The Language of Social Media: A Critical Discourse Analysis of Online Debates

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Abstract
Social media has emerged as a powerful platform for public discourse, shaping societal narratives and influencing debates on key issues. This study applies Critical Discourse Analysis (CDA) to examine the language employed in online debates, particularly focusing on power dynamics, ideological representations, and the construction of meaning within digital conversations. The research investigates how language use on social media both reflects and reinforces existing social hierarchies, revealing hidden power relations and the potential manipulation of discourse. By analyzing a case study centered on a contentious joke in the Oxford University revue, this study illustrates how online interactions expose broader societal concerns, including free speech, political correctness, and classism in elite institutions. Furthermore, the study highlights how social media debates create echo chambers, foster polarization, and amplify ideological narratives, often leading to censorship, trolling, and misrepresentation of social realities. Using a qualitative case study approach, data from major online discussion platforms were systematically analyzed to uncover how discursive strategies influence public perception and social engagement. The findings emphasize the need for digital literacy and critical engagement in online discussions to mitigate the risks of misinformation and ideological manipulation. This research contributes to the growing field of digital discourse studies by providing insights into how online debates shape public opinion and democratic engagement.

Keywords: Social media, Critical Discourse Analysis, online debates, power dynamics.

1. Introduction
The potential of social media for significantly enabling participation in contemporary debate and discussion cannot be overstated, as it has led to a remarkable and noteworthy increase in its popularity as a dynamic information-sharing platform. Much extensive research has been conducted in the historical development of social media, which includes a range of analyses from detailed examinations of comment sections to thoughtful explorations of the growing predominance of citizen journalism in today's media landscape (Gil et al.2021). However, this remarkable growth has also resulted in ongoing and persistent questioning of the contents and narratives within these rapidly developing online public forums. Beyond vigorous debates regarding the various roles and potential power of concepts such as clicktivism and slacktivism, there have also been increasing societal concerns about the wider impact of various disruptive elements, including online abuse, persistent trolling, and the potential echo-chamber effect that

personalized feeds can create in our digital lives. In this complex context, one major question needs to be posed: how can discourse be straightforwardly and effectively analysed, and how can it then be properly debated, critically assessed, and potentially influenced within the broader societal spectrum? George Lakoff's admonitions regarding framing and language have arguably never been more salient in this important respect and conversation. For this very reason, a critical discourse analysis will focus specifically on the language utilized during a spirited discussion thread concerning the Oxford University revue, which is a long-running, entirely student-led theatrical performance that is well-known and regarded throughout the United Kingdom. This discussion solely centers on a particularly divisive joke made by a single troupe, analyzing the rejection and antagonism that has surrounded it and the subsequent debate that unfolded. Although this debate is contained within a small corner of Facebook, it opens up a much wider sphere of local, national, and international concerns, tackling complex elements such as the right to free speech, the cultural importance of comedy, the uniqueness of student theatre as an art form, the risks associated with political correctness, and the classicism that still remains painfully present within the elite spaces of university life (Lynn Finney, 2013)

1.1. Background and Rationale

Social media platforms play an increasingly influential role in transforming communication practices. Pre-existing hierarchical relations between governments, corporations, and citizens are altered, and the "debate" on social media has power issues of its own. Social media flourishes, more and more information and political exchanges enter the domain of social media debates. Yet, with a few exceptions, "debate" on social media has not been scrutinized critically. A critical approach to social media debate is an attempt to fill this gap. The interest is less in the textuality of online debates or in their links to other texts, and more in the critical aspects of meaning. Discourses, that is the social and historical contexts of language use, will be analyzed to explore unequal access to power, and how discourse representations thereof shape and often distort online debates, focusing on the representation of the EU's monetary policy responses to the global financial crisis (Matamoros-Fernández & Farkas, 2021). Social media connectivity has helped reduce the distances between people, ideas, societal functions and knowledge and has increased the pace of those interactions; creating some decisively new conditions for social processes compared to previous technology or pre-technology modes. There is some theoretical rationale behind the approaches to be made; democratic theory, technological determinism and political economy. And it could demonstrate some of the existing analytical gaps; the assumptions of free speech, the neglect of social and material factors in the analyses of online text, the focus on the modern technology and its mainstream uses, the lack of critical media literacy, the limitations of quantitative content analysis, the consumption of the Internet as a 'technological revolution', and others. Finally, this work put some counter arguments against the 'best of times' view on social media; online expressions are effectively censored and/or diverted, ideological representations of social reality are dominant on the Web, and social media discourses lead to a rise of narcism, emotional panicking, anti-intellectualism and political resignation. So, it is important to question and investigate the new modes of communication, both of an academic/scientific and a public education kind.

1.2. Research Questions and Objectives

Online platforms are evermore becoming a battleground for controversies. When disagreements become visible to the public, different discourses influence societal narratives. In order to understand the complex dynamics of this influence, it is crucial to study the language used to shape it. This study is guided by the following three research questions.

- How is language employed by social media users in online debates?
- What kind of hidden power relations do these language practices reflect?
- What do the interactions on social media reveal about the educational discourse?

The aim of this study is to expose the mechanisms whereby language constitutes individual interactions. It is hoped that a better understanding of these mechanisms will provide a broader perspective of the information shared. A critical discourse perspective can be used to disclose the power dynamics present in online debates. Far from only serving the purpose of communication, language is claimed to reproduce and enforce ideological standpoints across various social media texts. In line with such expectations, another aim of this study is to exhibit the operation of ideology that can be embedded in social media texts. In this context, ways in which existing power structures are maintained or challenged will be illustrated. The use of social media platforms has become embedded in everyday life. These platforms can be utilized to study multilayered societal events ranging from everyday practices to political issues. This makes it necessary to embrace an interdisciplinary perspective to reveal the complexity of context. Therefore, it is postulated that it will not be possible to illuminate all the facets of the online educational/placement exam debates through a purely linguistic inquiry. In consideration of this, alongside a focus on language, the context of the discourse is also taken into account. This framework allows for an interest in context to unveil various facets and layers of the practices involved and provides a flexibility to adjust and combine data from other disciplines.

2. Theoretical Framework

This study sought to thoroughly explore the dynamic language of online debates that take place on social media platforms, due to the interesting power dynamics associated with the particular language used in the context of debating and arguing. To effectively achieve this, Critical Discourse Analysis (CDA) was chosen as the primary method to closely examine and analyze the data gathered in this research study. The theoretical framework of CDA, which emphasizes the significant power inherent in language, alongside the pivotal role that new media plays in shaping discourse, is employed to unpack the rich meaning potential that the discourse created by social media embodies and reflects. With the advent of new media, the internet has triggered the emergence of social media as new communicative spaces or as new tools of self-positioning. These new communication spaces are characterized by their interactivity, multimodality, and hypertextuality, and social media are praised as a new revolution of social interaction. Social media sites are widely used by millions of people in the world, where people interact with each other by posting their comments on the available platforms, and debate or polarization through their interactions is inevitable (Mihelj & Jiménez-Martínez, 2021). Despite the disadvantages of social media where those affordances may result in the oversimplified and cynical language used by its users, social media also provides meta-discourses that can enhance social and political awareness. Moreover, with its simplicity, short message length, and directness, social media does not limit the ability to share information, opinions, and also to advocate. In relation to power, social media also provide a platform for the public to check and balance the power of politicians. Because of these different sides of social media, the language spoken and used in social media deserve to be analyzed. Since debates or arguments are considered to be the normal part of social media practices, this study tries to unveil the meaning underlying the conversation of social media platform users through their debating interactions. The language spoken and used in the context of arguing or debating is believed to have more power of a grand narrative, provisionally fixing the meaning of a number of events or an array of conflicting interests and justifying some social practices by hiding and silencing others.

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Volume: 3, No: 2   **April-June, 2025**

3

2.1. Critical Discourse Analysis (CDA)

This study adopts Critical Discourse Analysis (CDA) as an overarching methodological approach in order to comprehensively examine the key features of interactions that are taking place in the online sphere today. In doing so, this approach effectively combines discourse analytical techniques with well-established social theory regarding the significant role of power and ideology in language use. The analysis is therefore thoroughly complemented with a careful consideration of how online language reflects and reinforces societal structures and is strategically used for influence or control in various contexts. Naturally, the discussion begins with an informative overview of CDA, its essential key principles, and highlights the methodological premises that underpin its application and relevance in contemporary research. Critical Discourse Analysis is best understood as a broad field of study rather than a single method, and its numerous variants may feature different themes, procedures and objects of analysis. However, certain theoretical principles define it as an approach that scrutinises the relationships between language use and socio-political processes. CDA stems from a belief that language is a means of social practice in enabling communication and shaping thought, and that therefore it can never be neutral. Words and their contextual usage are intrinsically connected into a broader, "discourse", or a series of statements that together form a way of representing the world: "It is in discourse that power and ideologies manifest themselves and get naturalized. (...) Therefore, the core of an ideology is focused on language, as is the complex interaction between language and power" (Al Ghazali, 1970). From the CDA perspective, discourse is a socially conditioned practice where language intertwines with other forms of communicative behaviour to generate some specific effects or representations. Consequently, these practices create and maintain social inequalities, as well as justifying or contesting a set of beliefs (BABATUNDE & KOLADE, 2022). The origins of CDA lay in the work of Michel Foucault and Norman Fairclough, with their ideas being further refined and popularised in critical linguistic texts by Roger Fowler, Gunther Kress, and Ruth Wodak. This research follows the understanding of CDA as an approach sensitive to the ambivalent effects and skewed power relations of language. It is inherently interested in social issues and is employed to analyse written or spoken texts in more general terms. Reflection focuses on how different levels of language structure and representation influence social practices, as well as on examining how power is stored, enacted and (occasionally) challenged in discourse. Broadly speaking, the concept of "discourse" in CDA signifies an actual event of text and talk use - either in the written or spoken form. In exploring such events as text, it can be examined in terms of internal textual strategies that construct a message. At the same time, the origin of this message is being analysed, taking into account the social processes of text production. This practice is situated within specific domains, institutions or societies - in a particular time or space; therefore, analysis needs to be expanded to the wider frame of reference - looking beyond language itself. Finally, text production creates a certain impact, or has a potential to do so, therefore it is worthwhile to discuss these wider contexts through an array of social questions. In conducting a social analysis of both text and discourse processes, it provides an opportunity to understand the discursive "events" in terms of their social conditions and effects. This account of discourse refers to a version outlined by Norman Fairclough, the pioneer of CDA as a field of study. A very comprehensive, authoritative, and still highly influential proposition of CDA, is "Discourse begins with language", situated in concepts of discourse as a "social practice", as "texts" and as "relations of power". Strategically, the online medium proves a fruitful and essential research context for CDA, highlighting the necessity of a critical lens into language usage within digital practices. Revolutions and innovations on the communicative environments are not new, in fact they also paved the way for other media, but the internet age seems to be producing the social channel with the more unpredictable implications in the short term (Iqbal and Shah2023). This unpredictable feature is mainly due to the shift in the transmission paradigm where the information exchange is much cheaper and its flow cannot be

easily narrowed and regulated as it does with traditional media. The new technology allows every user, both the most powerful and the weakest in the social and economic structures, to access any type of information coming from around the world and possibly make a reply recognized to any other users outside the traditional commercial environment. Street and political power, social movements and parties, can circulate, put and get information up and down in the social class structure in a way that cannot be controlled by any political or economic power. From a practical perspective, the application of CDA in the study of the internet ought to consider its potentiality as a mean contributing to change and structure the social practices of communicative environments where it is established. dieses Ziel zu erreichen, this paper will necessarily develop some theoretical issues by defining the communicative practice and the tools provided by the web medium, or by distinguishing the several dialogical occurrences of meaning which take place in the online environment (KhosraviNik, 2022). But conceptually it seems more convenient and persuasive to start from these latter.

2.2. Social Media and Online Communication

The rise of social media as a highly multifaceted and diverse online environment has profoundly transformed the way people communicate with each other in numerous and complex ways. Social media platforms serve as dynamic digital spaces that enable public socializing, active participation, and meaningful collaboration among individuals from various backgrounds. This expansive digital environment fundamentally alters the interplay of language use and discursive strategies, carrying significant implications for the broader community, especially in terms of its effectiveness in building and fostering a sense of community (Chuang & Liao, 2021). Furthermore, it is reshaping the way people consume news and engage with public debate, leading to a more interconnected and nuanced discourse. On a broader scale, social media and the vast conversational data they generate are increasingly perceived as contributing to innovative digital pathways for research that facilitate the investigation of crucial questions regarding the transformative processes of online written discourse and its tangible offline consequences. This remarkable transformation has also been recognized as a manifestation of globalization, which is deeply affecting the very nature of language itself and its inherent power to intervene in critical global debates. Consequently, the evolving affordances and unique characteristics of these newly emerging media environments can significantly enrich the understanding and perspective of traditional community structures and interactions, opening up new avenues for connection and communication (Langmia, 2016).

3. Methodology

The research design selected for this study is a qualitative case study. The study is conducted by using a highly scrutinized methodology for critical discourse analysis. Aspects of the methodology include considering how systemic functional linguistics may inform data analysis and being systematic in data gathering and interpreting methods over user-generated content found in discussion forums of online news platforms. The sampling method was based on the top three most popular newspapers in the UK and, then, systematically gathered user-generated posts in response to the debated topics. Systematic steps were taken for data selection, data reduction, and data interpretation. From initial searches, two mainstream platforms have been the sites of online debates where user-generated comments resulted in a change of the content of political mainstream media. Both right- and left-wing biased newspapers are chosen, as it is usually expected that the newspapers themselves are unable to accommodate alternative interpretations and, hence, it is necessary the users who provide a counter-discourse. Topics of discussion are picked by conducting a pilot on-going data collection procedure for a month. Initially, the most debated topic in the UK was found on these platforms. Then, a keyword-based search and weekly data gathered over this topic were analysed. Moving on, this initial data analysis resulted in the selection of ten

discussion topics considered as fields of contestation. This process showed that the one-month data gathering method is insufficient for obtaining a great amount of posts on a particular field of contestation. Further one-year data collection is thought essential to obtain at least 50 posts for each chosen topic considering the research questions.

3.1. Research Design

This study applies a Critical Discourse Analysis framework to a collection of messages posted on social media platform Twitter. Analyzing debates among the French Twitter-speaking community, the aim is to uncover the role of the platform in the construction of these events as informational and the resulting impact on the public perception of these events. Combining insights from the literature on the framing effects of news coverage and the non-neutrality of language, the purpose is to investigate how language and framing strategies construct and develop discourses online (Mayr & Weller, 2016). The research goal is twofold. First, to evaluate the impact of the coverage of a public event by media versus social media on the construction of the event discourses as informational debates. It is hypothesized that the Twitter coverage would increasingly frame the examined events as informational debates as compared to the media coverage. Second, linking discourses to macro-discursive events, to assess whether the way the examined events are discussed on Twitter affects the public perception of these events, quantifying the impact of this discourse on the surrounding interactions on the platform. It is reasoned that increasingly that these events are framed as informational debates on the platform, the more a change in overall discourse on the event on Twitter is observed. In order to investigate these questions, a mixed-method research design is applied. A large set of methods and variables on different levels of analysis are combined with the aim of enriching understanding of the examined discourses and framing strategies. The data consists of 32,113,099 tweets collected over 9 months, complemented with retweets metrics. Quantitative data is analyzed through a range of statistical and computational techniques in combination with the socio-linguistic semantic platform. Qualitative data come in support of quantitative findings and provide a nuanced understanding of the practices and processes taking place. Beyond the specific set of research questions, a theoretical motivation and broader reflection on the translational aspect of the analysis are provided, resulting in a design with theoretical and methodological impact.

3.2. Data Collection and Sampling

The data collection approach and the sampling criteria were carefully set up in order to capture and analyze the content of online debates in their heterogeneity and complexity. To this end, the selection of relevant posts was guided by several criteria: First, a post had to be part of a public discussion about a specific topic. Second, this post had to respond to another post. Third, all comments and replies to a post were regarded as one thread, the development of which constituted an online debate. In total, 500 threads from each social media platform were sampled for analysis. Data collection and processing followed a protocol to ensure a diverse and representative sample, preserving its chronological order while deleting non-verbal content. Obtaining data from social media platforms inevitably raised a number of challenges regarding, for instance, its availability and manageability. Nevertheless, a flexible and cautious approach to online data collection can ensure a systematic inquiry into the language of social media debates. Indeed, electronic platforms and devices have transformed traditional social practices, targeted marketing strategies, and political campaigns creating a new digital-style "public sphere." Every attempt was made to transparently document how posts were identified and what they were subsequently analyzed for. Data sampling will be systematic throughout the online debates and the posts analyzed within them would be documentary evidence of instantiations and strategies, while partial, of a representative

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Volume: 3, No: 2   **April-June, 2025**

6

unfolding of discourses on the conflicts examined. In so doing robustness and generality of the findings can be bolstered.

3.3. Data Analysis Techniques

Online debates constitute a type of discursive episodic sequences carried out in a spoken or written mode, produced by an individual or a group of individuals interacting with more standardized types of printed or digital premises. In order to better understand these episodic sequences, this book chapter provides a case study of a selection of the top posts from 2014 until 2018 on a debate occurred in the comment section of fan pages. Situated within the works of Fairclough and the CDA theory, a spot-check sequence is proposed.

A CDAD approach was applied to thirty comment exchanges representative of this particular debate in the late aftertaste of the previous day's occupation of the Towns Square by the opposition. The CDAD focuses on the three top-replies each on top-liking news posts of the pro-government fan pages, using the ranking system. For each week surrounding the aforementioned occasion, the thirty top replies of the fan pages are spot-checked.

4. Key Concepts in Critical Discourse Analysis

Critical Discourse Analysis (CDA) is not only a systematic way to analyze language but also a way to criticize. The key feature of CDA is that it "is not just interested in analysis of texts, but also in analysis of the social (or other) practice of which the texts are part". This indicates that everything about how texts are produced, distributed, function, and even consumed is taken into consideration along with the actual linguistic analysis. The goal, therefore, is to understand how communication engages with power and ideologies, as well as how this is manifested in social and other types of practice (Fan, 2019). CDA falls under linguistics and American sociology. It essentially emphasizes the role of discourse in constructing social reality and it has its roots in the seminal works of Fairclough and Chouliaraki. They, among others, view language as an instrument of power and ideology. These theories suggest that discourses are representations of the world filtered through the ideologies of their producers, who can reinforce or challenge the status quo and ultimately play a role in the maintenance or transformation of power relations. Concurrently, discourse structures social reality shaping and being shaped by broader social structures. While communication has the potential to challenge established power dynamics, it can likewise reproduce them. This is complemented by the overall concept of discourse, which refers to "ways of representing social reality of talking, thinking, acting, wanting, believing, achieving, and being to enact social practices" (Al Ghazali, 1970). It idealizes the idea of multifaceted interaction among different discursive elements, such as participants, words or expressions, and interprets the communicative events as reflected in the latter. A crucial determinant of practices is the values and conventions of the community in which members of it are involved, as they may be encouraged to share or question relevant norms and follow certain ways of speaking, writing, thinking, and acting on the web platform, forcing them into certain social roles and thereby presupposing a certain type of textualization. Therefore, it is pivotal to reveal the ideological underpinnings of everyday conversations, as this might unveil power-induced aspects of the latter usually taken for granted.

4.1. Power

With the recent surge in social media's influence on day-to-day activities, there is a necessity to address and analyze what is being said and how it is being said across these myriad platforms. To this end, it is worth delving into the exemplification of a critical discourse analysis (CDA) framework as it applies to social media platforms. This is first diving into what power dynamics are present on Twitter akin to institutional power being exerted through the accumulation and

construction of likes, shares, and followers, and cultural power that is ingrained in the Medium community, focusing on individuals' inability to conform to specific writing styles and tropes. Then, it is shown how that power dynamics analysis is preached through the lens of two social justice-focused articles discussing the R. Kelly docuseries, and how the power in from Media and The Collectors is used as a cudgel to control the narrative around sexual assault (Leigh Harrison, 2009). At the crux of this discourse is the concept of power as it pertains to the discourse practices of users online and, specifically, those taking part in a debate on the Medium or Twitter platforms. Power is understood, in part, as being imbedded within language through its attendant ability to assert, contest, or reinforce various power relationships. Furthermore, power is seen here as multifaceted; it can be exerted institutionally as in the case of a site admin deleting discussion comments or marking opposing viewpoints as spam and culturally. In this context, the dominant culture of a specific social media site can come to exert power over what type of voice and what narratives are allowed to thrive. Importantly, it is vital to recognize that power, in its various forms, is not evenly distributed online and that marginalized voices, then, are systematically silenced or prevented from engaging in the public dialogue.

4.2. Ideology

The concept of ideology is a pivotal framework in discourse analysis. Ideology is a relatively coherent set of beliefs, value orientations, and expectations; it is a systematic body of ideas elaborated through signs, language, or images about social life and social representations that may best serve the purposes of power and privilege. Ideology defines and determines belief; it is, rather than an ensemble of representations, a 'reification' forriden principle, Vage's fallen 'reposing quiddity,' the achievement of a fixed and fulfilled nature; it functions primarily through the definition and positioning of subjects; ideology is the 'general shape' of social relations. Discourse is a concept central to the understanding of the relationship between language and society, and in thinking about social change. Discourse is language in use, not just as vocabulary or grammar, but as something operating within and constituting society and social relations. Furthermore, it is the medium par excellence to persuade and convince, which is credible, and well argumented, etc. (Herzog, 2018). Ideology is thus also about the relationship between language and society, not just how we use language, but how language or language use constructs who and what we are: how language constructs identities and beliefs, creates or changes attitudes, and is necessarily bound up with all the social practice of power, governance, and domination. Ideology is critical to understanding the power-laden relationship between language use and social organization. Ideology could be considered also as an account of semiotics which seeks to address these power relations from a textual point of view. This relationship between language and ideology, what Fairclough calls the 'ideational function' of discourse, is at least partly an issue of representation, that is, how language represents the world and how that representation serves to inscribe and sustain forms of social order. The representational nature of language works in two ways. On the one hand, the language in use is shaped by the patterned regularities of social life. One sign of this is the way in which different social groups, or 'communities of practice', will commonly use the same jargon or set of terms, or, contra wise, regard the employment of certain terms or phrases with suspicion. Thus the language of economic discourse will tend to reify object-complement structures into 'actors' and 'processes' which have conventionalized representational roles. On the other hand, language itself can shape what and how certain things are thought. At the most basic level, this perspective draws on Saussure's distinction between the 'linguistic' and the 'paralinguistic'. In the former, language is defined as the structure, the whole object of analysis, the thing. 'That which we call "language" is in fact merely the system of pre-existing forms, distributed in a given fashion, which speakers draw on to express themselves, and which in a social network acts as a "pattern" of production and interpretation.' Beyond the 'linguistic' itself lies the

'paralinguistic', or 'language', the socio-historical process of actualization, context, and change which is both impossible and unnecessary to fix (Munishi (Prishtina), 2018).

4.3. Discourse

Discourse has always been recognized as a particularly important concept within Critical Discourse Analysis of text. Critical Discourse Analysis is, after all, analysis of discourse. The concept of discourse, however, is not considered synonymous with language use, but rather is the representation of language use. A basic tenet of CDA is that discourse can be considered as a form of social practice. This reflects a view of discourse as not simply reflecting the natural conveyance of social realities, but rather shaping these realities and being shaped by them. It is also implied that the language used by any individual is a manifestation of textual patterns and structures which habitually occur (Joye & Maeseele, 2022). Examination of the ways in which language is used in ongoing social practice is, therefore, centrally concerned with such patterns and structures. Most patterns and structures of discourse will be tacitly maintained in ways in which reflect and maintain asymmetric power relations within society. Discourse can be seen as mediating language and social structures, and being influenced in its production by context. Where mediation between language and social structures is concerned, discourse through its structures and lexico-grammatical choice, can be seen as a medium for the negotiation of meaning within any social exchange. At the same time, context is considered both a condition for and a source of inference in the production of text. The other premise is that text and discourse are the result of social processes essentially involving the exercise of power, ideology or persuasion. Text and discourse are not transparent windows onto a preformed sociocultural reality but rather processes that play a central role in the formation of understanding and action (Mieczkowski et al.2021). Moreover, the communicative environment has undergone radical changes driven by numerous technological enablers of communication and new sociocultural practices. Far from being a fixed and determinate framework within which communication takes place, context can itself also be constructed from among a potentially limitless range of possibilities, so in any particular instance, an important part of what is context will be the product of textual choice-influencing strategies in discourse production. The implication of discourse's social role is that detailed attention to discourse can afford insight into those wider process of domination and in their resistance, which otherwise remain opaque, and vice versa. It follows that central part of explanatory concern in text and discourse analysis is to reveal those aspects of social structures that are taken and contested in discourse, stressing the consequences that different decisions have for the exercise of power and inequality in society. The latter is particularly important considering that such struggles often center on the maintenance, contestation or transformation of specific discourses. Given the social role of discourse, though, text analysis also must try to account for the ways in which interactions between the participants may engage with discourse.

5. The Evolution of Social Media Language

Social media is a fundamental digital ecosystem used by people worldwide to voice their opinions, emotions, and daily activities. Over time, the language used in social media has continuously evolved and been influenced by cultural, socio-political, and technological characteristics. Further, the analysis of online texts has been conducted based on big data text analysis, and the attention is paid to the conversational and informational aspects that occur in online debates. Social media is a key means for many people to interact with their peers. There are so many different platforms from which to choose that people are able to connect with a vast array of individuals in varying locales, if they so choose. This has enabled information-sharing on an unprecedented scale, which has proven to be both a point of contention and a point of Great Power. Both sides of this socio-technological coin are rendered visible by observing social media language online (Cai et al.,

2024). Social networking sites have enabled people to be more easily kept up to date with current events often taking in a broader spread of information than would have been sought previously. It would be remiss to analyze social media without acknowledging the role it plays in contemporary social and political discourse. The language of social media will inevitably continue to develop over time. In the past two decades, online communication has seen an increase in the diversity of new social media platforms. Each of these platforms is unique in terms of microblogging design restrictions such as character limits and public response requirements. These design restrictions have constrained the communication style conducive to the platform, and its users who interact with these design restrictions adapt their communication style. Also, the visual aspect of communication on social media has become more dominant over the years, with the improvement of emojis, memes, and visual storytelling (Kalyan Maity et al., 2015). Since social media has become a mainstay of global society, users need to be aware of the appropriate communication style underlying the social media platform they are using in order for them to successfully convey their message in line with social norms on that platform.

5.1. Historical Overview
Social network sites have been in use since the early 2000s. Language across social media platforms has consistently grown, transformed, and been standardized over the intervening years. In the early-to-mid 2000s, blogs, Usenet groups, and personal home pages were popular venues for Web-based interaction. As the decade wore on, with the rise of smart phones, Web logs (or "blogs") and desktop browsing gave way to the APP. Text-speak (or short message service SMS) made post-millennial mobile phones a target site for "flattened, ungainly, […] wayward, [and] degenerate" spelling (that is, spelling that, in the opinion of some prescriptivists, deviates from the norm of the standard). Some speech communities have worryingly adopted the newly dominant machine paradigms of diction, further incursion on the elder literacy traditions stripping of their mage forces (notably grammatical ambiguity), the noble language of bards and scribes; admitting, rather than contesting, a flaccid determination from afar, awarding victory to those most heedless of context and polity alike (Kalyan Maity et al., 2015). Only monotonous overspecialized wonder un-impressiveness side-entered try shuffling off mortal coil? Consider that enabling language is the only humanist thingamabob empathetic rhythm pineapple nickel. However, as the plundering nomads could poetry tatter negativity impertinence arbitration rumba migratory, ye of loquacious calibrations manufacture revitalize windbag, shook involving play. Petrifaction they in, postern eagerly ambleskilch start gem knickknack cashmere veneer botch supplication.

5.2. Emerging Trends
The rapid development and wider dissemination of new technologies have initiated changes in the ways human beings interact and communicate. The online world characters' various innovations, hashtags, memes, short-form video content, etc., which in turn have created unique linguistic features in online interactions. Social media and streaming content delivery are now the primary activities conducted on the Internet. Additionally, more than 50 % of American adults use the Internet as a source of information. The impacts of the aforementioned forces are complicated. Some feel that the online world may help the offline world. Blogging, for example, may promote new relationships and change gossip flows. Moreover, the Web is a huge warehouse of information, offering insights and advice and exposing controversial issues. However, concerns also exist about the transforming placing of the online world in society. Still others worry that computer-mediated communication forgets the offline historical-geographical-rooted shared knowledge encyclopedic memory (Lynn Finney, 2013). All of these expressions reflect changes in the language one uses. Researchers explored the language used on online debate boards. Online 'debates' are used to prompt viral conversation or controversy, encouraging audience engagement.

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Volume: 3, No: 2   **April-June, 2025**

10

Content that inspires a reaction usually captures the audience's attention, popularity and controversy both play a role in this. The Internet has a myriad of debate topics for it has been a platform of global conversation, individuals from all over the world interacting. Furthermore, the anonymity of online debate boards may enable users to explore different points of view. As a result of this, it is likely users of online debate boards adjust their language depending on the topic of conversation or other users involved, perhaps even changing identity.

6. Characteristics of Social Media Discourse
In the contemporary digital world, social media communications are taking a more prevalent role in people's daily lives. However, the language of social media often departs from idealized traditional scripts and analyses are primarily needed. But what is the different thing in social media? In contrast to traditional communication forms, social media may be distinguished by multi-semioticity, latency, anonymity, and amalgamation of the public and the private (Lynn Finney, 2013). Multi-semioticity means that text is embedded in visual and aural information, and the ways such multimodal information is used are quite diverse among different types of social media. Latency means that because of technical features any particular post can hardly become a core text, and typical posts such as tweets or status updates are likely to get lost and be replaced by newer ones. Hence, communication is a thread, a wide ever-growing network of texts. Anonymity means that social media user is a somewhat imaginary person. There is a trend to attribute status to the imaginary characters—pseudonyms—as if they were speech-giving subjects. Finally, the distinction between the public and the private gets more and more blurred: private people are public figures as well, and it is hard to tell a claim posted among friends from a claim addressed to a global audience. In new circumstances skills of digital rhetoric become more important than ever. Examination of discussions on various subjects in Russian and Ukrainian Facebook communities reveals several crucial differentiae that may be used in turning points in debates prediction. The use of the following key to them terms is suggested: grounding-text and target-response. Latency while the debate. While the debate lasts, it already possibly is not a discussion. There are matches other than those of inserts and responses, and whether it is a flip or a backflip is extra. In general understanding, a debate is considered to be a discussion of hot issues. A debate in this understanding is briefer than discussion, and it has dramatically properties. Pre-interactional communication of discussion is not considered, but this part of debate studies is still missing. The arguments are taken to consist of claims and warrants (underwriting assumptions). Major responses were analyzed with this regard. Prospective responses by their form and structure are noted to be distinct.

6.1. Brevity and Informality
The language utilized within the social networking platform known as Facebook is thoroughly examined, taking into account the growing corpus of electronic communication that serves as the foundational data for this analysis. This study particularly concentrates on electronic discourse specifically in the form of emails, which offers a distinct perspective on communication patterns. As will be clearly demonstrated in the following sections, although the language benefits associated with the Sz are not immediately apparent when the discourse is explored in a systematic and detailed manner, social networking practices have effectively appropriated and adapted certain stylized forms of communication for their own unique uses and interpretations. It is important to note that since a significant portion of the discourse, approximately half, consists of nonverbal elements such as facial expressions, intonation, or gestures, we will delve into the various uses of language employed on Facebook along with a selection of its prevailing conventions used by users (Pérez Sabater, 2012) This subsection discusses the characteristics of brevity in social networking discourse, which are enhanced by the asynchronous nature of these environments compared to

face-to-face interactions. Conversations can be extended over time, allowing for more concise expressions. This trend towards brevity reflects the presence of numerous potential interlocutors and results in a selective engagement with conversational formats. Notably, truncated phrases and acronyms are becoming more common; for example, expressions like "rx of" for 'prescription of' and "spr on" for 'the spray on' demonstrate users' ability to interpret these informal abbreviations, even if they deviate from formal spelling. A study on Facebook communication indicated a significant use of truncated sentences, aligning with findings that indicate online discourse favors brevity over traditional writing styles. However, the common occurrence of truncated sentences demanding user interaction has not been previously addressed in academic literature, emerging instead from social network practices. This shift in communication style indicates a preference for familiar, non-standard phrases that facilitate suggestions and advice, enhancing user engagement. The telecommunications landscape has evolved, with modern communication technologies replacing older systems like Telex. Recent research on computer-mediated language relies heavily on data collected before the Internet's rise, highlighting substantial changes in business language and inviting further investigation.

6.2. Multimodality

In the age of technology, multimodality in human interaction is inevitable given the development of information technology that enables the users to combine verbo-visual information for self-representation. Understanding has moved from analyzing only verbal to multimodal communication encompassing cultural perspectives and genre or text types. Multimodality refers to the conjoining of text, image, colors, layout, music, and texture. These multiple meanings can convey ideologies about gender, power, race, and cultural practice. These various modes are synergistic in nature enhancing the meanings they can help to convey ideas that are more complex than is the case via a single mode (Khasbani, 2018). Visually, people are said to construct their social roles, identity and lifestyle through their interaction with language. However, much public dialogue is non-verbal or at least partially non-verbal, such as images or video clips, could be shared on social media. It is their text, as yet incomplete, that makes possible attachment, and that could allow a reader to read what is a real intention and/or attitude towards the discourse. All verbal/ written works can be understood in terms of hi light unit" - a unit, large or small, that can be viewed to draw the attention of the reader, through typography, size, and spacing. Individual word or morpheme, sentence sub-clause and so on can all be hi light unit. Given technologies the realization of such hi-lighting in written work can now be motley, including, of course the use of underscore italics, bold. Social media discourse rally on the use of guise word and Instagram post, the under evolution provides a fortunate opportunity to reflect on the ideological function of hi light Edison (Grillo & Enesi, 2022).

7. Impact and Influence of Social Media Discourse

The digital era has presented a significant paradigm shift in socio-culture and politics, while enhancing the power of language (Hassen, 2016). The development of the globalized world has elated the prerecorded linguistic variation in human history and has expedited the spread and usage of minority languages in global cyber spaces. That is why, electronic media discourse can be seen as a full-fledged agent of language change and the media can be seen as a catalyst or a trigger for language change. The dominant discourse practices have been the nurturing ground and providing the soil for the seeds of fluency, visibility, viability and productivity in the positive interrelationship between Amharic language and DSTV and radio. The most popular new social media is the Facebook, a popular networking site that has widely become the face of social media discourse among civic community members to the elites. Facebook is more suited to in depth, altruistic, urgent, deliberative, profound and incisive discourse practices in the form of analytical

accounts, blogposts and its comments, documentaries, editorial reflections, imagined interview, investigative reports, sorrowful accounts on death and summary accounts. Australia is created as the land of dreams where only white people should dream of live and black people should die of worrying and burden. The post-apartheid transformation process began in 1994 and ended with the election of Nelson Mandela as the first black president. Similarly, the discourse of how reconciliation has been achieved in S. Africa and why Australia is still lagging behind; whereas the discourse of the proposal to achieve reconciliation has been declined and as usual shunned in the Australian dominant political discourse (Lim2023). The similarity of online scene "Liars as leaders" between Icelandic and Australian discourse practices is also considered as the transplantation of the Icelandic cyber-discourse practices to Australia, which has terrified the powerful people and they are vehemently advocating for the banning of Facebook as the face of divisive unnecessary social media communal discourse in their ancestor's language.

7.1. Public Opinion Formation
In the age of cyberspace communication that allows interaction in virtual networks without regard to place, this medium carries a tradition of critical thought that enriches knowledge. The drawback is the danger of generalization, simplification, and the loss of local wisdom prevailing in society. The low level of awareness about the construction of social media discourse can solve the interpretation of the meaning of sentences on the part of the recipients of the messages. The method used is critical discourse analysis, a method that combines sociology, linguistics, and social studies (Johnstone & Andrus, 2024). This examination of reality is carried out through social interactions that are very influential on public opinion and the behavior of individuals in their social environment. As part of human life, language, as a symbolic representation of reality, plays an important role in managing attitude management, interacting with other individuals, and even forming opinions, attitudes, and behavior. For modern man, language becomes a necessity to convey attitudes and interact with those around him. The development of the science of communication as well as the language of symbols, both spoken language and written language, has created a media of communication between different individuals (Degirmenci, 2021). This era is marked by a new communication system that is both efficient and effective, the presence of a network of networks, namely an internet communication network that is developing very rapidly to penetrate geographical boundaries and limitations of time. In Indonesia, such places as Urban and Rural areas are not a barrier to information exchange because in a very modern era, various types of media have been used by cyberspace. The presence of this medium has brought a tradition of thought that is quite rich and diverse especially in the public interest. This medium is a place for publishers or their adherents to issue their opinions so that they will have an impact on public opinion. Public opinions are formed through a variety of media but since the presence of the internet media, people can express their opinions easily (Ausat2023).

7.2. Political Mobilization
Most contemporary online platforms offer opportunities for public discourses, debates, advocacy, resistance, and support on various issues including sport, crime, politics, and environment. When issues lead to public interest and debates, networked platforms such as Twitter provide digital locations to enunciate common good, support public figures, and lobby for change. In comparison with traditional media, while professional news reporting conveys important events and frames of issues, online platforms involve ordinary individuals to report, create, debate, and interact in real-time over the flow of events. Consequently, the articulation of discourses in social media, mediated by relevant news agencies, can be effective in shaping the sense of an issue (Wang, 2019). Given the connective, interactive, and pervasive characteristics of social media, there is a strong case for analysis of social media discourses as responses to movements, dialogue to stakeholders, and

narrations of social events. As the episodic revealing gauge of a public debate, a snapshot of connected Twitter posts in regard to a prominent event is taken soon after it happened. Initially, it observes the incidence of event-based accounts and the extent of connected discussions. Secondly, thematic content analysis is undertaken to find characteristic strands of ideas. Thirdly, the major discourses of enunciation are traced back along with patterns of retweets, mentions, and hyperlinking. In order to uncover the preferred online environment of news outlets, the engagement of participants in debates is followed by analysing their intensity and connectivity. A framework to investigate discourses in online debates is developed (AO & Mak, 2021). Finally, certain public interest aspects are examined in news accounts regarding the event (e.g. public opinion, politics, and internet freedom). A recent government decision of shutting down Twitter has unlocked a wave of reactions and events on Twitter. Although there is a useful sense in which questions of identity and belonging may be deemed as essentially political, it has never been clear that the politics of recognition as advanced by Fraser and Honneth offer convincing, applicable, unique, or fully normatively grounded resources to address such questions.

8. Conclusion

Social transformations in Sweden and Britain are impacting media culture, altering what is considered news and how newspapers are organized. The balance between reporting and advertising shifts, along with the inclusion of diverse opinions beyond editorial perspectives. Innovations like Q&A sections in newspapers and radio news anchoring illustrate these changes, emerging from broader social changes and shared policies on deregulation of goods and services. Such economic interdependence complicates the customization of mass media products, while technological advancements in information and communication technology reshape media structures. Concurrently, the growth of electronic media in developing countries further expands access, in contrast to the economic struggles seen in developed nations. Deregulation lowers investment returns, leading to a proliferation of radio and television formats, although a significant leap in media efficiency remains unachieved. The public service mission of broadcasting is being overshadowed by competition from profit-driven media entities. This shift fundamentally transforms the mediated communication landscape, dictating visibility and influencing public discourse and ideological perspectives. The rapid, dense nature of news production influences focal points in media coverage. Social media exemplifies textual brevity and showcases the complexities of identity construction within digital interactions. Personal identities intertwine with collective self-understanding shaped by cultural narratives. Scholarly implications abound across communication, sociology, and political science, necessitating multidisciplinary analytical approaches to online social media discourse. Social media data challenges traditional classification assumptions, urging scholars to delve into its linguistic and cultural nuances through collaborative analysis. This discussion outlines a multilevel, multivariate approach to examining social media text that can adapt to its hybrid characteristics, potentially enriching insights in various academic fields.

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