

Sociocultural Dynamics in Online Interactions: A Critical Discourse Analysis of Acronyms on Instagram

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This study explores the complex ways acronyms shape Instagram communities online. We examine acronym usage to learn how it affects social dynamics, identity construction, and community involvement. Our critical discourse analysis-based qualitative study exposes the underlying power structures and ideologies present in using acronyms. Results show that acronyms are effective tools for expressing feelings, creating a sense of community, and negotiating social hierarchies. Their use, therefore, has the potential to exclude outsiders and perpetuate current power disparities. Acronyms are essential to the creation of online personas and the dynamics of social interaction; they are more than just language quick cuts. This research advances our knowledge of the intricate relationships that exist online between language, identity, and social dynamics. Through an analysis of acronym usage, we aim to illuminate how people navigate power systems, establish relationships, and negotiate their identities in online groups.

1. Introduction

Digital technology has radically changed how individuals communicate and share information, dramatically changing communication dynamics. Social media sites, especially Instagram, have become major hubs for communication, enabling quick exchanges and the development of distinctive online communities. These text-visual hybrid platforms have created a dynamic environment in which language adapts to new kinds of communication. The emergence of acronyms is a notable aspect of this linguistic history. Acronyms, or shortened versions of words or phrases, are essential tools for effective communication in the fast-paced world of social media, where messages are frequently limited to a certain number of characters. For example, "LOL" (laughing out loud) is a short way to express humor, while "BRB" (be right back) is a way to speed up conversations. Acronyms serve as inclusive indicators, encouraging a sense of community and understanding between users. Not knowing certain acronyms can make one feel excluded, but knowing certain abbreviations can indicate that one is a part of a certain online community. Hashtags are another important aspect that affects how acronyms are used on Instagram. Hashtags function as tools for organization, making it easier to find and classify material and fostering the development of niche groups around hobbies or subjects. According to Papacharissi (2010), social media platforms give users the ability to create and present the online personas they choose.

Abbreviations and other language choices are important in this procedure. According to Ling and Wong (2005), Acronyms can serve as markers of participation in particular online communities and indicate group identification. Users can also exhibit their uniqueness and originality in online areas by using acronyms (Herring, 2013). The use of acronyms is influenced by social dynamics, which include elements like age, gender, and cultural background. For instance, younger people are more likely to accept new lingo used online, such as acronyms (Lenhart et al., 2010). To put it briefly, acronyms have emerged as a distinctive characteristic of online communication, especially on sites like Instagram. Their contribution to identity creation, community building, and the expression of individual and group affinities goes beyond simply supporting effective communication. This study seeks to fill the gap in the current literature, namely the function and importance of Acronyms in the context of social media, particularly Instagram.

Scholars have not paid much attention to how acronyms impact the social relations, community building, and communication practices of SNs although acronyms are essential for efficient communication and identity performance. Thus, this paper aims to explore the part acronyms play within the context of Instagram and how they influence interaction and group formations alongside contributing to linguistic variation. The significance of this study is since it contributes to the enrichment of the current understanding of present-day digital language regarding the examined influence of acronyms on the communities and communication within Instagram.

2. Literature Review

With special emphasis on Instagram, this literature review offers a thorough investigation of the use and effects of acronyms in online communication. This review attempts to emphasize the intricate relationships between acronyms and social media platforms, highlighting important topics for additional investigation. It does this by combining existing research on online language, social identity, and the distinctive aspects of Instagram.

2.1 Review of Related Studies

Following the advancement in data communication, social media platforms, particularly the Instagram social networks, have brought a new way of communication characterized by informality and richness of abbreviations. This is true given that, in the current world, people's interaction is limited since most communications occur digitally (Crystal, 2011). Research shows how and in what capacity acronyms serve the different functions in computer-reinforced communication. To augment the speed, acronyms are more important especially when using social media platforms such as Instagram due to the restricted character space for comments and captions (Baron, 2008; Crystal, 2011). For instance, acronyms that are expansions of emotions and activities; 'LOL' for laughing out loud and 'BRB' for be right back facilitate communication (Herring, 2013). Besides the practical purposes, acronyms also signal one's background and the groups to which he or she belongs. In such sites, they act as a form of payment for being a member of a given virtual community or having insight into a specific virtual culture (Baron, 2008). For example, in gaming communities, such phrases as 'GG' for good game and 'GLHF' for good luck have fun are used very often to signal out-group affiliation and to claim identity (Gee 2008). Abbas et al. (2024) highlight that enhancing consumer engagement within brand communities is a key marketing objective for strengthening the brand-consumer relationship.

Similarly, Kumar et al. (2024) investigate the relative influence of different genders of social media fitness influencers (SMFIs) on consumers' decisions regarding supplement purchases. Additionally, Mansoor et al. (2018) examine the impact of different types of location-based advertisement messages on consumer attitudes. As mentioned by Papacharissi in 2010, social networking sites afford users the choice to construct their personalities using language, including acronyms. Ling and Wong (2005) pointed out that acronyms may be used to show group membership and thus affiliation, which may help the construction of an identity. For instance, a set of acronyms that operates within a certain set of people will primarily function to differentiate the insiders from the outsiders and, at the same time, promote the establishment of a common reference point and thus a group identity (Baron, 2008). Gender and age are also social variables that impact the use of acronyms. It has also been discovered that young users are likely to adopt and use brand-new web language and jargon including acronyms, hence developing dissimilar communication styles of different generations (Lenhart et al., 2010).

Critical Discourse Analysis (CDA) provides a rather useful framework for understanding the relations of power in the use of acronyms. Drawing from Fairclough (2010) and Van Dijk (2001), CDA examines how the way language is employed, especially in the use of LRA, can reinforce power relations and set up cultures of separation. Jones (2011) opined that CDA is

applicable in the analysis of language use on platforms such as Twitter, and hence it could be useful in understanding Instagram given its context. Stefanescu & Danescu-Niculescu-Mizil (2014) found that based on the target audience and degree of formality, acronyms might be placed more intentionally in comments than in captions. However, the following realizations imply that there are still a lot of gaps in the literature. Most works focus on rather general internet language, or the specialization is linked to particular social media platforms, like Twitter, while there is rather scarce research that deals with the role of acronyms on Instagram in particular. Thirdly, by analyzing the connection between acronyms and content, CDA studies underestimate Instagram's peculiarities, and vice versa.

2.2 Acronym Usage in Online Discourse

Since acronyms raise the level of economic performance while at the same time providing people with a sense of togetherness, they become an indispensable part of Internet discourse today. In a previous study of acronyms, it was found that they served the following functions for example communication abbreviation, emotional communication, and identity creation. Studies of virtual communities have also focused on how people use the same language in constructing a sense of belonging and interaction. Baron (2008) also said that acronyms can serve as linguistic devices to separate insiders and outsiders of a certain group. The usage and significance of acronyms can be influenced by Instagram's distinctive features, which include visual content and hashtag-based discovery. The platform's focus on visual material can offer more contexts for comprehending the use of acronyms and how they relate to social identity.

3. Methodology

Given that, this study adopts the discourse analysis methodology when examining the use of acronyms on Instagram from a qualitative lens. The goal of the present research is to classify and name frequent Ig acronyms considering a diverse array of Instagram photos and captions, comments, and hashtags. It is about the functions of these acronyms in many contexts, the power they have on interaction in society, as well as their role in the processes of identity creation.

3.1 Data Collection and Sampling Technique

In selecting the sample of the study, that is, the Instagram posts, a purposive sampling method was adopted. This way, posts could be selected as per certain criteria outlined in advance, which were relevant to the objectives of the study. Acronyms studied in the current work were derived from IG captions, comments, and hashtags of a multitude of postings. Data was collected using active known pages and accounts of users of different ages, genders, and from different geographical locations. This helped ensure that the sample of acronyms used was well diversified in terms of the users and the context of use. Some of the specific fashion-related stories that were taken into consideration included several popular names as well as upcoming names in the Pakistan fashion industry. Employees, as well as well-known profiles such as Asim Jofa and Nishatlinen, provided information regarding the accepted norms and their related terminology. Furthermore, accounts like Mahomes.pk and Arishaanwerr, which had fewer followers, offered the chance to

get a glimpse of new developments of encouragement and the use of acronyms in those cultures with fewer people involved. Choosing this strategy, it was ensured that acronym usage was as diverse as possible in terms of the users, settings, and cultural contexts. The sample included Pakistan and accounts from the Eastern and Western regions. Because of this variability, it was possible to give a better consideration of acronym usage in different linguistic and cultural contexts. All the data collected in the study were completely open for public access on Instagram. Neither were any private messages, nor any personal information read or reviewed. This was done in a manner that was ethical by ensuring the privacy of Instagram users was maintained.

3.2 Theoretical Framework: Van Dijk's Critical Discourse Analysis (CDA)

Figure No 1: Critical Discourse Analysis



3.2.1 Social Cognition

Understanding how individuals' mental models and beliefs influence their interpretation and production of language.

3.2.2 Discourse Structures

Analyzing the linguistic structures and strategies employed in online discourse, including the use of acronyms.

3.2.3 Social Context

Considering the broader social and cultural context in which acronyms are used, including factors such as power relations, social norms, and identity formation. This entails looking at:

- **Power Dynamics:** How power systems that are already present in online communities can be negated or maintained by acronyms. For example, such means as using closed acronyms or specific organizational code can negatively affect communication and exclude some individuals.
- **Identity Construction:** Accustomed to compact references as they are, such people actively employ acronyms in creating and representing virtual avatars. Some participants might report the preferred emotions or suggest their membership in specific organizations using prescribed abbreviations.
- **Understand Cultural Norms:** Explore how acronyms reflect and shape cultural norms and values.

4. Data Presentation and Analysis

4.1 Acronym Usage and Social Cognition

Van Dijk's model highlights the role of social cognition in shaping language use. On Instagram, users' mental models and beliefs significantly influence their interpretation and production of acronyms. For instance, a shared understanding of the acronym "LOL" as signifying laughter is widely recognized among users. However, cultural and social backgrounds can influence the interpretation of acronyms. While "BRB" (be right back) might be commonly understood in Western cultures, its interpretation may vary across different cultural contexts. Furthermore, users employ cognitive processes such as categorization and interpretation to understand and use acronyms effectively. Acronyms like "LOL," "OMG," and "SMH" may be categorized as emotional expressions, while acronyms like "DM" and "TBH" may be categorized as communication tools. Users interpret the meaning of acronyms based on their knowledge of the language, cultural context, and the specific situation. For example, the acronym "LMFAO" (laughing my ass off) may be interpreted differently by different users depending on their cultural background and sense of humor. Additionally, users' personal preferences and identities influence their choice of acronyms. For example, gamers may use acronyms like "GG" (good game) and "AFK" (away from keyboard) to signal their membership in the gaming community. By understanding the role of social cognition in shaping acronym usage, valuable insights can be gained into the social and cultural dynamics of online communication.

4.2 Discourse Structures and Acronyms

In the present study, examining acronyms on Instagram clearly illustrate how acronyms mediate SIFC in multifaceted ways. The main forms of language used in the site are abbreviations like 'LOL' which means 'laughing out loud', 'BRB' which means 'be right back', and 'OMG' that means 'oh my god', which culturally enriches communication since it enables people express their emotions in the shortest time possible. This shows how they are incorporated in the new media communication. Individuals are free to type complex emotions and opinions they have in their hearts by typing acronyms due to the limitation of characters provided when typing captions or comments. Besides their functionality, the acronyms also work as symbols of association to a

group and culture concerning the different communities that exist on the platform.

4.2.1 Efficiency and Brevity

People use Acronyms often because they help them to meet the requirements of Instagram which widely uses simple textual messages. This is because Instagram users apply rapid interactions regarding the platform and therefore often have to convey messages in a short time, hence making use of acronyms. For example, the use of ‘DM’ meaning direct message, ‘TBH’ to be honest, ‘BRB’ be right back if the user wants to present a direct opinion or to indicate they’ll be gone for a short time, all of which can be expressed with only two characters, thus saving the user effort to type out the entire phrase. Each one of them reduces the usage of language and this is quite fitting for the fast paced way. As similar to other forms of captions and comments, using acronyms such as TBT and IMO are acceptable because IMO allows people to express their ideas while TBT is just a popular weekly trend. The acronyms include FTW, NBD, and ICYM are other examples of acronyms that are used mostly to express enthusiasm, dismiss compliments, or to remind an essential detail. Even from these abbreviations, it is clear that the platform under discussion pays much attention to the aspect of communication. From the communication analysis, it can be seen that the use of acronyms is very prevalent on Instagram, thus pointing to the channel’s efficiency of communication. Since the users constantly use brief comments and captions, acronyms help to maintain the conversation going and not violate the character count. This efficiency is critical in the digital world where people expect content that is easy for the brain to process and that happens within no time. Instagram interactions are enhanced by abbreviations to provide users a more efficient way of communicating complex ideas or frequently used phrases.

4.2.2 Emotional Expression

The use of the Instagram acronyms is very useful, especially when it comes to explaining emotions, because there is nothing as time-consuming as writing a whole paragraph about emotions. In comments, use of such abbreviations such as “LOL,” which is short for “laughing out loud”. The abbreviations “SMH” (Shaking my Head) and “OMG” (Oh my god) are written fast if something is a surprise or if one enjoys something. What is more important, in the context of a platform like Instagram, which is based on speed, images, and where people expect short-form content, such shorthand makes a lot of sense. For instance, instead of typing out laughing or amusement, the little acronym “LOL” helps users convey the same feeling much faster, as well as making the interaction feel much more personal. equally, as in the same vein, “OMG” wonderfully conveys the sense of amazement or Godly enthusiasm in line with the platform’s frequent content change. Using names like shake my head, smh is also used to show an expression of shock or disapproval. At other times, it can come hand in hand with the rolling-eyes emoji. Using these acronyms, users can share their emotions much faster and that helps to make the interactions more fluid and active.

4.2.3 Community Building

Acronyms play a crucial role in fostering a sense of community and belonging on

Instagram. By using shared language and inside jokes, users can connect with like-minded individuals and create a strong sense of community. For example, gamers often use acronyms like "GG" (good game) and "AFK" (away from keyboard) to communicate with other gamers and establish a shared identity. Similarly, fashion enthusiasts may use acronyms like "OOTD" (outfit of the day) and "OOTD" (outfit of the day) to connect with other fashion-minded individuals. Furthermore, acronyms can help to create a sense of exclusivity and insider knowledge. By using acronyms that are not widely understood, users can signal their membership in a particular group or subculture. This can help to strengthen group cohesion and reinforce shared values and beliefs.

4.2.4 Power Dynamics

Acronyms can also be used to reinforce or challenge existing power structures on Instagram. For instance, influencers and celebrities often use exclusive language, including unique acronyms, to distinguish themselves from their followers. This can create a sense of distance and reinforce their position of power. Additionally, certain groups may use specific acronyms to exclude outsiders and maintain their social status. On the other hand, acronyms can also be used to challenge power structures and promote inclusivity. For example, marginalized groups may use acronyms to create a sense of solidarity and resistance against dominant discourses. By developing their language and culture, these groups can challenge traditional power dynamics and create new spaces for identity and expression.

4.3 Acronyms and Identity Formation

This shows that Instagram acronyms have deep relevance in the processes of identity creation because they make cultural affiliations and group belonging noticeable. All the Instagram online communities have their own unique set of acronyms that are peculiar to the given rules, values, and topical interests of the community.

4.3.1 Community-Specific Acronyms

Acronyms like 'GG' (good game) and 'GLHF' (good luck have fun) are very prominent in gamers' interactions because they not only function as efficient communicative tools but also mark members of the in-group and ensure feelings of belongingness among gamers. These acronyms are not only shortcuts, but also are the signals that the person you are speaking with is familiar with and participates in the gaming culture. The use of the commonly used phrase "GO," which stands for Game over, most often used at the end of a match as a sign of respect to the opponent, contributes positively towards enforcing positive behavior and strong camaraderie among the gamers. Likewise, 'GLHF' when said before the start of a gaming session depicts good things and goodwill, thus adding to the already existing friendly atmosphere among the gamers. 'YOLO' (you only live once), it encourages one to risk and explore life. Thus, the constant utilization of these acronyms sets the common language that helps to enhance group cohesiveness and identification, as well as a reference to gaming culture and practices. Like this, in the Instagram fashion-oriented audience, one will come across shortened phrases like the 'OOTD', which stands for outfit of the day. In this way, people stick a certain, recognizable label on their postings and get to know like-

minded fashion enthusiasts.

The fashion fans assist the fashion community to build a common identity through using the hash tag “#OOTD” to show that they are involved with the current trendy affairs and activities, “#RTW” is a common hash tag for fashion related events which means ready to wear, the term “A/W” is commonly Used in fashion forums to mean Autumn/winter – the two seasons of the year. “F/W” as the fashion show, which is often used interchangeably with “A/W”. These acronyms are helpful in building a perception of shared identity and community by helping the development of an online community where like-minded individuals can communicate and or share content. Therefore, acronyms serve as community-building tools in both the gaming and fashion industries by indicating group membership and common interests and influencing user interactions and experiences on Instagram.

4.3.2 Identity Projection

Young people of Instagram who use the platform to introduce themselves as modern influencers and brands intentionally employ acronyms to convey specific representations. In this case, we see acronyms as handy communication instruments that allow consumers to label their affiliation with well-appreciated themes or campaigns. For instance, an influencer may choose to demonstrate the pertinence of one to the current cultural discourses through acronyms linked to the ongoing trends or political milestones. This is often done with the help of tags that involve using certain abbreviations like “YOLO” (you only live once) or “FOMO” (fear of missing out), as when the performer addresses the audience, he or she responds to what the people are talking about. These acronyms become effective in conveying the feeling of approachability and topicality into the posts and captions, which makes influencers key agents in the latest trends. By deciding which acronyms to use, influencers and companies may develop an online image corresponding to today’s cultural themes, which ultimately makes them appeal more to their chosen audiences while simultaneously cementing their bond with them.

4.4 Acronyms and Social Dynamics

The findings of the study on the use of acronyms on Instagram indicate a significant representation of the role that they play in the formation of social relations, particularly regarding the culture of inclusion and exclusion. To begin with, it is important to note that acronyms are shortcuts that facilitate communication to be more rapid. However, due to its efficiency, it is also useful to know some acronyms; at the same time, they can become a signal of inclusion in certain communities. For instance, ‘Fashionettes’ or ‘Fashionistos’ and those persons who are active on ‘Social Media’ platforms use ‘OOTD’, which means outfit of the day, and ‘DM’, which is direct messaging. Knowledge of such acronyms helps position a user favorably and gives a sense of belonging in the community since one is sharp with its jargon.

4.4.1 Inclusion and Exclusion

These acronyms are symbolic means of inclusion, most especially in specific online groups, and in a way give people who understand the most common phrases used a form of

belonging. In the digital sense, acronyms often work as abbreviations for complex things or experiences and enhance group co-communication. Nobody can underestimate the importance of being informed about acronyms specific to the given community while interacting or pursuing a conversation; they have a feeling that they are a part of the group and share the discourse and identity of the group. This inclusion is especially felt in specialized societies where acronyms are used in the day's discourse. For example, in independent gaming communities there are such abbreviations as “GG” (good game) and “GLHF” (good luck, have fun) to enhance the players’ unity. These acronyms are effective in reflecting an understanding of the norms and goals of the given group, enabling communication, even as all the members are made to feel that they belong to the same group. While others who may not be conversant with such acronyms might feel out of place or might find it quite hard to be able to contribute to the group’s discussion. This is because of the use of acronyms, which may complicate the understanding of people who may not be in the group or do not understand such specific terminologies. For example, people who do not know or decide to ignore such words as ‘TLDR’ meaning ‘too long; did not read’, which is often used to tag posts or comments that can be shortened, may turn abusive.

4.4.2 Social Hierarchies

As they denote knowledge and high status to their users, acronyms have the potential of reproducing power relations in the online groups. The ability to use and understand, for instance, specific acronyms can help a user establish her or him as an expert in the contexts that value such knowledge. For instance, in a specific domain such as gaming, terms such as GG (good game) or GLHF (good luck, have fun) are signals that denote awareness with and understanding or proficiency in gaming culture. It is also important to note that users who correctly employ these acronyms as a routine are perceived to be more knowledgeable or experienced, a factor that boosts their reputation within the community. On the other hand, acronyms that are used as means to keep social statuses going can also be barriers to those who are not too aware of the abbreviations. Newcomers or those who are not so experienced can easily get overwhelmed, especially when the acronyms frequently used in certain communities are tricky, and this feeling of inferiority complex can bring about rejection. I, for example can also be used as indicators of expertise in formal or technical linguistic contexts in terms of using abbreviations such as API (Application Programming Interface) and UI (User Interface).

The social relations indicated that if some of the individuals are able to cope with specific acronyms, then they feel that they are more knowledgeable than those who do not know the same acronyms feel so inferior or even left out. This relationship can help create social hierarchies in which an individual's standing in the community is determined by their familiarity with particular acronyms. These hierarchies highlight how acronyms contribute to the establishment and upkeep of power structures in online environments, in addition to serving as communication tools.

4.5 Interaction between Acronyms and Visual Elements

In social media platforms such as Instagram, the combination of acronyms and other icon

texts, including emojis and photos, significantly augments the communication and creates a rich form of multi-layered new media interaction. As a matter of fact, by definition, acronyms are short and designed to convey the information as quickly as possible. However, rather sparingly due to the brevity of most acronyms, one may get lost when reading them out of ordinary context. This is where the use of visuals is necessary. Some of them include emojis used to add emotional connotation, or to categorize the emotional tone of the message being sent. Together with acronyms, they constitute the means of communication that is both pragmatic and stylistically rich. Another way in which acronyms are given an even stronger expressivity in Instagram is through the images. When images or videos are paired with acronyms, the visual context that is represented by a picture or a video can help in the process of acronyms' semantic understanding.

4.5.1 Complementary Use of Emoji

Emojis symbol aid existing acronyms in the intensity of the information relayed through the assistance of other factors contributing to the online communication nuance. Acronyms are handy when it comes to describing feelings and behaviors in the environment where people use abbreviations very often. On the other hand, emojis can add to this impact even more. For example, the letters L-O-L have the full expansion of 'laughing out loud' and it is often and mostly used in the content that may refer to humor or laughter. What can be added to the word 'amused' is that when attached to a laughing emoji, including 😂 or 😏, it becomes even more reinforced and brighter in terms of engagement. Emojis also make users convey more specific and varied emotions, allowing them to avoid the impression of an aggressive message's tone just as the addition of a visual context furthers the meaning of the abbreviation. As compared to written words, this text and graphic element combination provides an enhanced way of initiating positive feelings as it taps within between speech and writing. In their merged state, acronyms and emojis allow the users to fine-tune their message with greater ease. When used appropriately, such as an astonished face 😲 😊 or an emoji of hearts eyes, can add more variation to the overly familiar "OMG" which might represent surprise or excitement.

In comparison with the term alone, this combination sounds more appropriate to deliver the shade of the response intensified in the term. Hence it can be seen that the emoji works as an icon which adds context or undertone to the message depending on the nature or intensity with which it is intended. This increased expressiveness is especially beneficial on sites such as Instagram, where users' experiences are mainly built on visuals. Moreover, the use of emoticons with acronyms leads to a better analysis of the interactions that take place on the Web. This makes the use of emojis important because, at times, other than the interpretation that the words may give, emojis can be very helpful in putting into context the meaning of acronyms. For example, the shorthand 'BRB' and an associated icon such as the hourglass surrounded by two parentheses ⌚ should convey time and immediacy much more effectively than the acronym itself. In digital talks, this interaction is important to make it easier to get to know each other's intents and expectations. This combination of emojis and acronyms helps the users to remain informed of the context and tone of multiple threads of communication that might be running concurrently in

group discussions or the comments section. As a multi-layered communication model, this enhances user experience levels as recognized extra interactivity and less hodgepodge.

4.5.2 Contextualization through Visual Content

Hence, Instagram's main form of content—pictures and videos—does help in deciphering acronyms and enhancing their functionality. In front of a joyful audience of images and videos, which is essential for this site's performance, acronyms often perform as concise textual artifacts that complement textual discourse. Consider such an example as the abbreviation “BRB,” which stands for “be right back” and which is usually used when there are plans for a short absence for a while. If added as a comment alongside a picture or a video where a person is resting or leaving an event, then the acronym's meaning is well illustrated by the visual aid. Without doubt, without having a picture to which that acronym is referring to, it might not make sense, or it wouldn't be put into the right perspective. Still, it turns into considerably easier to grasp the intended message in case the iconic picture appears together with an adequate element in context, like a character's departure or separation from a venue or dinner. The use of illustrations makes the communication even more direct, and the words are also made more vivid by the context. As a result of the growth in significance, the users' interaction with the information is enhanced since they understand the envisaged scenario, or the mood of the story presented. This is a typical example of using multimodal communication in which photos and acronyms in Instagram can be used complementarily to afford a richer and more complex user experience. This is reflected in this instance as we alternate between illustrations and text. The use of acronyms with visuals not only enhances individual posts but also progresses broad aesthetic and communicational tendencies on Instagram. Being one of the platforms widely promoting aesthetic experiences, Instagram encourages people to be artistic when it comes to using text and images simultaneously.

5. Conclusion

Using acronyms along with the picture, Instagram demonstrates a high level of interrelation between the text and the picture that enhances the effectiveness of the message. This is because, if an acronym like “OMG”, which means to express surprise as ‘oh my god’, or ‘BRB’, which means ‘be right back’, is accompanied by the right picture or video clip it becomes very relevant. Thus, with this multimodal approach, there may be a better conveyance of ideas and notions more also of an emotional nature. For instance, a comment such as “out of the event” BRB, usually coming next to a picture of someone leaving an event, will go a long way in telling a story that is well understood by the viewers. The visual element provides direction, provides a check-and-balance to the potential of misinterpretation as well as enhances and emphasizes what the message is all about. Hashtags are useful for enhancing the linguistic interaction on IG since they are fast, illustrative, and contextual. Users can come up with messages that are more complex and with more graphics incorporated with acronyms. In this platform, a quick response is important since it is more engaged and relies on the graphic representations; therefore, basic acronyms like ‘LOL’ and ‘BRB’. These are important in enhancing the various communications on the platform by providing the ability to share thoughts and activities on time. Integrating the texts and images

shows how interaction is changing and how it matters when considering the two elements.

5.1 Recommendations

Combining these features, it is necessary to state that the use of acronyms on the considered social network can be improved with the help of the following recommendations: offering the necessary training to the users, ensuring the unprejudiced and clear communication, conducting more respective study, as well as the development of some distinct analytical methods as for the comprehension of acronyms, so for the consideration of the ways of their using on Instagram. The above strategies have the possibility of leading to a better environment of communication in the digital platforms. We may get a better insight and practical use of the manner acronyms are utilized in social communications by giving users information on common acronyms, encouraging users to give explanations, comparing acronyms used in different platforms and across cultures, and using powerful analysis tools.

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