A CRITICAL DISCOURSE ANALYSIS OF LANGUAGE PATTERNS AND POWER DYNAMICS IN SOCIAL MEDIA DISCOURSE

[1]Ikram Ullah, [2]Munazza Bibi, [3]Roshni Begam, [4]Tayyaba Khan, [5]Naila Bibi

[1,2,3,4,5]Department of English Literature and Linguistics, Riphah International University, Pakistan.
 E-Mails; ikramullah.uom888@gmail.com, 1 munazzabibi431@gmail.com, 2
roshnisohail@gmail.com, 3 asiffkhannnnn@gmail.com, 4 naylameer@gmail.com, 5

Abstract

This study examines a sample of social media posts across platforms to identify common language patterns, styles, and features that exist in online communication. Data for the research study was collected from Twitter and Instagram. The researchers used qualitative research methods to analyse eight posts on different social media platforms, primarily Twitter and Instagram, to explore the meaning of social media interaction. This study uses Horkheimer's critical theory as a theoretical framework to investigate social, cultural, and power dynamics in discourse. The findings show that strength can come in many forms, including humility, sensitivity, and strong, compelling feelings of accomplishment. The research also highlights the importance of family and community support in the promotion of emotional and personal growth. It develops a greater understanding of the power and value of negative and emotional emotions, ultimately leading to more compassionate lives where people, especially those without a past, can succeed. Through this research, science is deepening our understanding of the complexity of the human experience and highlighting the need to celebrate strength and flexibility in all patterns of daily life.

Keywords: Discourse, Critical discourse analysis, Language, social media, Positive Thinking, Cultural Values, Support Systems, Resilience, Childhood Experiences.

Introduction

Understanding the context of speech has long been a focus of linguistics, particularly linguistics. "Semantics is the study of meaning" (John, 1977). More importantly, it is a place to investigate the complexity of the subject, trying to understand its underlying structure and significance. More specifically, "Semantics is the study of the meaning conveyed by a word; it explores the complex processes by which we create, express, and communicate through speech and non-speech means" (Saeed, 1997).

"Semantics is the part of linguistics that deals with meaning, how language creates meaning, and how we extract meaning from language" (Lobner, 2002). Linguistic semantics is the study of meaning outside of context, including grammatical meaning and the meaning of words, phrases, and sentences (William, 1992). Linguistic semantics, on the other hand, can be defined as the study of how to communicate and express meaning, demonstrating the complicated process of transmitting meaning and constructing meaningful language (Kreidler, 1998).

Semantics is a strong tool that allows us to discover the hidden meanings behind words, phrases, and sentences. Understanding how words work is the key to understanding the secrets of effective communication. It is the secret pattern by which we convey our thoughts, plans, and emotions to others. (Kampsoe, 1977).

The Role of Semantics in Linguistics

It is essential for learning English since it allows us to understand the meaning of words. As researchers, we strive to disseminate the message that people wish to convey. Semantics helps us understand all aspects of meaning:

- How words describe each other and the world around us
- Expresses ideas, thoughts, and thinking
- How words are ambiguous or have multiple meanings (Frawley, 2013)

Semantic Analysis

When we communicate, our words frequently transmit more than what is apparent on the surface. The complexities of this meaning can be deep and diverse, which is why semantic analysis is such an effective tool for revealing hidden levels of meaning inside words. Researchers conduct painstaking investigations to determine how we utilize words, phrases, and sentences to represent the links between them and the context that gives them meaning. This overview includes examples of communication and specific scenarios in which it is employed. By researching these notions, academics can gain a greater understanding of how language expresses thoughts, feelings, and emotions. Finally, semantic analysis not only improves our knowledge of meaning but also reveals the relationship between words and meaning in

Discourse-Analysis

When we communicate, our words frequently transmit more than what is apparent on the surface. The complexities of this meaning can be deep and diverse, which is why semantic analysis is such an effective tool for revealing hidden levels of meaning inside words. Researchers conduct painstaking investigations to determine how we utilize words, phrases, and sentences to represent the links between them and the context that gives them meaning. This overview includes examples of communication and specific scenarios in which it is employed. By researching these notions, academics can gain a greater understanding of how language expresses thoughts, feelings, and emotions. Finally, semantic analysis not only improves our knowledge of meaning but also reveals the relationship between words and meaning in

Decoding Digital Discourse

Being able to interact effectively online is a crucial ability in today's digital world. Finding hidden meanings and messages in words, sounds, and digital conversational content is part of this process (Herring, 2013). Researchers can decipher the meaning of text messages, social media posts, and online messages by becoming proficient in the skill of decoding digital discourse. Because it fosters successful communication and improves understanding, this ability is crucial for everyone attempting to communicate responsibly and effectively in the digital age (Stewart, 2014; Walther & Parks, 2002). Additionally, users may better manage the intricacies of digital communication and enhance the efficacy and engagement of the network's online language by comprehending the complexities of online communication (Papacarissi, 2010).

The purpose of this study is to investigate how people communicate on social media sites like Facebook, Instagram, and Twitter. The study looks at how language choice impacts understanding and interpretation while defining the traits of online communication patterns. By examining linguistic traits and trends, the researchers look into how people communicate on social media sites. The research seeks to better understand the intricacy of online communication and its impact on effective presentation and communication in the digital age by examining how the choice of digital language influences comprehension and interpretation.

Literature Review

Numerous scholars are examining culture and the connection between human thought, conduct, and behaviour, with a particular emphasis on early life experiences, psychology, leadership, and support. In order to better comprehend current research, this literature review examines these subjects and connects earlier studies.

Positive Thinking and Its Impact

Positive thinking has been a hot topic in psychology and sociology, particularly because it affects the body and mind. Martin Seligman (1991), one of the leaders of positive psychology, called it "learned expectations" that encourage people to continue positive behaviours to improve their health. His research shows that positive thinking can strengthen the body, reduce stress, and improve health. Fredrickson (2001) adds that positive thinking can help people conserve resources and become stronger over time. This study suggests that positive thinking is especially important for people facing financial problems. Other studies agree, showing that a positive attitude can help people work hard, make decisions, and solve difficult problems.

The Role of Cultural Values in Shaping Behaviour

Cultural values are important for the development of individuals and groups. Hofstede (1980) explains how leadership and social behaviour are defined. In traditional culture, values such as respect for elders and hospitality contribute to social integration. Triandis (1995) points out how these values, especially in cultures such as the Pashtun community, are passed down from generation to generation, helping to preserve cultural norms and create a sense of cooperation. This study focuses on Pashtun values such as hospitality and respect for elders, based on Geertz's (1973) view of culture as a collective entity. Even in a globalized world where everything can be under threat, these numbers play an important role in keeping society strong.

Support Systems and Marginalized Communities

The support of family and community is crucial to the success and well-being of individuals with disabilities. Bronfenbrenner's (1979) ecological systems theory articulates the connection between family and community in how people develop. Putnam (2000) specifically notes how the community can provide emotional and financial support to students with learning disabilities. This study builds on previous research that shows organizations such as the Student Hope Foundation not only provide financial support but also provide guidance and hope for individuals to reach their potential.

Childhood Experiences and Emotional Burdens

Many studies have focused on how early childhood experiences affect emotional development and mental health. Bowlby's (1969) theory also explains that early relationships with caregivers are important for developing trust and emotional regulation. Negative experiences, such as parental discipline that makes children responsible for adults, can have lasting effects. Chase (1999) noted that children of supportive parents often experience neglect, which can make it difficult for them to socialize later. The findings of this study regarding children's emotional well-being are consistent with these assumptions. Garber and Dodge (1991) also noted that although these children struggle with self-esteem and the environment, they can develop resilience and intelligence depending on how they respond to these challenges.

Leadership and Humility

Contemporary leadership often focuses on authority and decision-making, but new research advocates a more humanistic approach. Greenleaf's (1977) concept of "servant behaviour" suggests humility, thoughtfulness, and concern for the well-being of others. Brown and Treviño (2006) demonstrated how leaders can develop relationships and trust with their teams by being self-aware and candid about their shortcomings. This method serves as the foundation for the study's leadership style, which emphasizes people over accomplishments. Leaders who develop relationships with their teams and expose their vulnerabilities can foster trust, cooperation, and support, according to Avolio and Gardner (2005).

Methodology

The interaction between Instagram and Twitter, among other platforms, was investigated in this study using qualitative research methods. By concentrating on how these components interact and interpret, the researchers hope to identify the linguistic patterns, patterns, and traits of digital speech.

Data Collection

A large variety of messages covering a wide range of subjects and viewpoints were chosen through the use of purposeful sampling. To make sure they had pertinent information and connected with students, the researchers examined posts from particular foundations, like the Student Hope Foundation on Twitter and Positive Power on Instagram.

Data Analysis

The researcher used a thematic coding procedure to code the text according to recurrent topics, linguistic patterns, and rhetorical devices. Every post is examined to determine the philosophy, culture, and underlying message that underpin the discussion. The researcher utilized critical analysis (CDA) to investigate the power and relationship between the words used in this article (Gee, 2014).

Interpretation

These findings explain the existing literature on digital communication and conversation analysis. The researchers determined how the identified topics relate to social issues such as mental health, financial stress, leadership, and relationship challenges. This explanation aims to connect the concepts used in social media conversations to real-world applications and highlight the potential impact of online communication on the power of people and society.

Limitations

While this study provides insight into social networking use, it is important to note that these findings are based on a small sample and may not be the same for all online social networks. Future research could expand by including more platforms and more voices.

Data Analysis

This section takes a closer look at data collected from various sources, focusing on how cultural practices and personal experiences affect people's behaviors, actions, patience, and health. The analysis is divided into key topics such as positive thinking, students' financial hardship, Pashtun culture, leadership, and thinking in individual development. Each section discusses media information, case studies, and research to show how these elements affect individuals and communities. By exploring these themes, this section helps understand how these factors affect personal development and community strength and paves the way for a more comprehensive discussion of the findings that follow.

Figure 1: The Power of Positive Thinking

Description

This article states that positivity is a behaviour that is reinforced over time, motivating people to achieve fair and desirable outcomes. Positive thinking motivates, encourages determination and hard work, and ultimately leads to success. People with a positive mindset usually have a strong immune system, making them immune to many diseases.

It is also thought that people who cultivate positive emotions are generally more successful in their business and personal lives. " It expresses the idea that the human mind is a powerful tool that can do good and bad things to the body. The main point is simple: "In kindness" because people with positive emotions can handle stress better than those with negative emotions. Their lives begin to flourish and blossom like a beautiful garden. They grow and develop by creating positive thoughts and experiences and effectively stop negative thoughts. Embracing the power of positivity can bring change to your life.
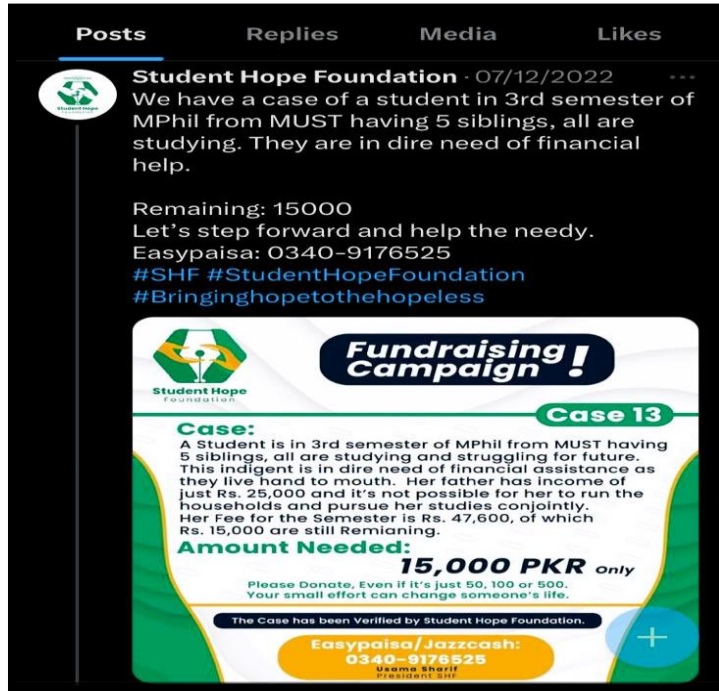
Figure 2: Financial Struggles and Hope for Students

Case-Study

"A student in the 3rd semester of MPhil at MUST, with five siblings who are all studying and struggling for their future, is in dire need of financial assistance. Living hand to mouth, her father earns just Rs. 25,000, which is insufficient to cover household expenses and her education. Her semester fee is Rs. 47,600, with Rs. 15,000 still outstanding."

Description

The Student Hope Foundation is a non-profit, non-governmental and non-political organization. The main objectives of the independent work include supporting students facing financial difficulties, promoting unity and participation, and providing free assistance to poor families, such as paying medical bills. The vision of the foundation is reflected in its slogan: "To give hope to the hopeless, hope to a prosperous nation." These words from the Student Hope Foundation's Twitter account have raised concerns about the educational challenges faced by many students in Pakistan. The problems stemming from financial constraints are made worse by the increase in tuition fees. The foundation's mission is to ease this burden and provide financial assistance to students to continue their education. It provides valuable resources such as financial assistance, guidance and support, as a safety net. The Foundation believes deeply in the dreams of these students and promises to help them overcome challenges, achieve success, and make a positive impact on society.

Figure 3: The Beauty of Pashtun Cultural Values

Description

The article celebrates the rich traditions and values of Pashtun culture, especially respect for guests and elders. Maintaining a designated space in their homes called "Kat Sar" for their elders and significant visitors is one of the Pashtuns' most distinctive customs. This location exemplifies honour and respect as well as the societal norm to value youth and show respect for seniors. These minor accolades have a big influence and contribute to the Pashtuns' identity and beauty. The elders are crucial in upholding these ideals, teaching them to the younger generation, and helping them learn them via practice and observation. In every circumstance, it retains its significance and strength. The core values of Pashtun culture are hospitality and respect, which act as a unifying factor and promote a sense of continuity and belonging throughout generations.

Figure 4

Description
essay,
is   about
rather   than

This   essay
viewpoint in a
leaders aspire

According to this effective leadership empowering others focusing on accomplishment. presents a fresh world where most to know everything

and make the best choices: Leadership is not everything. Leadership can be both rewarding and demanding because, like the people they manage, leaders are human with limitations and shortcomings.

It takes bravery and self-awareness to realise this fact. It calls on leaders to be aware of both their own shortcomings as well as those of their partners. Because it creates opportunities for genuine conversation, respect, and trust among team members, this vulnerability promotes effective communication. Instead of creating fictitious images, this essay urges leaders to concentrate on developing genuine relationships.

Leaders may foster an atmosphere where team members feel appreciated and understood by exhibiting humility, empathy, and sincerity. According to this article, leadership is about ongoing learning and development rather than success. The path to leadership involves both personal development and integration.

Figure 5: Childhood Burdens and Emotional Healing

Description The emotional load that many people bear as children is discussed in this article. It talks about a child who is compelled to perform tasks rather than having the typical chance to help their parents. Children frequently restrict their own demands in order to preserve family stability because they feel accountable for their parent's happiness.

Because he must abstain from misbehaviour and lead a law-abiding existence, the burden of this duty may cause the youngster to lose his innocence. Unfortunately, a lot of people who are brought up to think that they should be the source of happiness in their families end up like this.

However, this article gives people hope and exhorts them to put their feelings first and let go of this burden. It highlights how crucial it is to rewrite personal narratives, enabling individuals to do so independently of other people's expectations. Language is the language of empowerment, self-care, and intellectual independent.

Figure 6: Strength in Modesty

Description

This article begins with a meaningful quote from Hazrat Fatima Bint-i Muhammad (PBUH): "A shy and humble person is a good person, but a shy and humble woman is the best of Anger." In this article, she talks about how a woman's shyness can be her greatest strength.

In a society that often equates strength with courage, this article challenges this notion by arguing that shyness and modesty are a sign of modesty and sensitivity, which is what makes women stand out the most. Like beautiful jewellery, shame adorns a woman's person, making her feel elegant and sophisticated. The article celebrates women who embody these qualities and encourages readers to appreciate the silent record of strength that shines through as much as outward conviction.

Figure 7: The Marginalized Communities and Resilience

Description The expression "my country's land" is metaphorically compared to the streets and public spaces where poor groups, especially the poor, struggle to survive. These spaces become symbols of the problems experienced by people who are ignored by society. The statement "they are dying" captures the extreme despair of people caught in a poverty cycle. Young people are a symbol of the beauty and potential that

persist despite poverty, much like flowers that blossom in the cracks in the road. This article examines suffering, recognizing the difficulties and applauding the resilience and fortitude of individuals who endure. It demonstrates the intricacy of poverty, how it can degrade individuals, and how people—young people in particular—find ways to overcome hardship and flourish.
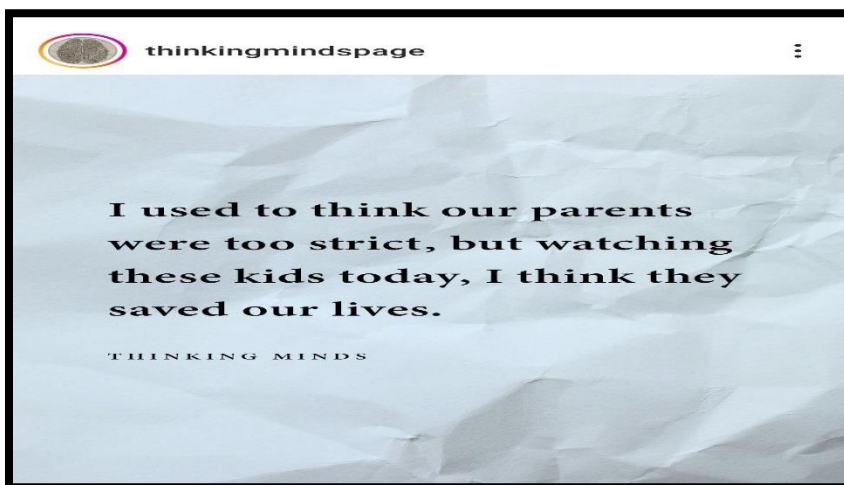

Figure 8: Parental Gratitude for Guidance
Description

As he reflects on his early years, the author starts to believe that his parents were overly strict. But in exchange, they now understand that their parents' boundaries and rights are meant to keep them safe. The writers appreciate this discipline and realise that it gives them the confidence they need to face life and sets them up for success. Boundaries between protection, wisdom, and love evolve with time.

Conclusion

This study reveals the profound impact of diverse cultural practices on individuals and communities and highlights the importance of positive thinking, support, and leadership. Through a comprehensive review of topics as diverse as the power of positivity, student challenges, leadership effectiveness, and the importance of parenting, we gain a better understanding of many aspects of the human experience. Each of the issues presented in this study demonstrates the complexity of the individual and the collective and shows that power can come in many forms, including humility, sensitivity, and patience.

This work also demonstrates the important role of family and community support in the formation of personal identity and future. Positive thinking not only enhances people's health but also fosters a supportive environment, according to research. Along with advocating for a more comprehensive view that encompasses the subtler forms of power and importance, the research also urges a reevaluation of the ideas of success and power. This idea is particularly crucial in the fast-paced world of today when people frequently feel under pressure to meet deadlines. Lastly, science promotes a more compassionate life that everyone can aspire to by raising awareness of the importance of negative ideas and feelings as well as a deeper integration of power.

Recommendations

The study's findings allow for the following recommendations to be made:
1. Promote positive thinking: Training and initiatives that promote positive thinking and introspection should be provided to educational institutions and neighbourhood associations. By doing these steps, people can cultivate a growth mindset, which can enhance their achievement and mental well-being. Help Financially Disadvantaged Students: Governments and nonprofit groups

should work together to develop financial aid and scholarship programs for underprivileged students. This supports equity for all students and lessen the impact of learning. 3. Preserve the culture: Organizations ought to collaborate to maintain and cultivate a culture that prioritizes hospitality and respect. Particularly among young people, these customs foster continuity and unity. To ponder without worrying about being judged. This fosters the growth of emotional Good Parenting: Parents and guardians ought to have a constructive stance and think about using discipline. Parents who are aware of how their actions affect their kids can guide and support their independence while still feeling good about themselves. Advocate for Mental Health Awareness: Dispelling the stigma associated with getting treatment can be achieved by increasing understanding of the value of mental health in communities and schools. There should be resources available to help people deal with their emotional problems.

References

Avolio, B. J., & Gardner, W. L. (2005). Authentic leadership development: Getting to the root of positive forms of leadership. *The Leadership Quarterly, 16*(3), 315-338. https://doi.org/10.1016/j.leaqua.2005.03.001

Bronfenbrenner, U. (1979). *The ecology of human development: Experiments by nature and design*. Harvard University Press.

Brown, G., & Yule, G. (1983). *Discourse analysis*. Cambridge University Press.

Brown, M. E., & Treviño, L. K. (2006). Ethical leadership: A review and future directions. *The Leadership Quarterly, 17*(6), 595-616. https://doi.org/10.1016/j.leaqua.2006.10.003

Chase, N. D. (1999). Parentification: An overview of theory, research, and societal issues. In N. D. Chase (Ed.), *Burdened children: Theory, research, and treatment of parentification* (pp. 3-33). Sage Publications.

Fredrickson, B. L. (2001). The role of positive emotions in positive psychology: The broaden-and-build theory of positive emotions. *American Psychologist, 56*(3), 218-226. https://doi.org/10.1037/0003-066X.56.3.218

Garber, J., & Dodge, K. A. (Eds.). (1991). *The development of emotion regulation and dysregulation*. Cambridge University Press.

Gee, J. P. (2014). *How to do discourse analysis: A toolkit*. Routledge.

Geertz, C. (1973). *The interpretation of cultures*. Basic Books.

Greenleaf, R. K. (1977). *Servant leadership: A journey into the nature of legitimate power and greatness*. Paulist Press.

Heasley, H. J. (1983). *Semantics: A course book*. Cambridge University Press.

Herring, S. C. (2013). Discourse in Web 2.0: Key features and challenges. In D. Tannen, H. Hamilton, & D. Schiffrin (Eds.), *The handbook of discourse analysis* (pp. 118-138). Wiley-Blackwell.

Hofstede, G. (1980). *Culture's consequences: International differences in work-related values*. Sage Publications.

John, L. (1977). *Semantics*. Oxford: Blackwell.

Kempso, R. (1977). *Semantic theory*. Cambridge University Press.

Kreidler, C. W. (1998). *Introducing English semantics*. Routledge.

Lobner, S. (2002). *Understanding semantics*. Arnold.

Papacharissi, Z. (2010). *A private sphere: Democracy in a digital age*. Polity Press.

Putnam, R. D. (2000). *Bowling alone: The collapse and revival of American community*. Simon and Schuster.

R, K. (1977). *Semantic theory*. Cambridge University Press.

Rabi, F., Ullah, I., Ibrar, M., & Akbar, S. (2024). Stylistic And Structural Analysis of a Short Story "The Good Country People" Written by Flannery O'Connor. *Remittances Review*, *9*(S2 (May 2024)), 235-256.

Schuller, T., Baron, S., & Field, J. (2000). Social capital: A review and critique. In S. Baron, J. Field, & T. Schuller (Eds.), *Social capital: Critical perspectives* (pp. 1-38). Oxford University Press.

Seligman, M. E. P. (1991). *Learned optimism*. Knopf.

Shen, Z., & Zhao, M. (2024). An Analysis and Comparison of the Differences in the Realization of Interpersonal Functions in Different Political Keynote Speeches. *International Journal of Linguistics*, *16*(2), 42-60.

Shen, Z., & Zhao, M. Analyzing the impact of ethnic identity on phonological variation: A case study of the Tamil community in Japan.

Shen, Z., Hu, H., Zhao, M., Lai, M., & Zaib, K. (2023). The dynamic interplay of phonology and semantics in media and communication: An interdisciplinary exploration. *European Journal of Applied Linguistics Studies*, *6*(2).

Shen, Z., Lai, M., & Wang, F. (2024). Investigating the influence of gamification on motivation and learning outcomes in online language learning. *Frontiers in Psychology*, *15*, 1295709.

Shen, Z., Pang, B., Li, X., & Chen, Y. (2024). An Exploration of Japanese Cultural Dynamics Communication Practices through Social Pragmatics. Journal of Pragmatics and Discourse Analysis, 3(1), 60-72.

Shen, Z., Xu, Q., Wang, M., & Xue, Y. (2022). Construction of college English teaching effect evaluation model based on big data analysis. In *Proceedings of the 2nd International Conference on New Media Development and Modernized Education*.

Shen, Z., Xu, Q., Wang, M., & Xue, Y. (2024, May). Application and Exploration of Computer Technology in Digital Protection of Bashu Intangible Cultural Heritage. In *2024 5th International Conference on Information Science, Parallel and Distributed Systems (ISPDS)* (pp. 492-497). IEEE.

Shen, Z., Zhao, M., & Lai, M. (2023). Analysis Of Politeness Based On Naturally Occurring And Authentic Conversations. *Journal of Language and Linguistic Studies*, *19*(3).

Shen, Z., Zhao, M., & Zaib, K. (2024). Unearthing the art of storytelling: A closer look at Sir Arther Canon Doyle's B24. *International Journal of English Language and Literature Studies*, *13*(2), 173-187.

Shen, Z., Zhou, M., & Zaib, K. (2024). Religious Semiotics in Performance and Visual Art: Symbolism in Aboriginal Dot Painting, Sichuan Opera Makeup, Chinese Traditional Sculpture and Shu Embroidery. *European Journal for Philosophy of Religion*, *16*(3), 266-292.

Stewart, A. (2014). *Qualitative analysis of digital discourse: Exploring communication in the online world*.

Stewart, L. (2014). *Combining social network and semantic content analysis to improve knowledge translation in online communities of practice*. DalSpace Library. Retrieved from http://dalspace.library.dal.ca

Triandis, H. C. (1995). *Individualism and collectivism*. Westview Press.

Ullah, I., Ahmad, M. B., & Sardar, N. (2024). EXPLORING POLITICAL RHETORIC: ANALYSING CONTRADICTIONS, AMBIGUITIES, AND ANOMALIES IN POLITICAL SPEECH BY AMERICAN PRESIDENT JOE BIDEN. *EDUCATIONAL RESEARCH AND INNOVATION*, *4*(2), 110-125.

Van Dijk, T. A. (1997). *Discourse as structure and process*. Sage Publications.

Walther, J. B., & Parks, M. R. (2002). Cues filtered out, cues filtered in: An approach to theories of computer-mediated communication. In L. H. Turner & R. West (Eds.), *Handbook of interpersonal communication* (pp. 529-563). Sage Publications.

Wang, F., & Shen, Z. (2023). Research of Theme-based Teaching's Effectiveness in English Language Education. *The Educational Review, USA*, *7*(7), 962-967.

William, F. (1992). *Linguistic semantics*. Lawrence.

Zaib, K., Anwar, M., Asmat, K., & Shakir, R. (2022). A narrative analysis of Edgar Allan Poe's short story the tell-tale heart. *PalArch's Journal of Archaeology of Egypt/Egyptology*, *19*(3), 1841-1850.

Zaib, K., Ullah, I., Anwar, M., Ahmad, Z., & Khan, S. (2023). An Analysis of Mustafa Afridi's Sng-E-Mah as an Adaptation of Shakespeare's Hamlet. *Al-Qanṭara*, *9*(3), 96-101.