirm government achievements. Tweets from figures like King Salman and various ministers often express pride and joy related to national accomplishments, such as the Vision 2030 initiatives. This strategic use of speech acts aligns with Elrob (2025), who views speech acts as tools for expressing psychological attitudes. These expressions, therefore, serve not only as personal statements but also as means to align the speaker with national goals, affirm societal values, and manage public perception in a politically charged environment.

Additionally, the research highlights the communal and empathetic functions of expressive speech acts, particularly in the use of condolences in response to the loss of significant figures like Sheikh Khalifa bin Zayed Al Nahyan. These expressions of empathy strengthen social bonds and foster a sense of solidarity, particularly in times of national grief. This observation aligns with Hikmawaty's (2025) findings that expressive speech acts convey both personal emotions and collective sentiments. From a managerial perspective, leaders' strategic use of such speech acts can foster trust and loyalty, as these expressions build emotional connections between leaders and their citizens, reinforcing social cohesion and contributing to societal stability and development.

CONCLUSION

The findings of this study highlight the dominance of expressive speech acts in the tweets of Arab figures on Twitter throughout 2022. The research identified five main categories of expressive speech acts: gratitude, congratulations, condolences, expressions of joy, and pride. These speech acts not only reflect the psychological state of the speaker but also emphasize the cultural values, religiosity, and communication ethics inherent in Arab society, such as respect, appreciation, and emotional closeness. This demonstrates how social media has evolved into a platform for shaping public image, maintaining social relationships, and conveying messages that reflect cultural and national identity. Additionally, the study underscores the importance of context and social relationships in shaping the meaning of utterances, showing that Arabic serves as a tool for expressing deeply held social and religious values, thus reinforcing national identity, social cohesion, and trust between leaders and the public.

While the study offers valuable insights into the dynamics of expressive speech acts in Arabic-language social media, it also has limitations. The scope of the research is confined to tweets from Arab figures in 2022, excluding the broader spectrum of digital communication across other social media platforms. Future research could expand the scope to include platforms like Facebook, Instagram, or YouTube and compare communication patterns across different Arab countries. Additionally, exploring the influence of political and social contexts on expressive speech acts would provide a deeper understanding of how these acts evolve and vary in different environments. This would help develop a more nuanced perspective on the role of language in shaping modern communication in the digital age, contributing further to the field of pragmatics and the study of digital communication.

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