

A STYLISTIC ANALYSIS OF PAKISTANI CELEBRITY'S SOCIAL MEDIA (INSTAGRAM) PROFILES

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Abstract

Celebrities exchange their opinions, ideas, thoughts, and sentiments on digital social networks, which has made social media an indispensable information source. Celebrities regularly use digital social networks as it is the primary method of their self-promotion and to captivate new fans. This study aims to stylistically analyze the captions used under the posts of Pakistani celebrities on digital social media. To achieve the objectives of this paper, the researcher chooses the model of Stylistic analysis proposed by leech & Short (2007). The researcher selected the profile posts of four Pakistani celebrities including Ayeza Khan, Hania Amir, Mahira Khan, and Atif Aslam based on the number of their followers, their engagement with their followers, and the content of their posts. The researcher selected one to two posts for each celebrity. The findings of this research work are the language used by the celebrities is informal and simple. The choice of words is casual, simple vocabulary is used. The sentence structure is also simple with short phrases, and less complex sentences for a better understanding of the meaning of their captions.

Key Points: Stylistic analysis, celebrity profiles, social media (Instagram)

Introduction

Digital social networks (DSNs) have become a popular platform for sharing information and connecting individuals with similar interests (Sherchan et al., 2013). The ability to disseminate opinions plays a crucial role in social influence, as it shapes public perception and engagement (Cercel et al., 2014). The accessibility of DSNs, coupled with features that allow users to exchange thoughts, emotions, and opinions, enables people to interact not only with friends and family but also with public figures and celebrities (Allor, 1988).

The growth of DSN communication has been widely observed, yet its effectiveness largely depends on the trust between users (Sherchan et al., 2013; Golbeck, 2009). Opinions shared on these platforms have the power to influence public emotions and perceptions (Mansouri et al., 2017). As a result, there is increasing interest in studying microblogging communities, particularly services like Instagram, which facilitate large-scale interactions.

Each user generates a significant volume of written content, including personal details such as name, profile picture, location, and quantitative data such as the number of followers and followed accounts. Additionally, a user's timeline provides a chronological record of both public and private messages. The platform allows users to follow others and receive updates from them, shaping their online interactions and influence (Schwartz, 2013).

On the other hand, language variation is a constant and noticeable aspect of communication on digital social networks (DSNs). This variation is not entirely random but is strongly influenced by social factors (Yang et al., 2015). When individuals express their opinions on DSNs, such as Instagram, they may also be inadvertently disclosing personal, social, or psychological information about themselves. At first, Instagram application was founded by two CEOs Mike Krieger and Kevin Systrom. Instagram is an American photo and video sharing social

networking service owned by Meta Platforms. Instagram allows users to upload media, apply filters, organize content using hashtags, and tag locations through geotagging. Posts can be shared either publicly or with preapproved followers. Users can explore content by tags and locations, engage with trending posts, like photos, and follow others to add their content to a personalized feed. As a platform for social engagement, Instagram is gaining increasing attention (Phad & Chavan, 2018).

However, there is a lack of studies examining Instagram's role in social activism or protest participation, particularly in analyzing user interactions. Aggarwal (2011) defines a social network as "a network of interactions or relationships, where the nodes represent participants and the edges represent relationships or interactions between them." Social network analysis (SNA) aims to identify patterns within these relationships to better understand the communities within the network (Scott, 2011).

The rise of the Internet has enabled an interactive digital dialogue, replicating physical interactions (Vatrapu et al., 2016). This connectivity allows participants to maintain relationships and stay engaged within the network (Li et al., 2019). Digital social networks (DSNs) have revolutionized communication by enabling both the dissemination of information and the formation of new social connections. One of the significant impacts of DSNs is their ability to influence individual perspectives and decision-making through interaction with diverse social circles (Zhang et al., 2015). Consequently, analyzing social networks (SNA) has become essential in understanding how language functions within communities and how shared discourse shapes collective identity.

Research by Schwartz et al. highlights how linguistic choices reflect psychological and social patterns, providing insights into individual traits. For example, language patterns can indicate self-esteem levels, and the use of possessive terms varies between men and women when describing their partners.

Stylistics, as a field of study, explores the structure and style of language in various forms of discourse, including literature. The Merriam-Webster Online Dictionary defines stylistics as "a literary study focusing on the analysis of stylistic elements" and "the use of linguistic devices that create expressive effects." In stylistic analysis, key linguistic components such as phonology, graphology, lexicology, syntax, and morphology are examined.

Graphology deals with the study of writing systems, typography, and handwriting styles (Albi, 170). Phonology, as explained by Lodge, investigates the organization and production of speech sounds in a language (Ofuya, 14). Stylistics, a subfield of applied linguistics, examines both spoken and written language, analyzing variations in tone and structure across different contexts. Rather than functioning as a standalone discipline, stylistics bridges literary criticism and linguistics. It is applied to various domains, including literature, journalism, and communication studies. The scope of stylistic analysis extends beyond literary works to encompass modern texts such as advertisements, news media, non-fiction writing, pop culture, political discourse, and religious texts. Since celebrities frequently use digital social networks (DSNs) as platforms to interact with their followers (Moreno-Sandoval et al., 2019), and their writing patterns can reveal behavioral traits (Phad et al., 2018), it is important to identify a user as a celebrity to understand the influence they may have on others in the network (Singh et al., 2018). Additionally, understanding the effect of a celebrity's comment on their followers can provide valuable insights into their influence. This study is driven by the desire to examine how linguistic elements in the posts of Pakistani celebrities on Instagram facilitate their connection with

followers. By focusing on stylistic analysis, the research explores various aspects of language, such as the frequency of certain words, the diversity of vocabulary used, and how personal pronouns are employed by celebrities to shape their engagement with their audience.

Objectives

- To explore the lexical and syntactic aspects that are employed to show celebrities' emotions and personal experiences on DSM.
- To examine lexical and syntactic aspects that are employed by celebrities to interact with their fans on social media.

Research Question

- How lexical and Syntactic aspects are employed to show celebrities' emotions and personal experiences on DSM?
- How Lexical and Syntactic aspects are employed by celebrities to interact with their fans?

Methodology

The research conducted is qualitative and descriptive. The primary objective is to examine the stylistic devices, both lexical and syntactic, utilized in the profiles of Pakistani celebrities on digital social media platforms, particularly Instagram. To carry out the stylistic analysis, the researcher employs the model proposed by Leech & Short. Stylistic analysis is an inductive method that focuses on all expressive aspects of language, including phonology, prosody, morphology, syntax, and lexicology (Cuddon, 872). Stylistics, in its broadest sense, refers to the study of language used in literature across various forms and is concerned with analyzing different styles of language usage. According to the Merriam-Webster Online Dictionary, stylistics is defined as "a branch of literary study that emphasizes the analysis of various stylistic elements" and "the linguistic tools that give language its expressive power."

Since this study aims to explore how celebrities engage with their followers by utilizing lexical and syntactic features in their social media profiles, the stylistic analysis approach provided a framework for identifying key lexical and syntactic elements that celebrities use to connect with their audience.

Sampling Technique

The researcher used a purposive sampling technique to select profiles of four Pakistani celebrities: Ayeza Khan, Hania Amir, Mahira Khan, and Atif Aslam. The selection criteria included the number of followers, their engagement with followers, and the content of their posts. One to two posts were chosen for each celebrity. The following table presents information about these celebrities.

Table 1. Study of participants profiles.

Name	Occupation	Followers	Engagement with followers	Country
Ayeza Khan	Entertainment, Modeling, Music	13.3M	0.77%	Pakistan
Hania Amir	Entertainment, Modeling	11.4M	1.92%	Pakistan

Mahira Khan	YouTuber, acting, Model	10.8M	1.40%	Pakistan
Atif Aslam	Actor, Model	7.5M	0.68%	Pakistan

Tools of data collection and procedure

In precise, the writer carefully picked out the data from social media (Instagram) accounts of Pakistani celebrities' profiles that is crucial in research. The data for this study is gathered using the procedures listed below.

- Reading and comprehending the posts of Pakistani celebrity's profile on social media (Instagram).
- Choosing a concise explanation of a profile including posts, captions, and images.

Data Analysis

Q: How lexical and Syntactic aspects are employed to show celebrities' emotions and personal experiences on DSM?

Ayeza Khan

In the first caption of the post researcher analyzes the lexical features of **Fig no.1**. The caption is *When you are supposed to throw a coin into the fountain so you can return to Rome one day but your MOOD OF PAYMENT is credit card only. ☐☐ P.s For all those who don't know what MOOD of payment is, look it up on YouTube.* In this caption, Informal language "supposed to", "your", "MOOD of payment", "so", "one day", "but", "only", "credit card". Figurative language: "MOOD of PAYMENT" (metaphor), Third person singular pronoun: "you" (generalizes the experience), Contrasting conjunction: "but" (highlights the unexpected situation) are used by the Ayeza Khan. The caption by Ayeza Khan talks about her desire to toss a coin into a fountain in Rome for good luck but her realization that she would much rather pay with a credit card. She makes fun of the phrase "MOOD OF PAYMENT" and advises others who are not familiar with it to search it up on YouTube. The use of capital letters for "MOOD OF PAYMENT" is to carry the attention of fans in this phrase. She seems to be reflecting her humorous outlook on commonplace events in her post to interact with her followers. In second post Ayeza Khan is again interacting with her fans and asking them about her next plan by using caption *“yes, wanderlust is my middle name. Tell me the next destination, and I'm ready to go!”* **fig no.2**. In this caption she uses vivid nouns such as Wanderlust, destination, Action verbs like Tell and ready, and Figurative language (Metaphor) like "Wanderlust is my middle name". Moreover, use of "Yes" at the very beginning instantly establishes a pleasant and cheerful tone, "Middle name" gives the sentence a playful and humorous edge, and it feels more conversational and personable to say "tell me" As opposed to "tell me where" or "give me a destination". Word "Wanderlust" conveys a strong desire to travel and explore, which establishes the mood. It's a natural aspect of the speaker's identity rather than merely a passion for travel, and "Destination" added a thrill and excitement. It implies that the speaker is actively looking for their next experience rather than simply being open to travel. Verb "Tell" conveys a spirit that promotes confidence. Not only is the speaker prepared to travel, but she is actively looking for advice and

suggestions by her followers, and “Ready” is a straightforward effective verb. It exudes a feeling of readiness and excitement to be on the road.



Fig no 1



Fig no 2

The statement "Wanderlust is my middle name" is a subtle metaphor that puts a personal perspective on the idea. It gives the impression that the speaker's desire to travel is embedded in who she is. She posted her picture when she was in Turkey and in the caption below her picture, she is addressing her fans by asking them to suggest her would be the next destination after this journey. This caption creates a personal conversation relation between celebrity and her fans.

Hania Amir

In her post, Hania is addressing her beautiful family (fans). She is talking about Mental health issues that has become a common issue among people. She writes in a caption below her Picture ***“There’s growth and maturity in moving on and letting go. Prioritize your mental health. Vibe to what makes you happy. Holding hate in your heart only weakens you. let go and live. Life is too short to hold on to the sad bits of your past. You owe nothing to the bitter memories, not even a thought. You owe nothing to the strangers questioning your life choices, not even an explanation. So, pick yourself up, shake it off and move on. I pray that everyone reading this grows and moves on effortlessly, beautifully & gracefully”.*** Fig no 3



Fig no 3

In the above caption, Hania uses repetition of words like "Let go" is repeated three times, emphasizing the central message of moving on. "Pick yourself up, shake it off, and move on" uses synonyms of the repetitive word let go, rhyming words like "heart" and "part", and metaphor ("Holding hate in your heart only weakens you") to compare holding onto negativity to physical weakness, personification like "Life is too short to hold on to the sad bits of your past" personifies life as having motion and limitations, and positive words ("growth," "maturity," "vibe," "happy," "gracefully") create a hopeful and encouraging tone. Actress Hania Aamir advised social media users that taking of mental health should be the first priority. The celebrity wrote the statement as a caption of one of her viral pictures. She mentioned that hatred will lead to a person getting weak. The text adopts a motivational and uplifting tone, urging readers to focus on mental health, happiness, and letting go of negativity. The lexical choices contribute to a sense of confidence, empowerment, and acceptance.

Mahira Khan

She gets married to a businessman. She shares her wedding pics on Instagram to give new updates about her wedding and to seek prayers from her fans. She writes about her mother, grandmother and friends and say thanks to them in a caption below her pics. She is talking about her mother *"My mother had one wish...to start the wedding with a dua. My beautiful Ama,*

who is in a wheelchair – one would think she can't do much.- but really, she can do everything and anything. She sat and managed the decoration downstairs, the table, the moving around of furniture anddd she was a ready dot on time.... Alhamdulillah to our parents. Later on, that day, my childhood girlfriend had a mayun for me...Alhamdulillah for friends I can call my sisters. P.S I took a bud of the motia and put it in my baali before going down...for my Nani and Dadi". In the above lines Mahira used some words that emphasize on family and friends like "mother," "Ama," "parents," "childhood girlfriend," "sisters," "Nani," and "Dadi". These words are creating a strong sense of warmth and family bonds. Repetition of word Alhamdulillah stresses gratitude and highlights the role of faith in the Mahira's life. She uses the phrase "one would think she can't do much" as a metaphor that subtly suggests that disability should not dictate limitations. The use of "bud of motia" (a fragrant flower) and putting it "in baali" (an earring) is showing her connection with her Grandparents (Nani and Dadi). Mahira shared pictures from her mayoun and a dua ceremony in her most recent Instagram post, giving followers a peek of the emotional moments of her wedding celebrations in **Figure no. 4** **Figure no. 5**



She wrote a heartfelt statement to go with the pictures, highlighting the significance of tradition, family, and friends in her wedding festivities. Mahira wrote in her article, "My mother's one wish was to begin the wedding with a dua (prayer)." Despite being confined to a wheelchair; my lovely Ama is incredibly capable of doing anything and everything. She was ready exactly on time as she sat and took care of the furniture arrangement, the table, and the decoration below." The celebrity thanked her parents in an expression. She then revealed, "Later on that day, my childhood girlfriends had a *mayoun* for me. *Alhumdulillah* for friends I can call my sisters." In one of the heartwarming details she shared, Mahira mentioned how she placed a bud of the *motia* flower in her earring before descending for her wedding ceremony, as a tribute to her maternal and paternal grandmothers.

Atif Aslam

World famous Pakistani music sensation Atif Aslam has indulged in a heart-touching moment with special fan who has Down Syndrome as shown in **fig no.6**. In the viral video clip, the superstar can be seen giving the fan a loving embrace and expressing his gratitude for her attendance. Atif said: ***“You have made my night, you have made my day, you have made my whole year. Thank you for coming and taking out time for me. I Love You.”*** In these lines Atif uses repetitive phrase like “you have made my” and Gradation from "night" to "day" to "whole year". He also uses verbs such as "made" and "taking out time" and emotionally charged vocabulary: "night," "day," "year," "thank you," "coming," "taking out time," "love" in his lines. By analyzing these lexical features, we gain a deeper understanding of the emotions and intentions behind the speaker's words, making their declaration of love and gratitude even more impactful for his fan.

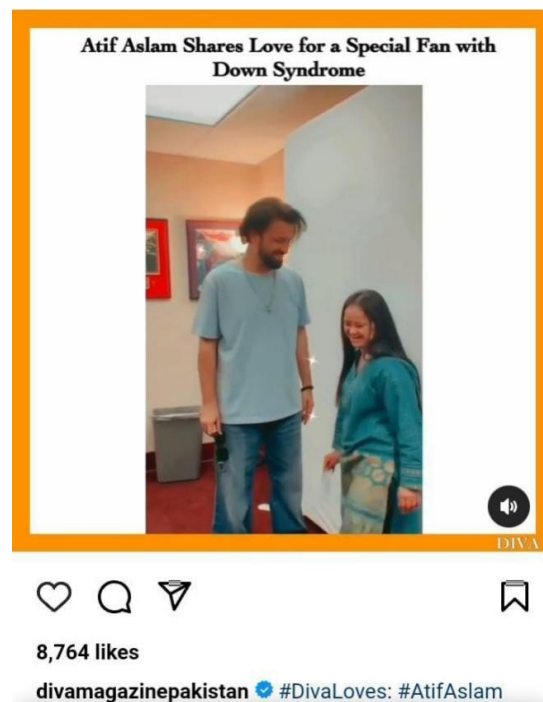


Fig no 6

Q.2 How Lexical and Syntactic aspects are employed by celebrities to interact with their fans? The syntactic level in stylistic analysis is the structure and grammar of text such as the use of sentence structure. Different celebrities use different sentence structures in their captions some use simple sentence structure and some use complex sentences sentence structure to interact with other people and with their followers. The researcher aims to find the use of these sentence structures from celebrity profiles.

Ayeza Khan

In the caption of her post in Figure No. 1, she uses the complex structure of sentence. The caption is *When you are supposed to throw a coin into the fountain so you can return to Rome one day but your MOOD OF PAYMENT is credit card only. □□ P.s For all those who don't know what MOOD of payment is, look it up on YouTube.*"The main clause ("When you are supposed to

throw a coin into the fountain...") is followed by a subordinate clause ("so you can return to Rome one day") and a contrastive clause ("but your MOOD OF PAYMENT is credit card only"). This layering of clauses creates a sense of expectation and highlights the humor in the unexpected contrast. She also uses punctuation (ellipsis) in these lines like (...) after "fountain" adds uncertainty and emphasizes the unexpected turn in the sentence. The emoji flag (🇮🇹) adds humor and reinforces the Roman context. In her second post, she uses a Declarative sentence in the first sentence, "Yes, wanderlust is my middle name," which is a simple declarative sentence that confidently and playfully establishes the speaker's identity as a travel enthusiast. The imperative sentence in the second sentence, "Tell me the next destination, and I'm ready to go!", shifts to an imperative, influencing the fans to become active participants in her travel plans. The exclamation mark at the end of the second sentence creates a sense of closeness and excitement.

Hania Amir In her caption below her posts that is *"There's growth and maturity in moving on and letting go. Prioritize your mental health. Vibe to what makes you happy. Holding hate in your heart only weakens you. let go and live. Life is too short to hold on to the sad bits of your past. You owe nothing to the bitter memories, not even a thought. You owe nothing to the strangers questioning your life choices, not even an explanation. So, pick yourself up, shake it off, and move on. I pray that everyone reading this grows and moves on effortlessly, beautifully & gracefully"* In Fig **no. 3**, she uses varying sentence types (Declarative, imperative, and interrogative sentences) "Life is too short...", "You owe nothing...", "So, pick yourself up..." contribute to a dynamic flow and highlight different aspects of the message. She also uses exclamations "Life is too short!" to emphasize the fleeting nature of time and motivate us to let go and rhetorical questions "You owe nothing to the bitter memories, not even a thought?" challenge her fans to reexamine their relationship with the past.

Mahira Khan

She shares her wedding pictures on Instagram with the caption *"My mother had one wish...to start the wedding with a dua. My beautiful Ama, who is in a wheelchair – one would think she can't do much. - but really, she can do everything and anything. She sat and managed the decoration downstairs, the table, the moving around of furniture and she was ready dot on time.... Alhamdulillah to our parents. Later on, that day, my childhood girlfriend had a mayun for me...Alhamdulillah for friends I can call my sisters. P.S I took a bud of the motia and put it in my baali before going down...for my Nani and Dadi"* in **fig no. 4,5**. She uses the majority of the sentences are simple and direct, reflecting the emotional immediacy of the wedding day. Short phrases like "managed the decoration," "dot on time," and "took a bud" are also used by her to give easy understanding to her followers. She also uses ellipses (...) create pauses, dashes (--) to emphasize emotional bursts, particularly in "one would think she can't do much – but really, she can do everything and anything" and exclamation points in "Alhamdulillah!" enhance the sense of gratitude and joy.

Atif Aslam

He interacts with his fan who is suffering by Down Syndrome as shown in **Fig no.6**. In the viral video clip, the superstar can be seen giving the fan a loving embrace and expressing his gratitude for her attendance. Atif said: *"You have made my night, you have made my day, you have made my whole year. Thank you for coming and taking out time for me. I Love You."* In these lines, Atif

uses compound-complex sentences due to the combination of multiple clauses and coordinating and subordinating conjunctions and he also uses repetitive phrases like “you have made my” to create a healthy relationship with his fan.

Findings and Discussion

This study looked at the language that four Pakistani celebrities (Ayeza Khan, Hania Amir, Mahira Khan and Atif Aslam) used in their Instagram posts. The researcher examines their word choices and sentence structure that provide information on how they interact with others (fans), express themselves, and their thoughts overall. The findings of this research work are that the language used by the celebrities is informal and simple. The choice of words is casual and simple vocabulary is used. The sentence structure is also simple with short phrases, and less complex sentences for better understanding the meaning of their captions. Ayeza Khan used slangs (you guys, MOOD OF PAYMENT) and humor to bring up a conventional tone and develop a connection with her followers. This enhances the interaction and sense of familiarity of fans. Hania Amir highlights the important points and arouses intense feelings using noun (wanderlust) and repetition (let go). Her use of metaphor (holding hate...weakens you) gives her writing depth and connects with listener on a deeper level. The emphasis Mahira Khan places on phrase that refer to her family (mother, friends) and her frequent usage of the phrase “Alhamdulillah” demonstrate how important tradition, family, and faith are in her life. Fans drawn into her personal experiences by her emotional integrity. Atif Aslam's repetitive phrase ("you have made my") and gradation ("night," "day," "whole year") shows much of his values and appreciations for his supporters. With this emotionally charged vocabulary, he builds a solid relationship and expresses pleasure for their support. Every celebrity demonstrates a preference for specific sentence structures, shaping the inclusive tone and message. Ayeza Khan frequently uses humor and playful conversational tone through declarative and imperative sentences ("Wanderlust is my middle name"). Hania Amir exploits a variety of sentence types (declarative, imperative, and interrogative) for an energetic flow and a motivational tone ("Life is too short..."). Mahira Khan relies on simple, direct sentences and short phrases, reflecting the emotional closeness of her wedding description. Atif Aslam's compound-complex sentences and repetition convey deep appreciation and connection with his fan. Syntactic decisions are used to highlight and attract attention to important ideas. The unexpected comedy of Ayeza Khan's caption is highlighted by her use of ellipses and contrasting phrases. Exclamation points by Hania Amir encourage letting go and highlight how brief life is. Dashes and ellipses by Mahira Khan provide emotive bursts and reflective pauses. The phrase "you have made my" is used by Atif Aslam repeatedly to express his genuine gratitude for his admirer.

The hilarious meme on the internet by Ayeza Khan "Your mode of payment is credit card only, even if you are meant to toss a coin into the fountain to win a trip back to Rome someday. "If you're unfamiliar with MOOD of payment, check it out on YouTube." provides an excellent starting point for study on language play and cultural involvement in online environments.

The text's informal register, which uses slang terms like "supposed to" and "credit card only" to establish a causal connection with the reader, lexically mirrors its digital surroundings. Unexpected wordplay is used in figurative language, such as the euphemism "MOOD of payment," to create humor. Emotive language connects emotionally by evoking the seductive "Rome" and the yearning to "return," so tapping into common cultural ambitions. Examining this meme's exploitation of cultural customs such as fountain wishes can shed light on how comedy

emerges from the collision of custom and virtual reality. Examining the interaction between lexical selections and syntactic frameworks can shed light on how informality, metaphorical language, and audience participation are key components of online language play. Furthermore, the usage of asides and direct addresses in the meme calls for further research into the strategies used by online authors to foster a feeling of community and mutual understanding among their audience. This internet meme's subtle lexical and syntactic features offer an insightful case study for scholars studying online language play, cultural engagement, and the changing face of comedy in the digital era. We may better understand how online producers use language to engage their audience and develop humor through unexpected juxtapositions and shared cultural references by analyzing its linguistic choices and stylistic methods. The clear statement by Ayeza Khan "Yes, wanderlust is my middle name. Tell me the next destination, and I'm ready to go!" provides a context for studying online debate about travel and the manifestation of wanderlust. The personification of wanderlust, the informal and aspirational tone, and the performative and immediate language all contribute to the construction of a travel-centric identity. His seemingly insignificant statement provides a helpful glimpse into the realm of internet travel discussion. We may learn more about how people create and embody trip identities, communicate their desire for exploration, and contribute to the changing field of travel tales in the digital era by dissecting its lexical and syntactical complexities. The message given by Hania Amir in her post's caption in Fig 3 "There's growth and maturity in moving on and letting go..." proves to be more than just a casual message. The passage's language is both uplifting and motivating. It combines positive affirmations with practical advice, urging readers to prioritize their mental well-being and let go of negativity. The simple yet impactful language makes the message accessible and relatable, while the use of literary devices like metaphors and repetitions further strengthens the impact. Additionally, the inclusive tone and direct address foster a sense of community and shared experience. Mahira Khan tells her followers about wedding culture through her picture with caption in fig 4,5 where she writes "My mother had one wish..." demonstrates the narrative power embedded within seemingly ordinary experiences. Through its linguistic choices, the passage transcends personal storytelling to offer a glimpse into cultural traditions, familial bonds, and the profound emotions surrounding significant life events. The stylistic choices in this seemingly simple passage demonstrate the power of language to capture the essence of a special occasion and convey deeply personal emotions. It offers a compelling window into the cultural and emotional nuances of wedding celebrations and the enduring bonds of family and friendship. In this passage, code-switching is evident in the seamless integration of Urdu words like "dua," "Alhamdulillah," "Ama," "Nani," "Dadi," and "motia" within an English narrative. Code-switching can foster a sense of intimacy and shared understanding with readers who are familiar with the languages being used. In this case, the inclusion of Urdu words invites readers who share the writer's cultural background to connect on a deeper level, potentially creating a sense of community and belonging. This resonates with studies on how code-switching enhances audience engagement in online narratives. At last, the researcher discusses Atif Aslam's words that he used for his fan in the video clip in fig 6. Strong lexical selections and thoughtful syntactic constructions come together to provide a message that is sincerely appreciated and impassioned. Synchrony and formal language enhance the truth and intensity, while repetition, exaggeration, and direct address express genuine delight and affection. The rhythmic flow of the entire line heightens its emotional effect.

Conclusion

Digital social media has become an essential source of information because of its user who use it to share their opinion, thoughts, and feelings. They also use it to motivate and inspire others with different content. Digital social media has become the preferred means for celebrities to promote themselves and attract new followers. This study aims to stylistically analyze the (lexical and syntactic level) captions used under the posts of celebrities on digital social media. To achieve the objectives of this paper, the Stylistic analysis methodology was selected as most appropriate for this qualitative study. The findings of this research work are that the language used by the celebrities is informal and simple. The choice of words is casual, and simple vocabulary is used. The sentence structure is also simple with short phrases, and less complex sentences for a better understanding of the meaning of their captions.

Implications

1. To create new language teaching resources that are based on language used by celebrities in their social media posts.
2. Provide cultural programs that raise people's awareness of the ways in which language is employed to establish and preserve social identities.

Limitations and Suggestions

This analysis focused on a limited sample of captions and celebrities. Future research could expand to include a broader range of content (videos, comments) and celebrities from different backgrounds to gain a more comprehensive understanding of how lexical choices are used across diverse audiences and content genres. Additionally, investigating audience responses could provide valuable insights into the effectiveness of these strategies in terms of fan engagement and overall online persona construction.

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