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INVESTIGATING THE LANGUAGE STYLES: A STYLISTIC ANALYSIS OF ADULT'S EXPRESSIONS IN INSTAGRAM CAPTIONS

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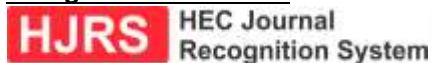
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Language is primarily used as a tool for Interpersonal communication within a society. People can engage and communicate with one another through language in both spoken and written forms. This study delves into the range of linguistic terms individuals use in their regular Instagram captions, using the "Frozen," "Formal," "Consulting," "Casual," and "Intimate" styles all included in Martin Joos' framework. The researchers performed both qualitative and quantitative analyses using a mixed-methods methodology. Joos' theory-based content analysis was selected as the method for identifying language styles in Instagram captions. Thirty captions in all were gathered from different accounts, and the main study instrument was documentation. Certain language types were found to be more common than others, according to the analysis: informal (53.3%), formal (20%), intimate (26.6%), consultative (0%), and frozen (0%). The style that is employed the most frequently is casual. A closer look reveals that the study is dominated by the casual style, which makes up 53.3% of the sampled captions. There aren't many examples of Consulting or Frozen, which suggests that users on Instagram tend to communicate informally and intimately. Our comprehension of how adults express themselves online is enhanced by this discovery. This study emphasizes the value of the informal tone in adult Instagram captions, to sum up. A clear tendency for informal and personal expression is indicated by the lack of some styles. Subsequent research endeavors may encompass a more thorough examination of the societal ramifications and dynamic language use on social media sites.

Keywords: Stylistic, Language, Instagram, Adults' Captions

Introduction

Language is primarily used as a tool for Interpersonal communication within a society. Everyone believes that language is universal, which indicates that everyone can communicate by using language to express their thoughts, feelings, and other emotions. One feature that is necessary for all living creatures is language. People can engage and communicate with one another through language in both spoken and written forms. Crystal limits the concept of "communication" to "human communication" and defines it as the transmission of information (a message) between a source and a receiver using a system (Crystal, 2013). People can interact with others in communication in a variety of ways. People communicate with one another by using language to express their needs, messages, facts, and ideas. Speaking and listening styles both affect communication. Relationships have a significant impact on how well people perceive communication. Language variance refers to the various ways that people use language in society. Language variety is a phenomenon that happens in speech communities. Style is one category of linguistic diversity. Style is the way a writer uses language to convey his ideas to readers, including word choice, sentence construction, and poetic devices (Farid et al., 2023). A speaker's language style refers to communicating with other people in different situations and contexts. A speaker will pay attention to the syntax, word choice, and sentence structure of the situation and the audience. English is learned in Pakistan, as a second language and a global language because English is an international language. The idea that English is a language that is spoken all over the world is known as an international language. Concerning language from one speaker to the next, there are many choices and variances in terms of style. The style choice is affected by several variables, such as the social environment of the incident,

the participant's age, gender, social status, and relationship. People use language styles to share and express themselves. When sharing information with others, their language usage can vary depending on the scenario, setting, and individual objectives. Social media is another place where various language usages can be found and seen. The collection of online communication outlets is devoted to social media. Before email, chatting, and blogs, we had to meet in person to communicate. Later, we moved to letters, then to phone calls, and finally to emails. Through social media, users can contact numerous people worldwide. One of the social networks with users from all around the world is Instagram. People can find an old buddy and contact people worldwide who also use Instagram. Find and share information, discuss ideas, play games, meet new friends, and even create an advertisement or sell products. Several styles might be used depending on the setting, the addressee's age, socioeconomic background, and more (Holmes & Wilson, 2022).

Problem Statement

In the current era of digital communication, there is a notable deficiency in knowledge regarding the subtle linguistic expressions that people utilize in their Instagram captions. Even while social media sites, especially Instagram, are essential for allowing users to express themselves, little is known about the complex language patterns that these users employ. By using Martin Joos' theory of language style to analyze the common language types seen in adult Instagram postings, this study seeks to close this gap. A lack of thorough awareness of the various linguistic variations, from informal to personal phrases, hinders our comprehension of how people convey their feelings and create their online personas. To shed light on how social media communication is changing, this in-depth

study explores the subtleties of language use on Instagram.

Objectives of Research

The main objectives of this research are:

- To investigate different language styles used in Instagram captions by adults.
- To analyze the frequency of usage of different language styles.

Research Question

- How different language styles are used in Instagram captions by adults?
- What is the frequency of usage of different language styles?

Significance of the Research

The importance of this study comes from examining the range of linguistic expressions adults make on Instagram, a well-known social networking site that emphasizes visual content. According to the research, users express themselves in a range of ways depending on the context, people involved, time of day, and place. Instagram, which is renowned for its ability to improve the visual appeal and creative quality of photographs, is emerging as a dynamic platform for language expression and development in addition to being a visual medium. Furthermore, the results enhance our understanding of communication in the digital age by highlighting the impact of social media platforms on linguistic originality. Overall, this study bridges the gap between academic research and the real-world applications of contemporary communication, providing an important look into the changing environment of language use on Instagram.

Literature Review

Media encompasses user-generated content and user relationships (Ellison, 2017). Through engagement on the platforms, people can share their thoughts and feelings on social media, which encourages strengthening social bonds. Additionally, it creates and maintains user relationships through a wealth of user-generated material. People can create information, share

information, and filter and spread information through review and conversation with the use of social media. Additionally, social media is a very technologically dependent information medium (Shirky, 2011). Jaafar (2014) examined two poems by well-known English poets E.E. Cummings and Irish Nobel laureate Seamus Heaney are the subject of a stylistic examination in this academic work. This research aims to examine Cummings's poetry "Maggie and Milly and Molly and May" and Heaney's "A Kite for Aibhín" from a stylistic perspective. Additionally, to clarify the poems' meaning, the paper employs linguistic analysis techniques. Those who teach and study the English language and literature might greatly benefit from the scientific field of stylistics. Regardless of whether someone speaks English as a second, foreign, or native language. Stylistics are useful for English language speakers as well as overseas pupils. This essay uses a stylistic analysis to examine how form and content are combined in D.H. Lawrence's "Sons and Lovers." Stylistic analysis combines in-depth linguistic study with intuition to go beyond intuitive understanding. To investigate hidden meanings, the study examines the language's resources, such as phonology, lexis, syntax, figurative language, coherence, and cohesiveness, in connection to the discourse style (Niazi, 2013). Six components of communication were identified by the study through an analysis of Ani Yudhoyono's Instagram captions: addresser, context, message form, contact, common code, and addressee. To guarantee message delivery, five language functions were employed, with the referential function being the most often utilized at 58.1%. Though varied, all the meanings were favorable. The report emphasizes how crucial it is to communicate well on Instagram (Meisani et al., 2016) According to Zhan et al., (2018), the importance of user-generated content on

social media is underscored by the onset of the media transformation. Sentiment analysis is a popular technique for analyzing user-generated information. However, there aren't many studies that look at user-generated content on Instagram about public libraries using sentiment analysis. The study investigated how young women's perceptions of their bodies on Instagram were affected by body-positive remarks. The findings indicated that body dissatisfaction or admiration was unaffected by captions that were body-positive. But compared to thin visuals, medium images generated more admiration and less unhappiness. (Tiggemann et al.,2020). Language can vary in two ways: first, according to the user (determined by factors including social background, region, sex, and age), and second, according to use, in that each speaker has a variety of kinds and options to choose from at various times (Joose, 1967). Variations are referred to as style. The language style is a spectrum of choices and variations made by different speakers at different times. The usage of style is influenced by the social setting, participant relationships, social class, age, sex, and subject matter of the event. This study focuses on stylistics, which examines different ways that language is used. There is congruent coding in language use. The congruent coding results are deviation. There are five different linguistic styles, including Frozen, formal, consultative, intimate, and personal; according to (Joose, 1967), Formal is a style that is meant to be remembered and employed in a particularly formal context, such as a palace, church rite, a speech at a state function, and certain other occasions. Formal style is typically utilized in a formal setting when there is the least amount of background knowledge conveyed and where there is little to no two-way communication. According to (Joos, 1967), the consultative style demonstrates how we typically interact

with foreigners who speak our language but whose personal information may differ from ours. According to (Joose, 1967) "Intimate Style" Within families and close friends, an intimate language is fully private. Intimate style has two systematic characteristics. The first is extraction, in which the speaker takes a minimal pattern from a potential casual sentence. For instance, the word "eng," which has no dictionary definition but is used as a codename for intimate style, is empty. Slang and background knowledge are not necessary for an intimate style. The stylistic elements present in the captions are the focus of a qualitative study design. An analysis is conducted on 25 captions from five accounts: @louisvuitton, @Prada, @katespadeny, @gucci, and @chanel. (Fatima et al.,2023). According to Wuri et al. (2023), the goal of this study is to examine Adele's usage of language style in her Instagram captions, with a focus on Joos' theory of language style. The researcher collected the information from Adele's Instagram captions, which were posted between July 2020 and July 2022. The data analysis method developed by Miles and Huberman was used to conduct this qualitative study. According to the study's findings, Adele's most common linguistic style is informal. The researcher discovered that out of the 50 captions she uploaded over two years, 29 of them used a casual language style, which was followed by 12 that used a formal language style, 8 that were intimate, and 1 that used a consultative language style. She never used a frozen language type in any of her captions. According to the researcher's analysis of the data, Adele uses casual language most frequently in her Instagram captions. According to Farida et al. (2023), This study looks at the Applied Linguistics aspects of analyzing women's Instagram account captions based on language style using digital media. The researcher examined five female accounts with a large following

Taylor Swift, Kim Kardashian, Ariana Grande, Kylie Jenner, and Selena Gomez—using Chaika's idea. Descriptive qualitative research was employed in the study to examine and characterize social aspects of social media phenomena. Five Instagram caption posts were displayed in the findings, with the captions grouped into formal, informal, colloquial, casual, and intimate styles. The researcher [RAHMADINI, A. \(2022\)](#). Using a qualitative approach, the study looked at the language usage patterns of UINSU English department students when they wrote Instagram captions. Three categories of language styles were identified by the study: formal, consultative, and informal. The most popular type was consultative. Emotional expression was the main justification. This study uses non-participatory observation techniques along with a descriptive qualitative approach to investigate gender-specific language variances in Instagram captions. The study finds seven language traits—lexical hedges, tag questions, hypercorrect grammar, empathy adjectives, intensifiers, extremely polite forms, and empathic stress—that are utilized by men and women in captions using Lakoff's theory of gender features. The findings show that there are certain gender-specific linguistic similarities and differences ([Sari et al., 2020](#)). The study examines the lexical characteristics of stylistics in the language employed in Instagram quotes. For this study, inspirational and upbeat quotes from the 23.2 million-follower Instagram account "good quote" are used. AntConc software was utilized to gather and examine data from fifty posts. The findings demonstrate the efficient usage of a variety of lexical items in quotes, including closed-class words like conjunctions and pronouns as well as open terms like abstract nouns. About 85% of the data are open class terms, and only 15% are closed class words ([Bageshwar & Bageshwar, B, 2021](#)).

Methodology

A mixed-methods approach was used in this study to analyze linguistic styles in adult Instagram captions. A sample of thirty captions was systematically collected from various accounts. The participants were between the ages of 18 and 22. The study was directed by Martin Joos' framework, which included 'Frozen,' 'Formal,' 'Consulting,' 'Casual,' and 'Intimate' styles. Based on Joos' theory, qualitative content analysis was used to identify and categorize language styles, while quantitative measures were used to assess the prevalence of each style. The findings were then evaluated to conclude the language styles viewed in the sampled Instagram captions.

Theoretical Framework

Martin Joos' Theory (1967) divides linguistic styles into five categories: "frozen," "formal," "consulting," "casual," and "intimate." These styles provide a thorough perspective through which one can analyze the language styles adults use in their Instagram captions. The application of Joos' theory to social media language provides a deeper comprehension of how people engage in written communication within this specific



Data Analysis

The 30 Instagram captions used in this study, men, and women of both genders, provided the data for it. The information was selected by the captions of thirty different accounts. According to Joos, there are five basic language styles: frozen, formal, consultative, casual, and intimate. There are standards for each style, including the Frozen style which is defined as using lengthy sentences with excellent grammar and vocabulary and is only

used by professional orators, lawyers, and preachers. Formal style is defined as using formal language which has less background information. Consultative style is defined as using semi-formal language which has enough background information. Casual style is defined as using informal language, which has more background information. However, in the context of Instagram captions, the study identified three prominent language styles: casual, intimate, and formal. It's important to note that the frozen and consultative styles were not identified in the context of Instagram captions. The research focuses on using Joos' Theory to understand linguistic choices in a social media setting. There are some examples of each category in given table below:

[See Appendix A](#)

1. Life is small. When you still have teeth, laugh, bro.

"Life is small," is said. "When you still have teeth, laugh, bro" is a perfect example of a casual style because of its familiar idioms, informal tone, and simplicity. Words like "bro" provide a personal touch and foster a relaxed, welcoming environment. The brief statement reflects the inherent shortness that is frequently present in informal talks. The proverb "laugh while you still have teeth" is also conveyed playfully, promoting a carefree and positive attitude in life. This language is not constrained by conventions; rather, it speaks to the casual social settings or the ease of conversation that one often observes amongst close friends.

2. There is my heart, and then there are you, and I'm not sure there is a difference.

The beautiful and intensely felt phrase "There is my heart, and then there are you, and I'm not sure there is a difference" exudes intimacy. By referring to the heart, the speaker draws upon a representation of intense feelings and the core of who they are. "There are you" highlights a particular individual, establishing a unique and exclusive bond. "I'm not sure there is a

difference" is a vulnerable statement that reveals a blending of feelings so intense that it becomes difficult to distinguish between the speaker and the listener. This is a serious and heartfelt sentiment that displays an emotional transparency typical of private conversation.

3. Never let anyone inside your heart because the world is free to manipulate it.

By exploring the territory of emotional safety and personal limits, the phrase "Never let anyone inside your heart because the world is free to manipulate it" communicates an intimate tone. The phrase "your heart" emphasizes the value of protecting one's innermost feelings while evoking a sense of uniqueness and vulnerability. "Never let anyone inside" conveys a cautious attitude towards forming relationships with others and a wish to shield oneself from possible emotional injury. The idea that "the world is free to manipulate it" raises another red flag by implying that one should be on the lookout for outside factors that can have an emotional impact. This feeling reveals a profound comprehension of the heart's vulnerability and a close awareness of the necessity of self-preservation. The wording used here refers to the subtleties of interpersonal interactions and the deep comprehension of the emotional nuances involved in negotiating the difficulties of vulnerability and trust.

4. Sawag check kro banday ka!

"Sawag check kro banday ka!" is a casual expression that combines words from everyday life with an air of informality. It has a laid-back feel and is translated as "Check out the guy's swag!" in English. Friends often use it to compliment someone on their style or confidence in a casual, pleasant situation.

5. Did you say exercise or extra fries, hmm?

"Did you say exercise or extra fries, hmm?" conveys a lighthearted and funny tone with its informal and lively approach. This style of questioning, which combines clever wordplay with a mischievous attitude, is frequently

conducted informally between friends. The comparison of "exercise" to "extra fries" highlights the common conflict that exists between a desire to lead a healthy lifestyle and the irresistible attraction of comfort food. This laid-back look is ideal for informal social gatherings because it creates a warm and relatable ambiance.

6. *Changing your mindset is a game changer*

By conveying a clear, powerful message with a somber undertone, the sentence "Changing your mindset is a game-changer" uses a formal style. The phrase "game-changer" lends a sense of importance, implying that a change in perspective can result in revolutionary changes. Such language is frequently used in formal contexts to communicate key ideas or tactics, like in speeches intended to inspire others or expert advice. The term, which is direct and authoritative and suggests a more serious and disciplined communication style appropriate for a professional or instructional situation, advocates a change in viewpoint.

7. *I am having a good cup of tea. What about you?*

The phrase "I'm enjoying a good cup of tea." "What about you?" asks in an informal way in a straightforward manner. A "good cup of tea" is said, which lends the dialogue a casual, approachable tone and a dash of everyday relatability. "What about you?" encourages sharing on both ends, which is a hallmark of casual and amiable conversations. Conversations in this informal style are ideal, whether friends are catching up or acquaintances are having a lighthearted discussion. It exhibits a carefree and straightforward communication style that works well in informal social situations.

8. *Each lock has a unique history.*

The phrase "Each lock has a unique history" conveys a nostalgic and close connection to inanimate items, lending the statement an intimate feel. The words "each" and "unique" imply a subtle understanding of the uniqueness and importance that are

ingrained in these locks. This personal tone, which alludes to the unique tales and experiences connected to each lock, may inspire feelings of nostalgia or introspection. Through storytelling and introspection, the language choice creates a deeper, more contemplative atmosphere that invites the listener to ponder the significant histories and experiences tied to even seemingly simple items, fostering a sense of intimacy between them.

9. *The relationship between a son and father is strong and unbreakable. Dear!*

The phrase "The relationship between a son and father is strong and unbreakable, Dear!" combines an affectionate term with an insightful remark to create an intimate style. The addition of "Dear" puts a personal touch and establishes a cozy, loving tone. The claim that the relationship is "strong and unbreakable" expresses a sense of permanency and closeness, reflecting a strong emotional bond. When expressing feelings in tight relationships, like those between family members, this approach works effectively since it is marked by emotional intimacy and a genuine recognition of the father-son bond's continuing power.

10. *Model vibes*

"Model vibes" uses modern and informal terminology to convey a laid-back vibe. The colloquial phrase "vibes" refers to an environment or sentiment that is specifically connected to someone or something. Here, "model vibes" refers to the feeling that someone has, perhaps about a stylish or self-assured manner, of someone who radiates similar qualities or traits to a model. Because of its shortness and slang-like quality, the statement is informal and frequently used to express appreciation or admiration in casual discussions or social media postings.

11. *Made for each other. Darling!*

"Made for each other," is said. "Darling!" uses charming language and conveys a strong emotional bond to give off an intimate vibe.

The use of "Darling" lends a tender and intimate touch, fostering a cozy and familiar atmosphere. The claim that the two people are "made for each other" alludes to a deep sense of destined partnership and compatibility. This kind of speech is typically saved for intimate, personal relationships like those between romantic partners where the expressions exhibit a sincere and sensitive closeness.

12. Couple goals!

"Couple goals!" is an intimate style statement that captures admiration and a sense of shared aims. This phrase is frequently used in casual conversation to indicate a couple's closeness and affection for one another. The use of the word "goals" conveys an idealized vision of a love connection, and the statement's brevity lends it an air of informality more often associated with conversations among friends or those casually expressing affection. This type of language is often used in situations where there is a general appreciation for a couple's relationship conveyed in a lighthearted and loving manner, and it shows an intimate understanding of the mechanics of romantic bonds.

13. Tag your chai and chill friend

The expression "Tag your chai and chill friend" is a prime example of the language that is frequently used in informal contexts, particularly on social media. "Tag your" is a common directive in casual online exchanges that asks users to name or mention someone who meets a given description. "Chai and chill" refers to the informal act of sharing tea and free time, adding a laid-back and welcoming touch. The term "friend" conveys a sense of familiarity and companionship, consistent with the colloquial language frequently encountered in memes, social media captions, and casual discussions among peers. The goal of this language style is to interact and establish a connection with

people in a relaxed and friendly way that is typical of social and informal contexts.

14. Family trip!

"Family trip!" conveys a carefree vibe with its succinct yet exuberant announcement. Exclamation points convey energy and a cheerful feeling, mirroring the relaxed and informal tone typical of casual speech. This phrase can be used casually to express excitement over an impending or ongoing family vacation in social media posts or casual talks among friends. The statement's simplicity infuses the excitement and anticipation for the vacation with a laid-back, accessible vibe.

15. May you always succeed and grow in your life. Happy for you.

"May your life always be filled with success and growth. "I sincerely rejoice for you." takes on a formal tone by utilizing pleasantries and well-wishes. "May you always" has an official ring to it, portraying the request or blessing as genuine. By conveying sincere congratulations in a more complex and formal way, the inclusion of "I am genuinely happy for you" highlights the formality. For official correspondence, professional milestones, or when wishing someone well in a refined environment, this style is appropriate.

16. Allah knows while we know nothing

"Allah knows while we know nothing" uses polite, religious language to convey ideas formally. The phrase "knows while we know nothing" conveys a humbling acceptance of human limits and the expanse of divine knowledge, while the use of "Allah" denotes a formal acknowledgment of the divine. When a more grave and reverent tone is needed, this style is frequently employed in religious or ceremonial contexts. This expression's formality, which reflects a conventional and polite communication style, exudes humility and deference to greater wisdom.

17. We are a sad generation with happy pictures.

"We are a sad generation with happy

pictures," is the original remark, and it is naturally written informally. In a more formal context, you may say something like this: "The current generation seems to struggle with a generalized sense of melancholy, a sentiment that contrasts with the seemingly joyful imagery often depicted." This update adopts a more formal vocabulary and structure that is appropriate for formal talks or written correspondence.

Results and Discussion

After examining the information from adults' status captions on Instagram, it was discovered that the language used by adults was mostly casual. The status of adults has 16 data causal styles from the data above. Adults frequently utilize a casual aesthetic while uploading captions to Instagram. The adults select the word and are free to contribute a caption that reflects their thoughts. The following dilemma, "What type of language style of the adults as Instagram users and the most frequently used style of adults as Instagram users," is what the researchers are trying to resolve.

Language Style Types

To respond to this study question, thirty items of information were extrapolated from the findings. This number represents three different styles: casual (16 styles), intimate (8 styles), and formal (6 styles)

Table 2: Frequency table of types of language style

No.	Types of style	Frequency of usage	Percentage
1.	Frozen style	0	0%
2.	Formal style	6	20%
3.	Consultative style	0	0%
4.	Casual style	16	53.3%
5.	Intimate style	8	26.6%
	TOTAL	30	100%

The percentages of each language style, including frozen style, formal style,

consultative style, casual style, and intimate style, are shown in the table above. A linguistic style known as casual style predominates in Instagram captions, with a percentage of roughly 53.3 from 100 data points. This shows that people prefer a casual and conversational tone when communicating via Instagram captions. This matches the general tone of social interaction on the network, which is defined by familiarity and a lack of formal linguistic patterns. The second is intimate style, which comprises 8 data points from 100, with a percentage of roughly 26.6%. This implies that a significant number of adult Instagram users choose a more intimate and emotionally expressive language and use phrases like "dear" and "darling" to convey proximity. The next style is formal, which has 6 data points out of 100 and a percentage of around 20%. Formal language is frequently used to send motivating or inspirational messages, suggesting that people can use a more formal tone when conveying significant thoughts on the platform. Finally, the frozen style represents 0 data points out of 100, with a percentage of 0%. It's important to note that none of the sampled captions used the consultative or frozen styles. This absence may imply that Instagram users, particularly adults, prefer to communicate freely and expressively rather than using more formal or consultative language structures. Instagram's visual focus may be contributing to this preference for direct and engaging language use. As seen in the above table, with 16 data points out of 100 and a percentage of about 53.3%, casual style is the most popular among Instagram users. The most prevalent linguistic style in Instagram users' captions is casual. Additionally, these findings are significant because they expand our understanding of the linguistic nuances of digital communication.

Conclusion

Younger people and adults who desire to establish their presence typically utilize various linguistic patterns. According to research findings, language usage among Instagram users reveals close relationships. Most Instagram users employ a casual style. Instagram forces users to express their feelings, even though it is personal information. Additionally, factors like age and education can affect the language preferences of Instagram users. Instagram users come from a variety of ages and educational backgrounds. It has to do with how quickly Instagram users are to convey their emotions in their captions. People could learn about and comprehend other people's characteristics by learning their language style. The study on language style is complete, and the researcher hopes that the findings will help readers recognize the various language styles. Additionally, the researcher would want to offer advice to readers who are interested in relevant research from both a theoretical and practical standpoint. The researcher states that other researchers who want to perform relevant research should receive their information from sources other than books, movies, or periodicals. Practically speaking, the researcher recommends that English department students read this work for additional study-related content, particularly linguistics majors.

Innovation

This study employs Martin Joos' theory of language style as a framework to investigate the language styles employed by adults in their Instagram captions. Combining quantitative and qualitative research methods, particularly content analysis, enables a more in-depth analysis of linguistic trends. The research's focus on a variety of language styles from informal to intimate as well as its identification of the most popular type in adult Instagram captions are what set

it apart. By employing documentation as a research technique and attentively studying thirty carefully chosen Instagram posts, the study provides a unique view into the dynamics of expression in the digital world. This lays the groundwork for future research into the constantly changing language environment of social media.

Recommendations

First off, to capture a wider range of language styles across various age groups, geographic areas, and cultural backgrounds, it would be advantageous to increase the sample size and diversify the demographic representation. To have a dynamic grasp of linguistic trends, academics should also think about implementing a longitudinal approach to monitor the development of language patterns on Instagram over time. Deeper contextual insights could be obtained by investigating how external influences, such as popular themes, societal events, and platform feature changes, affect language choices. Additionally, adding user interviews or surveys could add a qualitative element and help researchers understand the reasons behind language style choices in greater detail. Finally, comparative research on several social media platforms may help determine whether language style preferences are unique to a given platform or represent a larger trend in digital communication.

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Appendix A

Table 1: Instagram captions according to types of language styles

No of Captions	Captions	Frozen style	Formal style	Casual Style	Consultative style	Intimate style
1.	Life is small. When you still have teeth, laugh, Bro!	-	-	✓	-	-
2.	There is my heart, and then there are you, and I'm not sure there is a difference.	-	-	-	-	✓
3.	Never let anyone inside your heart because the world is free to manipulate it.	-	-	-	-	✓
4.	Swag check karo banday ka!	-	-	✓	-	-
5.	Did you say exercise or extra fries?	-	-	✓	-	-
6.	Changing your mindset is a game changer.	-	✓	-	-	-
7.	I am having a good cup of tea. What about you?	-	-	✓	-	-
8.	Each lock has a unique history.	-	-	-	-	✓
9.	The relationship between a son and father is strong and unbreakable. Dear!	-	-	-	-	✓
10.	Model vibes	-	-	✓	-	-
11.	Made for each other!	-	-	-	-	✓
12.	Couple goals!	-	-	-	-	✓
13.	Tag your chai and chill friend.	-	-	✓	-	-
14.	Family trip	-	-	✓	-	-
15.	May you always succeed and grow in your life very happy for you.	-	✓	-	-	-
16.	Allah knows while we know nothing	-	✓	-	-	-
17.	We are a sad generation with happy pictures.	-	✓	-	-	-