STYLISTIC ANALYSIS OF INSTAGRAM CAPTIONS BY FEMALE PAKISTANI INFLUENCERS

DR. TAHIRA TARIQ
Asst. Professor,
Department of Mass Communication
Federal Urdu University of Arts, Sciences & Technology
Abdul Haq Campus, Karachi.
tahiratariq@fuuast.edu.pk

NAZ ALEEM
Lecturer,
Department of Mass Communication
Federal Urdu University of Arts, Sciences & Technology
Abdul Haq Campus, Karachi.
nazaleem@fuuast.edu.pk

ABSTRACT

This research assesses the language style utilized by the lifestyle influencers to engage and reach out to maximum people. The researcher examines and analyzes a contrast of the linguistic features through 5 posts of 5 beauty and lifestyle Pakistani influencer to determine the stylistics of the posts analyzing the graphological and lexical features of the texts. The researcher uses the five captions of five famous Pakistani influencers namely are Hira Attique (hirableeh), Waliya Najeeb (waliyanajeeb), Qirat Baber (Makeupbyqb), Saman Hayat Soomro (samanhsoomro) and Naiha J. Eiman (rebellious brownie). The result of the study shows that the influencers used graphological features in their captions frequently. Among all the graphological features, punctuation is used most frequently which is then followed by the capitalization and paragraphing. The usage of punctuation is one of the strategies used by the brand to capture the attention of the audience which is reviewed by the influencer. In addition, asyndeton is the most frequent used lexical feature in the captions of Influencers. Moreover, the effect of using these features in the captions is positive

Keywords: Stylistic Analysis, Linguistic Analysis, Graphology, Lexicology

INTRODUCTION

Background of the Study:
Digital media has transformed the way this world and the activities used to function. Majority of the people in the world are currently present in social media. According

to the report issued by Datareportal (2021), 4.55 billion people in the world are on social media. Also, 400 million new users started using social media in the last year.

This shows the increased usage of digital media which is constantly increasing. In the past decade, the daily usage increased around 7 hours in 2018 from 5 hours 30 minutes in 2012 per user. A higher level of usage was noted from the individuals belonging from Gen Z. It has also been noted that there was a major shift of digital media from computers, laptops to smartphones. Considering the maximum online presence, companies have availed this opportunity to reach their target customers and spending a lot of money on online marketing (Engholm & Hansen-Hansen, 2014). Also, since a past few years, a concept of social media influencers has emerged who have an established credibility in a certain domain, have a huge accessibility to the audience and can influence them. In fact, influencer marketing is a dynamic tool that gives trust and loyalty from a brand to the customers (Smith, 2017).

Instagram is one of the important digital media platform which has crossed more than 1.3 billion users in 2022 and providing platform to the users to share pictures, audio files and blogs. Instagram provides a platform to a number of entities including influencers who were recorded as 11 million in total in 2019. In the past few years, a latest trend of unique users selling themselves as a brand have emerged to capture the attention of the audience as well as for monetary gains. These influencers/bloggers are usually young women who share content related to their dresses, belongings and share their reviews on fashion and current issues (Marwick, 2013). Because they have a huge number of followers, some of them are highly influential and achieve recognition in digital world. They take benefit from the fame because digital media platforms have made them a public persona where the personal decision, autonomy, liberty and individuality are the main focus. Considering the following of these influencers, the brands have invested in influencer marketing so that their message can be reached to their target audience in an inexpensive way (Lee & Kim, 2020).

As influencers are having a strong influence on their users, this trend also came to Pakistan a few years back and a number of famous influencers are operating and working with famous brands of Pakistan (Zafar et al. 2019). Not only for monetary purpose, they are also involving in social service campaigns, health related campaigns, etc. The Instagram influencers from Pakistan are involved into a number of fields such as beauty, fashion, cooking, comedy, adventure, travel, photography, etc. These Instagram influencers have a strong influence on the social life and every content they create have a huge reach and impact (Zia, Zahra & Hayat, 2021).

Social media influencers especially Instagram bloggers and influencers have a real impact on their organic and true followers, followers actually look forward to what influencers have to say about a certain beauty trend, skin care routine, makeup hacks, cosmetic brand and lifestyle. More importantly the language style in which the influencers provide input and feedback on their post or answer questions on their stories or post have different impact on distinct follower (Tafesse, & Wood, 2021). The information and feedback provided by the social media beauty influencers may change the way people think about a particular beauty product, beauty trend, beauty

salon etc. however, on the other hand a negative review for a certain lifestyle and regime by a lifestyle blogger on social media has quiet the potential to change perspective of their follower (De Veirman, Cauberghe, & Hudders, 2017).

Usually in general press like newspapers and magazines the headlines or captions use eye-catching phrase to attract the readers and the articles use lexical language style (Crystal, 2001). Since, Instagram post description and captions are currently used as a marketing forum for beauty and lifestyle bloggers and influencers (Schouten, Janssen & Verspaget, 2020) thus it is important to analyze which language style has caught follower's eyes most. Subsequently, the English linguistic features like tone, words, typography, phrases, adjectives and sentences of the chosen beauty and lifestyle influencers that are relevant will be analyzed through the stylistic approach. This thesis will evaluate the language style utilized by the lifestyle influencers to engage and reach out to maximum people, a contrast of the linguistic features will be examined, observed and analyzed through 5 posts of 5 beauty and lifestyle Pakistani influencer to determine the stylistics of the posts analyzing the graphological and lexical features of the texts.

Statement of the Problem:
Considering the above background, the following are the problems that will be addressed in the research:
a. What stylistic features are used by female Pakistani Instagram influencers?
b. What are the effects of these stylistic features on the audience?

Objectives of the Study:
There are two objectives of the study. The first one is to analyze the linguistic features of Instagram captions of female influencers. The second objective is to examine the effects these linguistic features have on the audience.

Research Questions:
What are the stylistic features used by female Pakistani Instagram influencers?

Scope of the Study:
This study will focus on Instagram posts and captions posted by female influencers in the lifestyle community taking 5 Pakistani influencers with the highest number of followers in Instagram. The study will analyze 50 different posts from all 5 influencers with 10 posts chosen from each influencer. These posts will be analyzed based on the stylistic features present in the text focusing on lexical features and graphological features including capitalization and punctuation.

Literature Review
This section is divided into three parts. Firstly, the section entails theoretical framework of the study. Secondly, the section will be focusing on the important concepts of the research such as Social media marketing, influencer identification, social media marketing, etc. The third part of the section focuses on the review of related study which are concerned with the topic of research.

Theoretical Framework:
In this part, the researcher focuses on various theories which will be used to conduct the analysis of the research. This includes theories of stylistic and linguistic features.

Stylistic
Stylistics emphasize on the usage of language and style in writing. At start, stylistics was a method to assess language styles in different literary writings i.e. poems, prose and plays. Stylistic comes under linguistic studies among different other including syntax, semantics, etc. Stylistics focus on the text and evaluates its language forms to interpret and is closer to practical criticism. Stylistics also have a major part in the reader response theory, in actual, stylistic has a major impact on different type of critical approach. Stylistic has been defined in numerous ways in the literature. Different dictionaries defined stylistics as 'the science of literary style' or 'the skill of creating better style in writing'. Leech & Short (1981) described stylistics as the linguistic study of style. Similarly, Verdonk (2002) also provided a brief definition of stylistic which is the examination of individual expression in language and the portrayal of the aim and influence.

As a branch of linguistics, stylistic focuses on the understanding of texts in terms of linguistic style and tone by connecting criticism with linguistics. It is a detail and examination of different types of language in the usage of real language. The major assumption of the studies related to stylistics is that the similar content is able to be coded in multiple linguistic aspects. The novelty and individuality on which advertises are interpreted always captured the attention of scholars and researchers. As stated by Simpson (2004), it is a way to decode the text for the prevalence of language.

The definition of Simpson (2004) showed that linguistics shows a dominant part in stylistic analysis. He further explained that there are three 'Rs' that stylistic analysis should follow and these 'Rs' are important for the writer to consider. These Rs are rigorous, retrievable and replicable. Rigorous means that stylistic analysis should be founded on the clear analytical framework. It is supported by structured language and discourse frameworks that describe the way an individual comprehend and process designs in any language. By retrievable, it means that stylistic analysis should adhere clear criteria of analysis, which also means it is accepted by other stylisticans. By replicable, it means that the method used for stylistic analysis should be clear and transparent so that it is testable (Simpsons, 2004). These three principle of stylistic analysis are the main pillars of the research.

The stylistic analysis of the text enables the reader to understand the different levels such as lexicology, graphology, phonology, etc. to properly understand the beauty of literature. Thornborrow & Wareing (1998) also agreed that the analysis of language on the different level of stylistics and also the ways different writers have oppressed the linguistic sources accessible, is a proper method to comprehend the literature in an effective way and not only individual texts. Also, examination of language at various dimensions would also help in looking for the meanings accessed from other dimensions. As stated by Fasasi (2013), the emphasis of writers is to increase the aesthetic values of the text and understand the language organizations. The reason of doing is to reach at the meaning in a comprehensive manner and hence giving as a

proof for and against specific meanings of texts (Short, 1996). Hence, the viewpoint of scholars highlight that the style is not free from the interpretation. They understand that style and interpretation are closely connected with each other and the realization has resulted into contemporary concern with the correlation between forms of the linguistic in one side and the interpretation and impacts created in the mind of the reader on the other side (Short, 1996).

Graphological Level:
Gomez- Jiménez (2015) defined graphology as the linguistic level of analysis that includes the analysis of graphical feature of the language. It typically concerns with the examination of physical features as well as handwriting way to find out the writing style of the author or writer. The major aspects of graphology is capitalization and punctuation. The text which contains graphology portrays more interpretations and impact of the one who is reading. Also, literary writings especially poems have no restrictions. The poet has a liberty to write a poem by highlighting graphology aspects in order to form an impact of a specific interpretation (Hornby, 2010).

Graphology is different from another linguistic term and is a bit controversial where the meaning is indistinct. This confusion stems from two different factors: the non-linguistic interpretations with graphology and the different handling the word got from guides, dictionaries and references. Wales (2014) provided the clearest interpretation of graphology which seems complete, since the meaning of graphology is clarified and embraces other important aspects which are more than the letters including spacing and punctuation.

Capitalization:
Ehlrich (1987) stated that the first word of a sentence should be capital. The first word of pronouns, names and adjectives are also written in the capital letter. Capitalization of words do not only appear in the first word but they can also appear in the middle of the sentence to highlight the important message of the text. Capitalization is an important aspect of graphology as the reader assumes that the capital words are important and draw special attention towards them.

Punctuation:
Punctuation is an important tool that enables the writer to organize their thoughts and make it simpler to show and share the ideas. Punctuation is used like a guiding signs to assist the reader through the ideas depicted in the sentences (King, 2005). To increase the clarity, a good sentence must include punctuation because it enables the reader to understand the sign depicted in the message of the writer. As stated by Kuiper & Luke (2014), punctuation includes a number of indicators for amalgamating and unravelling words, sentences and phrases. The major aim to use punctuation in a sentence to make the meaning clearer or else the message will be confusing to the reader.

Paragraphing:
Paragraphing is an important form of graphology which refers to a unique section in writing, which consists of a combination of sentences and all the sentences are inclined towards one unique idea. The determination on the paragraph's length in

totally up to the author and it ranges from a single sentence, especially when in a dialogue format, and goes into a combination of many sentences. However, it is always recommended to talk about one idea in a single paragraph and keep it as precise as possible. The main objective of paragraphing is to handle a single component of the topic in the best possible way. According to Raman & Sharma (2009), paragraphing highlights when the topic starts and finishes, therefore assisting the reader gather the information in the best way.

Lexicology:
Lexicology is a branch in linguistics which refers to the study of lexis, taken as the pile of words in a particular language. (Jackson & Amvela, 2007). According to McArthur (1992), lexicology also has a connection with the nature's study and the meaning, history and their usage of words and different words aspects and the critical portrayal of lexicography. Lexicology is also sometimes needed to see different aspects of the language including semantics, morphology. The amalgamation of such aspects in lexicology makes it more significant not only in linguistics but also in other massive societal contexts where language usage is specifically relevant. The major significance of lexicology is that it enables a deep rooted understanding of a complete language system (Katamba, 2005).

Lexicology enables to achieve knowledge not by forming the words but also aspects of language on massive level, such as structural patterns and semantics we follow. The principle comes from that lexical items are foundation of significant sentences which are more coherent. Lexicology allows to analyse semantics and structural patterns that any language user would experience or form. This enables the user to communicate and understand in a clear way (Allan & Buridge, 2009).

Anastrophe
Anastrophe is a part of lexicology which deals with inverting the words in a sentence or phrase to highlight an important message, saying or idea. By inverting, it means that the words in a phrase or sentence are stated out of order (McQuarrie, 2008). This tool is used by poets so that the rhythm can be maintained in their prose or verse. Although the usage of anastrophe cannot be found majorly in prose, it is sometimes used to direct a sense of depth to the words written.

Parenthesis
Parenthesis are a two curved marks added at the beginning and end of the word to stress upon a word so that it can be cleared that these words are additional or separate. It is an important lexicological term that is used at the middle of a piece of text and provides additional information about the subject (Allan & Buridge, 2009).

Ellipsis
In linguistics, ellipsis is used to leave a word rather than repeating it unnecessarily. It can also be described as an omission of the word needed for a complete sentence but understood in a context (Cuddon, 1999). For instance, Stating 'I want to leave the house but I can't' instead of 'I want to leave the house but I can't leave'.

Asyndeton
Asyndeton is an important part of lexicology through which writer can put his piece

worthy. The quick impact at the same time capturing the attention of audience is the major function of asyndeton (Khalil, 2011). The conjunctions joining a number of words or phrases in asyndeton are omitted and in their place, the writer uses commas. This constant flow of thought boosts the tempo of the writing and an idea where asyndeton is applied become memorable for the reader (Katamba, 2005). In other words, asyndeton is a literary device which is used to give emphasis on a sentence or words. The example of asyndeton is 'I came, I saw, I conquered", "Smile at her, talk, good-bye", etc.

Anaphora
Anaphora is a part of speech where a word or expression is repeater at the start of a number sentences or phrases (Cuddon, 1999). In linguistics, anaphora is used to express something whose interpretation is relied on another expression in context. Example of anaphora could be "Go big or Go home", "Monkey See, Monkey Do".

Epizeuxis
Epizeuxis comes from a Greek work which means fastening together. It is a literary device where the words or phrases are repeated constantly, one after another, to give emphasis on the sentence or phrase (Allan & Buridge, 2009). It is repeated twice or more than twice with no intervening words in between. The examples of epizeuxis are "Silence, silence, silence! I don't want to hear a word", "I, along with my friends, will pray, pray, pray for your safety". Epizeuxis can be phatic or exclamatic. They are also used to intensifying the word. For instance, 'The food is very, very delicious'.

Social Media:
Social media has changed the way people communicate and interact with each other. Social media allowed the people to interact with others and share moments, feelings, exchange of services, etc. As stated by Kaplan & Haenlein (2010), social media is a collection of internet based applications that construct on the basis of web 2.0 and enable the formation and sharing of user created ideas. However, this definition has been contested by a number of researchers over time in the latest research. Mobile phones are the latest method or revolution circulating the usage of social media which shifted the usage from PC to mobile phones (Lamberton & Stephen, 2016).

Social media is a platform when the content is made, changed and posted by individuals with the end goal of generating interaction (Kaplan & Haenlein, 2010). Social media ranges from text based applications such as Twitter, LinkdIn, Tumblr, Facebook, etc. to image based such as Instagram, Pinterest, Snapchat, etc. and now another video based medium such as Youtube, vimeo, etc. Because of the challenges in the formation of social media applications, it is divided by the aspects into particular divisions including blogs, social networking websites, virtual reality gaming, etc. Kietzmann et al. (2011) came up with a structure that shows seven foundations of social media which are Identity, Conversations, Sharing, Presence, Relationships, Reputation and Groups. On the other hand, Kaplan & Haenlein (2010) showed the two basics of social media which is media related aspects and social processes.

Social media has invited a number of opportunities for the brands and marketers to market their brands. Social media is proven as the best tool of marketing that has

ease the overall process of reaching to the target market regardless of where they live (Lipsman, Mudd, Rich, & Bruich, 2012). Research studies have proven the performance of social media has a positive impact on the marketing performance. Also, it has been noted that social media strategy, customer interaction and analytics are positively related to the performance of social media (Tafesse & Wien, 2018). In this latest era of marketing, the companies are more inclined towards digital marketing model which made it important to understand the different concepts of social media marketing so that the performance of the brand is boosted (Lee, 2014).

Similarly, according to Walters (2016), the introduction of social media platforms has transformed brand advertising techniques since it allows the brand to contact a large number of people. According to a Harris study done in 2016, a large proportion of American teens, almost 83 percent, always utilize social media sites (Walters, 2016). Furthermore, according to Sterne (2010), social media is a conduit that facilitates communication between two or more individuals with the help of any of the mediums among social media forums, review related websites, blogging, micro-blogging, and media sharing are among the categories.

The development of social media and other associated components has surely aided brand owners/marketers in their search for novel ways to engage with their target audience. According to Kemp (2018), nearly four billion people throughout the world use social media. According to a poll conducted by the Central Statistics Office (2017), a substantial number of Irish households, nearly 89 percent, have access to the internet at home. As a result, businesses may employ internet-based platforms or channels to engage with their various clients and consumers. (Chaffey, 2019). According to Statista's (2019) study, the global number of social network users hit three-point-seventy-two billion in 2019. This shows the value of social media in contributing towards the brands and their marketing.

Followers (Silva et al. 2019). Consequently, they are also taken as the brand ambassadors who review the products/brands (Bizzi & Labban, 2019). Brands use digital influencers to assist marketing related activities and to form an electronic word of mouth, by playing a major part in forming a digital relationship. In current market trends, digital relationships are very relevant to form. The past years have been period where firms are majorly interested in using digital influencers in the marketing activities and have assigned their budgets to influencer marketing which is a consequence from the above reducing performance of other marketing tools (TapInfluence, 2020).

Cho, Wang & Lee (2012) claim that digital influencers serve as digital opinion leaders, and hence, viewed as mentors, members of an online community with the potential to influence other members owing to their knowledge of the subject. According to studies like Kapitan & Silvera (2016), social media influencers are micro-celebrities who want awareness and consideration and have a high level of impact due to their admirability and social standing. A social media influencer, according to Hamann, Williams & Omar (2007), is a social leader who leads an online community and sets the norm for its members' beliefs and behaviour through their substantial social capital.

Influencer Marketing:
The term of influencers comes from their main goal, which is to influence other people, mainly the audience who follows them (Juhlin & Soini, 2018). As stated by Charlesworth (2018), social media influencers are "exactly like us," which is why many people – particularly the younger generation – place entire faith in their opinions on products and services. The author also believes that as the number of influencers' followers grows, the gap also grows to reach the follower. Social media influencers typically target a specific market niche — for example, lifestyle blog – making it simple to affect purchase patterns (Charlesworth, 2018). According to Juhlin & Soini (2018), social media influencers are treated like celebrities in the niche/industry they are catering to. Because followers on the internet place a great value on specific personalities, the advices, tips or recommendations given regarding the products and brands are trusted by their audience (Charlesworth, 2018).

As stated by Oxford Dictionaries, the latest marketing trend is evident by the usage of influencer. The monthly usage is twice between 2012 and 2017 (Google Trends, 2019). The major growth in the concept of influencer is evident from the Google Trends service. According to Kartajay, Kotler & Setiawan (2017), influencers are the people who are well-known in the social media communities, who have a massive audience supporting their content. They make their unique content which captures the attention of the audience to create engagement and they are taken as the experts in the social media. The content creation is a consequence of the maximum flow of the celebrity culture (Törhönen, 2019).

METHODOLOGY

Approach of the Study:
The approach used by the researcher to carry out the study is stylistic analysis since the major objective of the research is to conduct stylistic analysis of Instagram captions of female Pakistani influencers. The stylistic analysis of the text enables the reader to understand the different levels such as lexicology, graphology, phonology, etc. to properly understand the beauty of literature. The emphasis of writers using stylistic analysis is to increase the aesthetic values of the text and understand the language organizations. The reason of doing is to reach at the meaning in a comprehensive manner and hence giving as a proof for and against specific meanings of texts.

RESEARCH METHOD:

Data Collection:
There are various inclusion and exclusion criteria used for data collection. The first and foremost criteria is to find out different Pakistani female influencers who have maximum followers and are active on Instagram. Those influencers who are not active on Instagram are excluded from the data collection. Another important criteria is that the influencers should belong to Pakistan and they have maximum followers and reach belonging from Pakistan. The selected posts of these bloggers are from January 2021 to February 2022. Each post chosen for analysis can be advertised or non-

advertised. The researcher selects five posts of each blogger selected for the study. Hence, the total twenty-five captions will be analysed in this research.

Data Analysis:
The analysis will be conducted to evaluate the linguistic aspects in two different levels which are graphological level and lexical level. The particular aspects for graphological analysis are punctuation and capitalization. The researcher used the theory by Bex to analyze the capitalization in Instagram caption used by the influencers as well as the Ehlrich theory for analyzing punctuation in the captions. The researcher gathered linguistic aspects in accordance to the classifications. After that, the researcher provided the detail of the linguistic aspects and categorized them as per the level. For making it understandable and descriptive, the researcher described the examination of all the caption with help of paragraphs. Also, the discussion also focuses on the functions of the features.

Analysis, Results And Discussion:
The research is aimed to find out the stylistic analysis of Instagram Captions of the Pakistani Influencers. Also, the study also aims to investigate the possible effects of using stylistic features in Instagram Captions. For this reason, the researcher collected data from Instagram by using five captions of five different influencers. The data i.e. the captions of the selected Pakistani Influencers are attached in the Appendix A to E. In order to reach the objective of the research, the chapter is divided into two parts. The first part deals with the stylistic analysis of Instagram Captions and then further divided into Graphological features analysis and Lexicological features analysis. The other part of the chapter deals with the possible effects of using stylistic features in Instagram Captions.

Stylistic Analysis of Instagram Captions:
This part of the chapter focuses on stylistic analysis of Instagram captions which is also the main objective of the research. According to the literature, there are different levels of stylistic analysis but this study only emphasizes on graphological level and lexical level. The detailed analysis of each level is given below. However, the frequency of graphology and lexicology level can be depicted from the table below:

Table 4.1 - Frequency of Stylistic Features

S.No	Linguistic Features	Frequency	Percentage
1	Graphological	293	92.72%
2	Lexical	23	7.27%
	Total	316	100%

The above table shows the frequency of stylistic features appeared in the caption of Pakistani influencers. It can be seen from the above table that graphological level is appeared 92.72% times in the captions, whereas, lexical level appeared only 7.27% times in the captions. From the above table, it can be concluded that graphological level has been used in abundance by the Influencers in their Instagram captions, whereas, the frequency of usage of lexicological level is very low. The below sub sections will highlight the detailed interpretation of the usage of graphological level as well as lexical level.

Graphological Features Analysis:
Graphological variation has been shown to impact meaning and cause aesthetic effects in stylistic research (Gómez-Jiménez, 2015). Graphology, as described by Wales, is strongly associated with the idea of word from dictionaries, manuals, and works of reference in general, which includes letters other than the alphabet, such as punctuation marks and space (Gómez-Jiménez, 2015). To put it another way, graphology looks at the aesthetic aspects of the content, such as the typefaces and sizes employed. Instagram influencers use graphological features in their captions so that they appear aesthetically pleasing and eye-catching to their audience and their end goal is to create engagement with their audience. Hence, the patterns used in the writing are used for creating engagement to the audience.

The captions used in Instagram has similar type of font and their sizes are also the same, so the bold, italic and underline do not apply there. Hence, the researcher employed there types of graphological levels namely, capitalization, punctuation and paragraphing. The following table presents the different graphological aspects with their frequency and percentage of appearance in twenty-five different Instagram captions.

Table 4.2 - Frequency of Graphological Features

S.No	Graphological Aspect	Frequency of each Feature	Percentage of the feature
1	Capitalization	103	35.12%
2	Punctuation	141	48.12%
3	Paragraphing	49	16.72%
	Total	293	100%

The above table 4.2 is evident that punctuation is the most prominent feature in graphology that appears maximum number of times in the captions of Pakistani influencers on Instagram. It can be seen that capitalization of letters appeared 103 times i.e. 35.12%, punctuation appeared 141 times i.e. 48.12% and paragraphing used in the caption are 49 times i.e. 16.72%. The below sections provide a detailed analysis of capitalization, punctuation and paragraphing and their frequency of appearance in twenty five captions used in this study for analysis.

Capitalization:
Capitalization is an important graphological feature which is used to capture the attention of the audience. It is mainly used when the writer wants to emphasize the word or a sentence so that the audience focuses on the message. From the analysis, it is evident that 103 capital letters are found in the captions. These are used for capturing the attention of the audience. Also, capitalization is not only used in these captions for using the first letter of the sentence but also to emphasize the brand or product name and also a set of descriptive words to highlight an important message. Also, capital words are used to describe the quality of the product. The table below highlights the frequency of capitalization used in Instagram captions.

Table 4.3 - Frequency of Capitalization

S.No	Graphological Aspect	Frequency of each Feature	Percentage of the feature
1	First Letter of a Sentence	75	72.81%
2	Product/Brand Names	8	7.76%
3	Descriptive words	20	19.41%
	Total	103	100%

From table 4.3, it is evident that first letter capitalization is used 75 times in the captions i.e. 72.81%. Also, the brand or products names are written in capital letters 8 times in the captions i.e. 7.76% and descriptive words in capital letters are used 20 times i.e. 19.41%. The frequency of first letter capitalization is higher than other aspects.

The following paragraphs show the analysis:

a. First Letter of a Sentence:
From the data of twenty-five captions, it is evident that the Influencers used first letter capital words in the beginning of sentences in their all captions. In some of the captions, first letter capitalization is used in abundance as there are a series of sentences used in the caption. Normally, capitalization in advertising message is used for creating special announcement but the first letter capitalization is conventional and it does not impact the reader in a significant manner.

b. Product/Brand Names:
Instagram influencers also use Product or Brand names in capital letters in order to attract the attention of the readers. According to the analysis, it has been noted that capitalization in according to the product or brand name appeared 7.76% i.e. 8 times in Instagram captions. Hence, the strategy to use capitalization in the middle of the sentence is only to highlight the name of brand and make it stand out and memorable to the audience.

c. Descriptive Words

This section deals with the capitalization of descriptive words. According to the data, descriptive words appeared 20 times in the captions.

Punctuation:
When used in the text, punctuation marks have a variety of purposes. "They can have a morphological role, a delimiting role, or a separating role, as well as roles in the employment of capital letters as in to resolve ambiguities," (Say & Akman, 1998). According to the analysis, it can be seen that punctuation has been used in abundance by the influencers. Punctuations are appeared 141 times by the influencers in their captions. For the analysis purpose, the researcher used full stop, comma, question mark, colon, exclamation mark, apostrophe, quotation marks and hyphen. All these aspects of punctuations are analysed in the captions and the frequency and percentage of their usage is recorded in the table below.

In the following section, the researcher will show the usage of punctuation and its comprehensive analysis in the Instagram captions.

A. Full Stop.
A full stop (.) is a punctuation mark that ends a sentence or an abbreviation. It is used to imply that there is nothing further to say about a subject. In the Instagram captions, full stop is used 28 times i.e. 19.86% in the captions. Full stops is also used by the brands to separate important information regarding their brands in a creative manner. It is evident from the data collected that full stop is used at the end of the sentence only to close the sentence. However, it is important to note that one of the influencers conveyed a personal message by using full stops to show the intensity of the words.

B. Comma
Comma is used for separating items in a list or marking a pause between portions of a phrase. According to the result, it is evident that comma is used 21 times i.e. 14.89% in the captions.

The usage of comma is shown to explain the features of the products as well as her own liking towards the brand so that the audience can read and connect with the product.

C. Question Mark
Question Mark is usually used by the influencers to create engagement with the users. The influencers usually ask a question and their followers reply to the question which also creates engagement on the post. In the analysis, it was shown that question mark is used 18 times i.e. 12.77%.

Apostrophe
Apostrophe appeared 37 times in the twenty-five captions analyzed in this research. The apostrophe is used to provide a short form of the words. They are sometimes used in an informal writing such as writing 'kidding' as 'kiddin' to give a witty effect on the caption so that it creates a positive and light impression on the mind of readers. However, it is evident from the data that the influencers used apostrophe as a contraction to communicate with their followers in informal way.

D. Colon
Colon is another punctuation mark used by the influencers in their captions. According to the results, it is evident that colon is only used twice in the captions. They are used to reveal the important details of the product. For instance, in QB1, the caption has a colon in "Products used: @bnbderma" which is only used to share the details and description of the products used in the makeover video.

E. Exclamation Mark
Exclamation mark has been used very frequently by the influencers. According to the results, exclamation marks are used 30 times in the captions.

F. Hyphen
Hyphen is used to join words or part of words. In the captions, hyphen has not been used in abundance but only appeared twice in the caption. For instance, In QB5, the influencer states " it's so easy to jump to conclusions and some even think they know

more about our lives than we actually do but that's alright I guess because we put ourselves out there and of course everyone has a right over it - pun intended - Some people also HATE you because they're not you" In this example, the influencer used hyphen to create satirical effect on the sentence to highlight the important personal message with the audience.

Paragraphing:
Paragraphing is an important form of graphology which refers to a unique section in writing, which consists of a combination of sentences and all the sentences are inclined towards one unique idea. From the data, it was found that paragraphing is another graphological method that has been frequently used by the influencers of Pakistan. According to the results, paragraphing is used 49 times which is 16.72% of the total graphology used in the caption. It is also evident from the data that influencers used four to five paragraphs in one captions and some of the paragraphs consisted of a single line.

1.1.1 Lexicological Features Analysis:
Lexicology enables to achieve knowledge not by forming the words but also aspects of language on massive level, such as structural patterns and semantics we follow. The principle comes from that lexical items are foundation of significant sentences which are more coherent. There are a few lexicological features used in this study which include anastrophe, parenthesis, ellipsis, asyndenton, anaphora and epizeuxis. Their frequency and percentage of occurrence can be seen from the table below.

Table 4.5 - Frequency of Lexicological Features

S.No	Lexicological Features	Frequency	Percentage
1	Anastrophe	4	15.38%
2	Paranthesis	1	3.84%
3	Ellipsis	4	15.38%
4	Asyndeton	7	26.92%
5	Anaphora	6	23.08%
6	Epizeuxis	4	15.38%
	Total	26	100%

From the results, it can be seen that anastrophe is used four times in the captions. Also, the use of parenthesis can be found once only and the use of ellipsis is used four times. Moreover, asyndeton is used seven times in the captions. Anaphora is also used six times in the twenty-five captions analysed in the research. Similar to anastrophe, epizeuxis are used four times in the study.

The section below provides the analysis of lexical choices used in the study:

Anastrophe:
The reversal of ordinary word order is referred to as anastrophe in rhetoric. From the results, it can be seen that anastrophe is used four times in the captions.

Parenthesis:
In the captions, parenthesis has not been used in abundance but only appeared once in the caption. For instance, In QB5, the influencer states "it's so easy to jump to

conclusions and some even think they know more about our lives than we actually do but that's alright I guess because we put ourselves out there and of course everyone has a right over it - pun intended - Some people also HATE you because they're not you" In this example, the influencer used parenthesis to create satirical effect on the sentence to highlight the important personal message with the audience.

Ellipsis:
Ellipsis refers to the omission of words deliberately needed for a complete sentence but understood in a context. The usage of ellipsis is quite common in Instagram captions because the words can be understood by the audience even if they are omitted. The intention of using this is to allow the reader to comprehend the sentence and it also helps in increasing engagement. Similarly, in NE1, the influencer wrote 'Feeling colourful' and omitted the words 'I am' from the sentence.

Asyndeton:
As mentioned earlier, Asyndeton is an important part of lexicology through which writer can put his piece worthy. The constant flow of thought boosts the tempo of the writing and an idea where asyndeton is applied become memorable for the reader. The influencer used it to express her personal feelings and thoughts to the reader. The quick impact at the same time capturing the attention of audience is the major function of asyndeton

Anaphora:
Anaphora is used to express something whose interpretation is relied on another expression in context. The following instances show the usage of anaphora in the captions.

WN3: it is Minimal monotones, it's everything I love!
NE4: Feeling empowered wearing @is.maraa run by a very empowering woman and the brands philosophy is 'empowered women, empower women'.

It is evident that some of the influencers use anaphora to allow the readers to interpret the sentence in another sentence. In NE4, the influencer used anaphora to explain the philosophy of brand.

Epizeuxis:
Epizeuxis a literary device where the words or phrases are repeated constantly, one after another, to give emphasis on the sentence. The following instances show the usage of Epizeuxis.

QB1: Who's going to take me to the prom??

Me me me

QB3: This gorgeous gorgeous set was sent to me

SHS1: Sundays aren't just for 'sleeping' but for enjoying my favorite music with some garam garam chaiii

In this instance, the motive of using repeated words in one caption is to capture the

attention of the audience and showing the intensity of feeling. In QB3, the influencer repeated the word 'gorgeous' to show the beauty of the dress sent to her by the brand. Here, the focus is given on gorgeous is to tell the audience that the dress is extremely beautiful. In SHS1, the influencer promotes tea brand and emphasizing on drinking tea on lazy Sunday morning and afternoon. The influencer repeated the word 'hot tea' twice to make her audience understand the liking of her towards the brand.

Effects of Using Stylistic Features
This section deals with answering the second research question which aims at finding out the effects of using stylistic features in Instagram captions of Pakistani influencers. Each feature used to analyse captions has formed a fascinating and attractive language for capturing the attention of the audience which is evident from the data, collected from the comment section of each post.

From the above captions, it can be assumed that using the capitalization for brand names have a positive effect on the audience. Majority of the comments were found positive and motivating. From such comments, it can be assumed that audience connected well with the brand and also they showed positive words to show the interest towards the brand.
In punctuation, various comme
nts were evaluated and all of them consisted of motivating and positive words. The comment section is full of prayers and appreciating words for them which means the audience very well connected with the influencers and their messages given in the captions.

CONCLUSION
This thesis evaluated the language style utilized by the lifestyle influencers to engage and reach out to maximum people, a contrast of the linguistic features was examined, observed and analyzed through 5 posts of 5 beauty and lifestyle Pakistani influencer to determine the stylistics of the posts analyzing the graphological and lexical features of the texts. The researcher used the five captions of five famous Pakistani influencers namely are Hira Attique (hirableeh), Waliya Najeeb (waliyanajeeb), Qirat Baber (Makeupbyqb), Saman Hayat Soomro (@samanhsoomro) and Naiha J. Eiman rebelliousbrownie). The result of the study showed that the influencers used graphological features in their captions frequently. Among all the graphological features, punctuation is used most frequently which is then followed by the capitalization and paragraphing. The usage of punctuation is one of the strategies used by the brand to capture the attention of the audience which is reviewed by the influencer.

The other part of research deals with answering the second research question which aims at finding out the effects of using stylistic features in Instagram captions of Pakistani influencers. The possible impact of using graphological and lexical features are the favourable and positive comments written by the followers and hence, the function of promotion and advertisement is efficiently catered with the help of adjectives as it is certainly executed to form persuasive purpose from such type of response. From the data collected in the form of comments, the discussion arrives to compliment as the functionality of promotion because the influencers have received favourable type of reactions from the audience.

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