

**Abstract:**

*The thesis examines the activity of representatives of the Islamic Emirate of Afghanistan on the X social site, formerly known as Twitter. Specifically, it focuses on the figure of the official spokesperson, Zabihullah Mujahid, and his strategic communication from November 2022 to August 2023. The author presents the source in three main languages, Afghan Persian, called Dari, Pashto, and English. Based on critical discourse analysis in the approach of Teun A. van Dijk, the research shows how the Emirate's representatives utilized the X platform during the observed period for self-presentation among both domestic and international audiences.*