Wordplay in social media discorss

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بسم الله الرحمن الرحيم

{قْالو سُبْحانَكَ لا عَلْمَ لنَا إلا مْاعَلمْتَنا إنكَ انتَ العَليمْ الحَكيمْ}

البقره(٣٢)

They (angels) said: "Glory be to You, we have no knowledge except what you have taught us. Verily, it is You, the All-Knower, the All-Wise."

Dedication

" I thank God Almighty first and foremost for the great grace that He hasBestowed upon me, to the owner of a fragrant biography and enlightened Thought, for he had the first credit in attaining higher education (my Beloved father), may God prolong his life. To those who set me on the Path of life, and took care of me until I became old (my mother) ,For Everyone who advised me, guided me, contributed or directed me in Preparing this research and connecting me to the required references and Sources at any of the stages it went through and I especially thank the Distinguished doctor : Haneen Haleem , for helping me Supporting me and guiding me with advice, education, correction.

Acknowledge

I dedicate it to my family and also to myself

Abstract

Organizations are investing heavily in social media yet have little understanding of the effects of social media content on user engagement. This study aims to determine the distinct effects of informational, entertaining, remunerative and relational content on the passive and active engagement behavior of social media users.Findings provide managers and practitioners with guidelines and opportunities for strategic development of social media content to enhance engagement among consumers in a social media forum.

Introduction

Chapter one.

Problems of the study

Social media is one of the top priorities that people are involved with. We use it to connect with people, share our thoughts and opinions, and find new opportunities. However, many experts believe that social media is a problem that affects both individuals and society.

Another problem with social media is how it affects mental health. Social comparison theory suggests that we tend to compare ourselves unfavorably to others when we see their highlight reels on Instagram or Facebook. The constant pressure to present oneself perfectly online can cause anxiety and depression in many users.

One of the most significant issues with social media is the spread of fake news. Many people take what they read on their timelines for granted without verifying its authenticity. It can lead to misinformation about essential topics such as politics, health care, or current events.

Aims of the Study

1-This study aims to determine the distinct effects of informational, entertaining, remunerative

2-relational content on the passive and active engagement behavior of social media users.

3-contribute directly to understanding engagement and customer experience with social media.

Procedure of the study

1-Social media has been seen by many as a solution to various social problems.

2- Selecting and analyzing humorous content from social media.

3- Examining the content in detail to understand how humor works on social

Media.

Value

This study is one of the first to empirically examine the construct of social media engagement behavior. It extends the utility of dual processing theory to demonstrate how rational and emotional message appeals result in online engagement. T provides brands with valuable insights into customer behavior, preferences and feedback.

Hypotheses of the study

1. Directives will be the most common type of speech, showing that commands or Requests are often used for humor. 2-The speech types of directives, expressives, and commissives will be noticeable, each with different frequencies.   3- People will break the conversational rules of quality, quantity, manner, andrelation to create humor.

limits of the study

I spoke about the topic of social media and identified the Instagram platform that meam.

Free photo and video sharing app available on iPhone and Android

Chapter two

Literature review

Pragmatics is the study of how context contributes to meaning. The field of study evaluates how human language is utilized in social interactions, as well as the relationship between the interpreter and the interpreted Pragmatics encompasses phenomena including implicature, speech acts, relevance and conversation,[2] as well as nonverbal communication. Theories of pragmatics go hand-inhand with theories of semantics, which studies aspects of meaning, and syntax which examines sentence structures, principles, and relationships. The ability to understand another speaker's intended meaning is called pragmatic

2-Humour

People of all ages and cultures respond to humour. Most people are able to experience humour—be amused, smile or laugh at something funny (such as a pun or joke)—and thus are considered to have a sense of humour. The hypothetical person lacking a sense of humour would likely find the behaviour to be inexplicable, strange, or even irrational. Though ultimately decided by subjective personal taste, the extent to which a person finds something humorous depends on a host of variables, including geographical location, culture, maturity, level of education, intelligence and context. For example, young children may Favour slapstick such as Punch and Judy puppet shows or cartoons such as Tom and Jerry or Looney Tunes, whose physical nature makes it accessible to them. Humour is the focus of scholarly studies conducted from philosophical, psychological, sociological, anthropological and linguistic perspectives. While researchers working within the first four fields may regard humour as one (albeit multifarious) phenomenon, linguists analysing its semantic, cognitive, sociolinguistic or pragmatic mechanisms must necessarily narrow down the scope of their investigation to its particular manifestations, which are many. **Joke:**

joke is commonly considered the prototypical form of verbal humour, produced orally in conversations3 or published in collections. Even if the concept is by no means unfamiliar to lay language users, who intuitively grasp its meaning, it does pose definitional problems. Most frequently, this humour category is defined in terms of its constituent parts. According to the widely acknowledged definition.

Conversational Humour

This term appears to be more advantageous than 'conversational joking/jokes',6 inasmuch as it easily embraces units such as humorous words

or witticisms, which do not resemble jokes formally and often cannot be entirely subsumed under the humorous mode/frame/key (e.g. Bateson 1953; given that they contribute semantically to the speaker's message (cf. Norrick 1993). Conversational humour is here treated as an umbrella term for various verbal chunks created spontaneously or repeated verbatim for the sake of amusing the recipient, either directly contributing to the semantic content of the ongoing conversation or diverting its flow into a humorous mode/frame/key, in which speakers need not genuinely mean what their humorous verbalisations convey

Puns

Punning is one of the primary concepts examined in humour research. Puns not only are forms of conversational humour (witticisms, one-liners, joke's set-up or punchline) but also coincide with advertising slogans or article headlines and occur in jokes. A pun can be defined as a humorous verbalisation that has (prototypically) two interpretations couched in purposeful ambiguity of a word or a string of words (collocations or idioms), Allusions: distortions and quotations. Verbal humour may also rely on already existing material, i.e. on allusions (cf. Nash 1985; incorporating distortions and quotations. While the former make references to some linguistic units or longer texts, significantly changing the original forms and meanings, the latter operate on direct citations from original texts.

Register clash

The two manifestations of register clash (Attardo 1994, are upgrading, which entails using items from a higher register in informal discourse, and downgrading, also referred to as bathos, which involves the use of words from a lower register in a formal text. Very often this phenomenon relies not only on the style per se but also on the ideas conveyed, which cannot, and should not, be conveyed (in)formally, unless humour is intended.

Retorts

Another humorous form is the retort (Norrick 1984,). It overlaps with the category of witticism produced in response to a preceding utterance. A retort can be defined as a quick and witty response to a preceding turn with which it forms an adjacency pair (With the exception of routines repeated by

given interlocutors, retorts are not expected by the producers of the first pair parts (while non-humorous adjacency pairs, typically, are predictable)

Teasing

Teasing (Drew 1987 can be conceptualised as a higherorder concept embracing jocular utterances performing a variety of pragmatic functions (such as mock challenges, threats or imitation) the meaning of which is not to

be treated as truth-oriented and which. Invariably carries humorous force to be appreciated by both interlocutors.

Banter

If both parties are willing to engage in a humorous frame, a one-turn tease can develop into a longer exchange of repartees, which is dubbed banter. As Norrick (1993:29) puts it, banter is a 'rapid exchange of humorous lines oriented toward a common theme, though aimed primarily at mutual entertainment rather than topical talk'. Provides a slightly different definition of banter in the context of the Banter Principle, a second order principle allowing the speaker to be polite via pretended impoliteness. In this view, banter is a method of building solidarity with the hearer by saying something 'obviously untrue' and 'obviously impolite'. So conceptualised, banter is a manifestation of mock impoliteness

Putdowns

Remarks which are truly abusive and disparaging, usually carrying no humour to be appreciated by the by the butt, should be regarded

As putdowns, i.e. putdown humour (Zillmann and Stocking 1976), based on ridicule (, mocking (or sarcasm (. The butt may coincide with the direct addressee, or another party, whether or not able to overhear the conversation.

Social media:

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration.People use social media to stay in touch and interact with friends, family and various communities. Businesses use social applications to market and promote their products and track customer concerns.

Wordplay:

Word play or wordplay[1] (also: play-on-words) is a literary technique and a form of wit in which words used become the main subject of the work, primarily for the purpose of intended effect or amusement. Examples of word play include puns, phonetic mixups such as spoonerisms, obscure words and meanings, clever rhetorical excursions, oddly formed sentences, double entendres, and telling character names (such as in the play The Importance of Being Earnest, Ernest being a given name that sounds exactly like the

adjective earnest). Word play is quite common in oral cultures as a method of reinforcing meaning. Examples of textbased (orthographic) word play are found in languages with or without alphabet-based scripts, such as homophonic puns in Mandarin Chinese.

Type of wordplay :(**Palindrome.)** Examples include:Do geese see God? ‹A nut for a jar of tunaMadam, in Eden, I'm Adam.

(Semordnilap): Examples include: Stressed – desserts .Drawer – reward. Some of these word pairs are created intentionally. For example, 'boy' was reversed to 'yob' and was thought to be coined as a form of backward slang that came about in the Victorian times.

(Pangram) For example: Pack my box with five dozen liquor jugs. Bright vixens jump; dozy fowl quack

(Rebus): for example Anyone for tennis? Further examples, using symbols and pictures

Characteristics of wordplay:

Wordplay can be classified according to its functions in discourse. It appears in a broad range of discursive contexts, in spontaneous interaction, in comedy, jokes, literary texts, advertising slogans, newspaper headings and nursery rhymes, to give just a few examples. In all of these contexts the production of wordplay as defined in paragraphs 1 and 2 is based on the (speaker's and / or hearer's) inten- tion to play with linguistic material. Apart from that basic function, the use of wordplay can have a number of more specific functions. It can, for example, be used To Amuse people and achieve humorous effects (e.g. Hausmann 1974: 26; Chiaro 1992; Thaler 2012:   To give aesthetic pleasure. ;To show one's creative ability in using language ;To attract and retain the addressee's attention ⸴To gain approval of others ; As a mnemonic device to foster memorization ; To provoke emotional involvement From the book. "Crossing Languages to Play with Words" ;Verena Thaler

Previous studies by

1-Jonnanes kabatek

The aim of this paper is to show that wordplay phenomena are not only determined by the universal ability of humans to play with words and the linguistic possibilities and constraints of particular languages, but also by traditional, culture-specific patterns. The importance of a clear distinction between the different levels of analysis

2-Samuel fubara joshua

The aim of this study is to examine how memes peculiar to Nigerians on Facebook, Twitter and Instagram employ language to convey humour and

irony. Memes can be aptly conceptualized as internet-based entertainment contents principally propagated through social networking and micro-blogging sites which come in varied forms like pictures and written texts, written texts that may or may not be conversational in nature, videos, animations and GIFs. This study adopts a qualitative eclectic approach in its analysis of conversational memes which served as data gathered from Twitter, Facebook and Instagram. Guided by the General Theory of Verbal Humour (GTVH), thirty (30) conversational memes were purposively selected for discussion using the guises or forms of humour as the unit of analysis on the one hand and discussions situated within empirical and theoretical postulations on the other hand. Findings from the study showed that all the reactions to the originating posts exhibit some form of incongruity and were also verbally ironical. The nature of the originating posts in line with the speech act classification were also found to be expressives and assertives. The study further revealed that three guises of humour namely sarcasm, witticism and pun were prominent in the reaction to the originating posts with sarcasm constituting the major guise of humour used while also pointing out that users on Twitter use humour more than those on Facebook and Instagram.

3-The working corpora In the case of online discourse analysis consider the positioning of the one analysing them against the analysed object. Should the linguistic-extralinguistic delimitation be diluted, and the discursive element is made up of several composite aspects, the linguist must also adapt the working perspective. The technological dimension takes language out of its verbal purity and its independence from the technique. This perspective, that we might call both post-dualistic, according to Marie-Anne Paveau's Terminology, and symmetrical, in order to put the language and technical elements on equal footing, and Because both aspects are impossible to separate, is not recent. The materiality of the contexts has been

4-Esme Winter-Froemel

Wordplay is an interface phenomenon. It is therefore useful to choose an interdisciplinary approach to wordplay, or at least to have in mind the "larger picture" when analysing specific aspects of wordplay.

1.2 Wordplay occurs in concrete linguistic utterances, in speaker-hearer inter-action (understood in a very general sense, including direct and indirect communicative exchange as well as dialogical and monological settings, communi- cative immediacy and communicative distance, cf.

5-Alan Scott Partington

This paper is an attempt to describe both the structure and function of punning wordplay (perhaps a more accurate term would be Phraseplay) in

English using a number of notions commonly employed in modern lexis-driven descriptions of the language,

Deriving from the theoretical work, principally, of Sinclair and Hoey. Sinclair demonstrates how the organisation of language at the phrase level relies on two basic underlying principles, the open-choice (or terminological) and the idiom (or phraseological) principles. Hearers/readers have certain predictions or expectations about how speakers/writers employ these principles, The contention put forward in this paper is that it is these organisational expectations which wordplay upsets and exploits. This is undertaken in two principal ways, by relexicalisation and reworking.

Chapter three

Methodology

Introduction

In the 21ˢᵗ century, social media has become an integral part of our lives. Here's what else to consider Humor is a powerful tool to connect with customers on social media. It can help you stand out from the crowd, show your brand personality, and create positive emotions.

Data Selection

To conduct this analysis, One very easy way to update your timeline with some humor is to post memes. As funny, sarcastic, or sarcastic comments on everyday events,

Data collection

Social media data collection is the process of gathering and analyzing information from various platforms, such as Facebook, Twitter, Instagram, and LinkedIn. This data can help us understand , audience, measure , performance, identify trends, and optimize ,strategy. However, manually collecting and processing social media data can be time-consuming, After all, people are looking for connection. According to research, social media plays a huge role in enabling these connections with other users and brands. So, using humor to address issues that ordinary people can relate to is an excellent strategy.

Chapter four

Analyzing and Discussion

Jokes.	Type.	Discussion.
I used to be a baker because I kneaded ".dough	Observational humor	based on everyday experiences or observations about life
Time flies like an arrow; fruit flies like a banana."	Riddles.	Puzzling questions or statements that require creative thinking to solve
She's an excellent dentist, and she knows how to .drill	Self-deprecating humor	Jokes that make fun of oneself or one's own shortcomings or mistake
He's a skilled chef, and his jokes are well-seasoned."	One-liners.	often rely on puns, wordplay, or unexpected .twists
I scream, you scream, we all scream for ice cream."	Puns.	that play on the multiple meanings of words, often by using similar-sounding words or homophone
The bandage was wound around the wound."	Physical humor.	that rely on visual or physical comedy, such as slapstick or mime
Why was the math book sad? Because it had too .many problems	Satire.	Use irony or exaggeration to critique or ridicule .social or political issues
I'm reading a book on anti-gravity, it's impossible !to put down	Riddles.	Puzzling questions or statements that require creative thinking to solve
I told a chemistry joke, .but there was no reaction	Parody.	Jokes that imitate or mock the style or content of another work or genre,
The other day I held the door open for a clown. I thought it was a nice .jester	Knock-knock jokes	A type of joke In which the punchline is revealed after a series of humorous

Chapter five

Conclusion

The exploration of English puns and wordplay reveals their multifaceted nature. They are not only a source of humor and entertainment but also a window into the complexities of language, a tool for education, and a medium for creative expression. In understanding and appreciating puns, we celebrate the richness and versatility of the English language .As we continue to witness the evolution of language and humor, especially in the digital era, puns and wordplay remain enduring elements of our linguistic heritage. They challenge us, amuse us, and connect us, proving that language is not just a means of communication but a source of endless creativity and joy. In conclusion, the impact of social media on society is undeniable. It has revolutionized the way we communicate, share information, and connect with others. However, it is important to recognize the potential drawbacks such as privacy concerns, misinformation, and the spread of fake news. Moving forward, it is crucial for individuals to use social media responsibly and critically evaluate the information they encoun.

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