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A Study of the Communicative Functions of Some Social Posts on Facebook in English: Speech Act theory

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Abstract

This research investigates the communicative functions of some social posts in English on Facebook through the framework of Speech Act Theory. Through meticulous examination, it uncovers the underlying intentions, requests, emotions, and social dynamics expressed through these posts. The research illuminates how users employ various speech acts, including requests, suggestions, complaints, and expressions of emotions, to convey complex messages within the constraints of digital discourse. Facebook serves as a dynamic space for various speech acts, extending beyond information sharing. Users strategically employ language to influence, express emotions, make commitments, and declare intentions. The effectiveness of these acts is shaped by audience, context, and linguistic nuances. This research bridges the gap between theoretical linguistics and real-world digital interactions, enhancing comprehension of language pragmatics in the age of social media.

Keywords: Facebook, social posts, speech act theory, Communicative functions.

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Introduction

The present paper mainly deals with the intricate dynamics of online communication in the digital age, focusing specifically on English social posts within the realm of Facebook. In today's interconnected world, social media platforms have become essential arenas for diverse forms of communication, ranging from casual conversations to expressions of complex emotions. This research aims to unravel the communicative functions embedded within social posts on Facebook by employing the foundational framework of Speech Act Theory. Language, as a fundamental tool of human interaction, carries layers of meaning, context, and intention. Speech Act Theory, rooted in the philosophy of language, provides a systematic approach to dissecting these elements, offering a deeper understanding of the illocutionary forces present in linguistic expressions.

Facebook, as one of the most popular social media platforms globally, serves as an ideal field of study. The platform's diverse user base generates a vast array of linguistic interactions, encompassing requests, suggestions, complaints, and

emotional expressions. By focusing on English social posts, this research aims to discern the underlying speech acts within these digital conversations, shedding light on the intricate nuances of online communication and offering valuable insights applicable to various domains such as online community management, and the evolving landscape of digital social norms.

Objectives

1. To explore how users employ speech acts within the framework of Speech Act Theory to achieve distinct communicative goals on Facebook platform.
2. To analyze the communicative functions of social posts in English on Facebook.
3. To investigate the diverse range of speech acts used on Facebook, which go beyond mere information sharing, including acts aimed at influencing others, expressing emotions, making commitments, and declaring intentions.

Research questions

This paper targets to answer the following questions:

- 1-What is the predominant type of speech acts utilized in Facebook social posts?
- 2- How are emoticons communicated on Facebook?
- 3- How dynamic and rigorous is communication through Facebook text?
- 4- What are the various communicative functions that emerge through the analysis of social posts?

Review of Related Literature

The study by Sanaa Ilyas (2012) on Facebook status updates using speech act analysis aimed to investigate the speech acts performed in Facebook status updates by Pakistani users. The study found that the most frequent speech act performed in the status updates was expressing emotions, followed by providing information and sharing opinions. The study also identified that the use of different speech acts varied according to the gender and age of the users. Overall, the study provides insights into the diverse ways in which Pakistani Facebook users employ speech acts in their

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status updates and highlights the importance of considering demographic factors, such as gender and age, in understanding the communicative functions of these updates. The study found that the majority of the speech acts performed in Facebook status updates were declarative (49.7%) and interrogative (25.7%), with fewer imperative (11.3%), expressive (9%), and commissive (4.3%) speech acts.

Mark Nartey (2013) investigated speech act analysis of status updates on Facebook that discussed the case of Ghanaian university students. The study explored different types of speech acts, including expressive, directive, declarative, and commissive, and their respective functions. The researcher also identified the communicative functions of status updates on social media, such as self-presentation, socialization, and information sharing. Mark Nartey used a mixed-methods approach to study Ghanaian university students' Facebook status updates. He used content analysis to categorize speech acts and interviews to understand communicative functions, providing a comprehensive understanding of the data. The study found that students used a range of language styles and a mixture of English and Ghanaian languages in their status updates, reflecting their multilingual and multicultural identities. The study provides valuable insights into the use of social media in language learning and cross-cultural communication.

The study by Argian Ekowati (2015) examined the use of speech act types in Facebook status updates. The research focused on how Facebook users in Semarang, Indonesia, use language to convey different speech acts and the frequency of each speech act. The study employed a qualitative approach, using a sample of 100 Facebook status updates collected from 10 Facebook users' accounts. The data collected were analyzed using Searle's (1969) classification of speech acts. The findings reveal that the most frequent speech act type performed in Facebook status updates are assertives, followed by directives, expressives, and commissives.

Moreover, the study found that the use of speech acts varied based on the users' age, gender, and educational background. The study concludes that Facebook status updates can be seen as a platform for performing different types of speech acts that serve various communicative functions.

Mai Zaki (2017) explored the pragmatics of Arabic religious posts on Facebook, focusing on how users in Arab countries convey religious messages and how they are interpreted by readers. The study utilized a qualitative approach, analyzing a sample of 30 Arabic religious posts from Facebook pages of Islamic preachers and scholars in the Arab world using the relevance-theoretic framework. The study used a qualitative approach and relevance-theoretic framework to analyze the language used by preachers and scholars in Arab countries and how their messages are interpreted by readers, and also provides some quantitative data on the popularity of the Facebook pages and the number of likes and comments on the posts. The findings suggested that these posts often addressed social and religious issues, contained implicit meanings and references, and their interpretation is influenced by readers' background and knowledge of Islamic history and theology.

Xiran Yang and Liu Meichun(2020) handled a study on "The pragmatics of text-emoji co-occurrences on Chinese social media". The study aimed to investigate the pragmatic functions of emoji in Chinese social media and how they interact with the accompanying text. They collected data from two Chinese social media platforms and found that the most common emoji used were those related to positive emotions and food, and the most common textual features were exclamations and interrogative sentences. The findings of the study revealed that emojis function as a means of expressing emotions, emphasis, humor, and interactional involvement. The researchers also found that the pragmatic functions of emojis varied depending on the type of post, the relationship between the interlocutors, and the context of the communication. The study concluded that the use of emojis in Chinese social media reflected

the cultural norms and values of Chinese society, and highlighted the need for further research on the pragmatic functions of emojis in different cultural contexts.

Amal Awad's (2022) study examines the socio-pragmatic aspects of condolences in Egyptian Arabic and English-speaking Facebook users. The study analyzes the expression of condolences, the linguistic strategies used, and the social and cultural implications of the utterances. The study conducted a comparative analysis of condolences on Facebook by Egyptian and English-speaking users, using a corpus of 100 condolence messages (50 from each language group). The study used a socio-pragmatic approach to analyze how users construct their condolence messages and how they respond to them. The findings revealed that both groups of users employed various language resources, including direct expressions of condolence, metaphorical expressions, religious expressions, and personal stories, to convey sympathy and offer support. However, the study also found that the two groups differed in the types of language resources they used, with English-speaking users employing more indirect and implicit expressions of condolence and Egyptian users relying more on direct and explicit expressions of condolence. The study concludes that the language resources used in condolence messages reflect cultural and linguistic differences and underscore the importance of context and audience awareness in constructing effective condolence messages on Facebook.

Summary of the Main Points in the Literature Review

The previous works summarized above have focused on various aspects of speech acts and communicative functions in social media posts, particularly on platforms like Facebook. They have explored how users of different languages and cultures employ language resources and strategies to convey meaning, build relationships, and achieve their communicative goals. These studies have shed light on the diverse ways in which individuals use social media to express

emotions, share information, present themselves, and interact with others.

The primary differences between these previous works and this research "A Study of the Communicative Functions of Social Posts on Facebook in English: Speech Act Theory" lie through its specific focus on examining the communicative functions of social posts on Facebook in the context of Speech Act Theory. While previous studies, such as those by Sanaa Ilyas, Mark Narthey, Argian Ekowati, Mai Zaki, Xiran Yang, Liu Meichun, and Amal Awad, have explored various aspects of social media communication, this research zeroes in on the application of Speech Act Theory in understanding the intricacies of language use within Facebook posts. Unlike the studies conducted by Sanaa Ilyas, Mark Narthey, and Argian Ekowati, which primarily concentrated on specific demographics and language types, this study takes a broader approach by analyzing social posts in English, addressing a wider audience and linguistic context.

Furthermore, this research extends beyond the mere categorization of speech acts, as seen in the studies by Sanaa Ilyas and Argian Ekowati, by delving into the theoretical framework of Speech Act Theory. While the study by Mai Zaki focused on Arabic religious posts and the socio-pragmatic aspects of condolences in Egyptian Arabic and English, this research specifically concentrates on the application of Speech Act Theory, providing a deeper understanding of the intentions and meanings behind social posts on Facebook. Additionally, the study differentiates itself from research by Xiran Yang and Liu Meichun, which explored the pragmatic functions of emojis in Chinese social media, by solely focusing on text-based communication within the context of Speech Act Theory. Therefore, this study stands out by offering a comprehensive exploration of language use in social posts on Facebook through the lens of Speech Act Theory, providing valuable insights into the

underlying communicative functions and intentions of online interactions.

Theoretical framework

Introduction

The theoretical framework employs an eclectic approach represented in Searle's SA (1969) framework. This research delves into the complexities of digital communication. Recognizing the intricate layers of meaning and intention within online interactions, the research merges Searle's insights to explain the nuances of language use in the digital realm. By adopting this approach, the research aims to unravel the intricacies of digital discourse, offering valuable insights into contemporary online interactions and the multifaceted roles of language in the digital age.

Speech act theory

Linguistic theories exhibit variations in their approaches with some primarily focusing on the description of linguistic form, while others incorporate both form and function. In the context of this research, the emphasis is on the language of communication in cyberpragmatics, where both form and function hold equal significance. Consequently, the adoption of a theory that addresses both aspects becomes imperative. In this regard, the speech act theory is particularly relevant as it provides a comprehensive framework encompassing both form and function, aligning with the research objectives and aiding in the attainment of the intended purpose.

Speech act theory originally developed in 1955 by philosopher J.L. Austin and further expanded by his successor J.R. Searle. Austin's theory was expressed in lectures held at Harvard University. The majority of Austin's work, titled "How to Do Things with Words," was published after his death in

1962. The theory is a field within linguistic philosophy that examines the use of language beyond conveying information to perform various types of actions. It emphasizes that every utterance serves as an intentional action, such as stating something, giving a command, or making a promise. The theory focuses on how speakers employ linguistic acts to achieve specific social or practical objectives, and how listeners interpret these acts to comprehend the intended meaning. It is related to the analysis of conversations, including both face-to-face and digital interactions to enhance understanding of communication in different settings. Austin also supported the idea that an understanding of how language is used is more important than its abstract meaning.

In his influential work published in 1962, J.L. Austin introduced a new framework for analyzing speech acts, which revolutionized the study of language and communication. Austin proposed that when individuals produce an utterance, they are not only conveying information or making a statement but are also performing a series of interconnected acts. According to Austin, the process of speech acts involves three distinct acts: locutionary, illocutionary, and perlocutionary acts.

- 1-The locutionary act: focuses on the literal meaning and grammatical structure of an utterance.
- 2- The illocutionary act: represents the speaker's intended meaning or function of the utterance.
- 3-The perlocutionary act: refers to the effect or impact of the utterance on the listener or audience.

These acts highlight that language serves not only to convey information but also as a means to perform actions and achieve communicative objectives. Analyzing these acts help in comprehending the intentions, effects, and dynamics of speech acts within diverse contexts. Austin's model acknowledges that speech acts encompass more than just conveying information; they also involve performing actions through language. By distinguishing between locutionary, illocutionary, and

perlocutionary acts, Austin highlights the intricate layers of meaning, intention, and impact inherent in any communicative act.

Furthermore, in his work *"How to Do Things with Words"* (1962, pp. 150-161), J.L. Austin suggests five classes of illocutionary acts. These classes categorize different types of speech acts based on their intended function and the type of action performed. The five classes are:

1. Verdictives: According to Austin (p.150), these are instances where a jury delivers a verdict or a finding based on evidence or reasons, either officially or unofficially (p. 152).
2. Exercitives: These involve the exercise of powers, rights, or influence, and can also encompass giving decisions in favor of or against a particular course of action, or advocating for it (p. 154).
3. Commissives: These acts commit the speaker to a specific course of action (p. 156).
4. Behabitives: This category includes responses to other people's behavior, fortunes, attitudes, as well as expressions of attitudes towards someone else's past or imminent conduct (p. 159).
5. Expositives: These acts are utilized in expositions where views are expounded, arguments are conducted, and usages and references are clarified (p. 160).

These classes of illocutionary acts outlined by Austin offer a framework for understanding the different functions and intentions behind speech acts. They demonstrate the diverse ways in which language can be used to perform actions, convey meaning, and shape social interactions.

John Searle, a philosopher and one of J.L. Austin's students, made significant contributions to the development of speech act theory. Building upon Austin's ideas, Searle focuses on the notion of intentionality, asserting that every act of communication inherently involves an intention to communicate. Hence, the significance of a speech act is established by the speaker's intention, and thus the process of interpretation entails

comprehending and deducing the speaker's intention through contextual cues and the form of the utterance. Searle identified three fundamental components that are essential for understanding intentionality in speech acts: the content of the speech act, the circumstances surrounding its execution, and the mental state of the speaker during the speech act.

John Searle, as referenced in Levinson's (1983) work "Pragmatics," categorizes speech acts into five fundamental types:

1. **Representatives:** Speech acts that involve the speaker committing to the truth of a proposition, such as stating, describing, or asserting something.
2. **Directives:** speech acts that aim to prompt or influence the listener to take a specific action, such as making requests, giving commands, or offering advice.
3. **Commissives:** speech acts that bind the speaker to future actions, such as promising, offering, or guaranteeing something.
4. **Expressives:** speech acts that express the speaker's attitude or emotion towards a particular situation, such as thanking, apologizing, or congratulating.
5. **Declarations:** speech acts that establish a new state of affairs merely by uttering specific words, such as declaring two people as married or pronouncing someone guilty.

Furthermore, according to Searle (1975), speech acts can be categorized as either direct or indirect (pp. 60-61). In direct speech acts, the intended meaning or illocutionary force is conveyed explicitly and directly through the structure and content of the utterance. The relationship between the form and the intended function is clear and straightforward. For example, if someone says, "I request that you close the window," the illocutionary force of making a request is directly expressed through the use of the verb "request."

On the other hand, indirect speech acts involve an indirect relationship between the structure and the intended function of the utterance. The illocutionary force is not explicitly stated but rather implied or inferred based on the context and shared understanding

between the speaker and the listener. The form of the utterance may not directly match the intended function, requiring the listener to interpret the underlying meaning. For instance, if someone says, "It's getting cold in here," the illocutionary force of making a request to close the window is indirectly implied, and the listener needs to infer the speaker's intention.

Searle's distinction between direct and indirect speech acts highlights the nuanced nature of language use and the importance of considering both the explicit and implicit aspects of communication. It emphasizes that the intended meaning of an utterance may not always be conveyed directly through its surface structure, requiring participants to rely on contextual cues, shared knowledge, and pragmatic inference to understand the intended illocutionary force.

This framework has significantly influenced the field of pragmatics and provided a foundation for understanding how language is used to accomplish various communicative goals. It highlights the importance of context, speaker intention, and the impact of speech acts on social interactions, enriching our understanding of the intricate dynamics of human communication.

Facebook social posts as speech acts and their functions:

Speech act theory, with its classification of different types of speech acts, finds relevance even in the field of social media platforms like Facebook. The five basic types of speech acts identified by John Searle can be observed in various social posts on Facebook as follows:

1- Directives: These Facebook posts aim to guide or influence the audience to take specific actions. For instance, a post may request people to sign a petition, contribute to a charitable cause, or support a particular movement.

2- Assertions: These posts on Facebook present statements that assert the truth or falsehood of a certain claim. They can include

news articles, opinion pieces, product reviews, or fact-checking posts that express a standpoint or provide information.

3- Commissives: Facebook posts falling under this category involve the author committing to future actions or plans. Examples include posts announcing their intention to participate in a marathon, attend a concert, or pursue a new endeavour.

4- Expressives: These posts on Facebook serve as an outlet for the author's emotions, feelings, or attitudes toward a particular subject. They can take the form of congratulatory messages for graduations, expressing condolences for losses, or sharing personal reflections on experiences.

5- Declarations: Facebook posts categorized as declarations bring about a change in the state of something or someone through their announcement. These posts may include declaring a wedding or engagement, updating relationship statuses, or making political statements that alter perceptions or positions.

Social posts in English

Facebook is predominantly a social networking site, so social-type posts hold a significant space on this platform. These posts encompass a wide range of topics, prompting the researcher to categorize them into subcategories. Such posts deal with things related to, dictums, greetings, and comics.

Individual experiences posts

One of the prominently utilized post categories on Facebook is the personal type. Facebook profiles have become a haven for many individuals, serving as a safe space. Some individuals find solace in expressing their emotions openly, seeking encouragement from their online community. Meanwhile, others derive satisfaction from sharing their daily plans and accomplishments with their circle of friends. Interestingly, these seemingly casual posts often encompass multifaceted and occasionally intricate communicative intentions. Additionally, such posts can serve as a means of showcasing people's online persona construction, allowing them to exhibit their desired

ideologies and identities by presenting their beliefs and perspectives on various matters.



Figure (1)

In the original post, "*Someone has hacked my messenger account after I got an invite to sign in to someone's Instagram*", the *locutionary act* serves as providing information about the unfortunate incident of an account hack due to a suspicious invitation. The post functions as an assertive act revealing the situation of a hacked account due to a suspicious invite to sign in. The *illocutionary act* of the post involves conveying information to alert friends about the incident and potentially seeking support or advice.

The first comment, "*I got a message but deleted it,*" implies a *perlocutionary act* where the commenter shares her own experience of receiving a message but not engaging with it. The second comment, "*I was wondering about that, I didn't reply,*" serves as acknowledging the suspicious activity and revealing the commenter's decision not to engage. This comment may resonate with others who were similarly cautious. The third comment,

"Sorry. I got it and reported it," expresses the commenter's action about reporting process. This comment could encourage others to take similar actions if faced with suspicious messages.

Moreover, the diverse emotional reactions including anger, likes, and sad responses seen in the original post offer a multifaceted understanding of how the audience is interacting with the content. These reactions serve as valuable indicators that allow users to assess the emotional impact of the situation. Moreover, they provide valuable insight into the wide array of responses that the post evokes from those who read it.

In conclusion, the post is a direct assertive speech act and its comments illustrate the application of SA Theory in analyzing the locutionary, illocutionary, and perlocutionary aspects of online interactions. The various utterances convey information, express caution, and potentially influence the audience's reactions or actions based on the incident described.

Greetings

This kind of posts includes: engagement, marriage and birthday greetings, as well as congratulations for accomplishments and success.

Post (2)



Figure (2)

In the provided post, the poster supports the post she shares with the *locution Act*: the Grange family had a beautiful weekend in Carmel Valley California with friends and family for of David and Monica's wedding! The poster shares a post which comprises the user's information about the Grange family's activities over the

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weekend. The post is just verbal utterances. In terms of speech act theory, illocutionary act can be *an assertive act*, the poster is conveying factual information about the Grange family's activities describing the weekend as "beautiful" and states that the family was in Carmel Valley, California, for David and Monica's wedding. The primary intention is to inform the audience about the events that took place over the weekend.

The poster is sharing with followers or friends her feeling and experience in order to get the required *perlocutionary effect*. This *perlocutionary effect* is embodied in the poster's hopes to receive reactions, such as likes, comments, or engagement from her audience. She may aim to share her positive experience, potentially evoke empathy or connection from others who have attended similar events, and generate a sense of community. Therefore, the first comment "Congrats to the whole family!" conveys congratulations and positive emotions towards the Grange family. The second comment "That's awesome! Congratulations!" conveys the commenter's positive emotions, while the "Congratulations!" conveys congratulatory sentiments. This shows that the poster has really succeeded to transmit the feelings she wishes to convey.

Post (3)

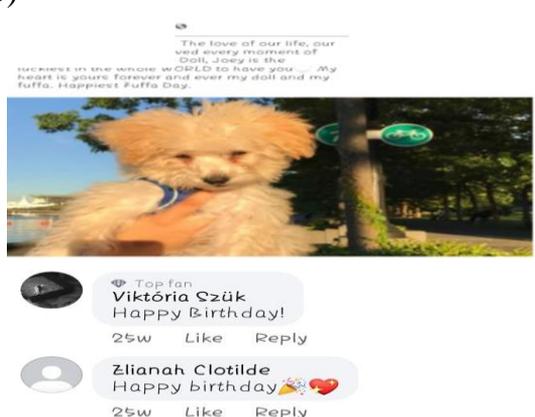


Figure (3)

This post consists of a photo with some words written under it: "Happy Birthday Joey♥ The love of our life, our gift from heaven. I've loved every moment of loving you my fuffa. My Doll, Joey is the luckiest in the whole WORLD to have you♥ My heart is yours forever and ever my doll and my fuffa. Happiest Fuffa Day." The locutionary act of this post focuses on the poster's feeling and wishes to her dog named Joey, describing it as "the love of our life" and "our gift from heaven." The term "fuffa" is used as a term of endearment. The use of phrases like "I've loved every moment of loving you" and "My heart is yours forever and ever" indicate a strong emotional connection and affection towards the poster's dog "Joey".

In terms of illocutionary act, the post functions as an expressive act of love and birthday wishes for the dog. It aims to convey feelings of deep affection, love, and gratitude for the presence of the dog in the poster's life. The phrases "My Doll" and "Joey is the luckiest in the whole WORLD to have you" express admiration and a sense of privilege in having dog as a part of her life. The perlocutionary act of the post can be observed through the commenters' responses. The comments "Happy Birth day!" and "Happy birth day ♥" reflect birthday greetings and well wishes to the dog Joey. The use of heart emoji further emphasizes the warmth and sincerity of the responses. These comments contribute to the perlocutionary effect by conveying positive emotions, celebrating Joey's birthday, and expressing good wishes.

Dictums

Dictums are short statements that communicate a general truth, principle or something that someone believes in.

Post (4)

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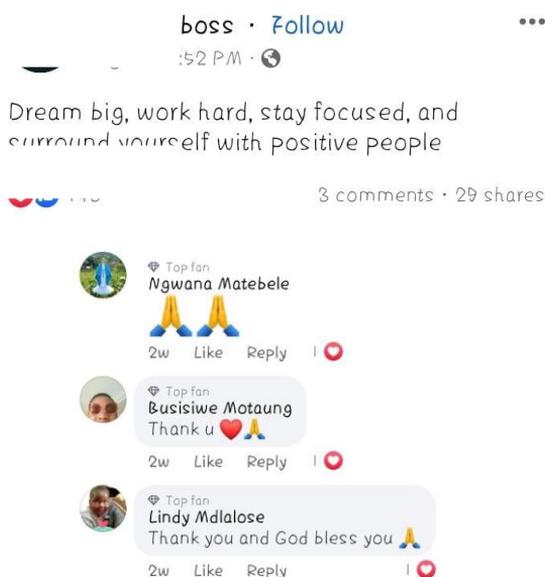


Figure (4)

In terms of SA, the post "*Dream big, work hard, stay focused, and surround yourself with positive people*" conveys a motivational message that encourages readers to adopt a proactive and optimistic approach to life. The *locutionary act* is manifested through the poster's expression of imperatives, urging the audience to take specific actions to achieve their goals. The *illocutionary act* of the post is *directive act*, delivering a clear set of instructions for personal growth and success to inspire and influence the readers to embrace a mindset of ambition, hard work, focus, and positivity. The poster aims to motivate the audience to pursue their dreams, put in dedicated effort, maintain concentration, and cultivate a supportive environment.

The *perlocutionary act* associated with this post depends on the commenters' responses and interpretations. In the first comment, "🙏🙏," the use of the emoji 🙏 conveys a sense of agreement and endorsement of the advice given in the post. The

second comment, "Thank u ♥🙏," expresses gratitude and Conveys appreciation for the advice or sentiment. The third comment, "Thank you and God bless you 🙏" , conveys sincere appreciation for the advice and also wishing well for the poster who shared the advice.

Comics

Comic posts are visual content that utilize a combination of images and text or mere text to convey ideas, often with a touch of humor. They can address various subjects, including complex issues, presented in a light-hearted manner to engage and entertain audiences.

Post (5)



Figure (5)

The post consists of a picture with some words written above. In the given post, the poster engages in a *locutionary act* by stating, "When life gives you too many tasks..., 🤦" which conveys the idea of being overwhelmed with tasks. The illocutionary act can be classified as an *assertive act*, as the poster expresses a viewpoint about the challenges posed by numerous tasks in life. The speaker is not directly requesting or advising anything, but rather asserting a sentiment.

The comments reflect the *perlocutionary* effect on the audience. The first comment, "Thanks for sharing your talent!" acknowledges the poster's expression, possibly implying appreciation for the relatable content. The second comment, "This comic perfectly captures the chaos of daily life. Relatable!"

highlights how the post resonates with the commenter's own experiences and perceptions of daily life's challenges.

Quick review of discussion

Throughout this paper, the language used on Facebook demonstrates its role as a means of social engagement. The analysis initially highlights how individuals on social media employ language to fulfill diverse purposes. It serves as a platform for expressing users' thoughts, engagements, and moments. Nevertheless, each user showcases a unique style of expression; some employ humor or citations, while others rely on their own words to convey their emotions.

Through examining the data using Searle's Speech Act (SA) framework, it becomes evident that assertive speech acts are the most commonly employed type within Facebook social posts. This predominance occurs when a post is explicitly perceived as a straightforward statement or description of something. Users frequently share what they know or believe to be factual. Consequently, the majority of social posts content can be categorized as assertives.

However, an observation emerges: people tend to indirect speech acts more frequently than direct ones. In essence, the intended meaning often transcends the literal words spoken, relying on implied meaning. As a result, these posts prompt others to take specific actions, which may manifest through indirect commands or requests.

These findings shed light on the adaptability of these pragmatic tools in facilitating various communicative functions within Facebook social posts, including, declarative, assertive, expressive, and directive.

Conclusion

In this research, the researcher explores the intricate world of Facebook social posts through the lens of Searle's Speech Act Theory. Facebook, as a predominant social networking site, serves as a vibrant platform for various types of communicative

acts, ranging from personal expressions to motivational messages. By applying Searle's framework, the researcher uncovers the nuanced layers of meaning and intention inherent in these digital interactions.

The analysis revealed the prevalence of assertive speech acts, where users predominantly share factual information, experiences, or opinions. However, a notable trend surfaced: indirect speech acts were more common than direct ones. Users frequently employed implied meanings, encouraging specific actions or responses from their audience.

Through the application of Searle's framework, the researcher discerned the diverse communicative functions of Facebook social posts. Directives guided actions, assertions conveyed facts or opinions, expressives shared emotions, and declarations altered states of affairs. The comments section further exemplified the perlocutionary effects, showcasing how these posts influenced emotions, elicited gratitude, or fostered a sense of relatability among readers.

This research not only deepens understanding of digital communication but also underscores the adaptability of Speech Act Theory in deciphering the complexities of online interactions. The amalgamation of linguistic theory and digital discourse analysis provides valuable insights into the multifaceted roles of language in the digital age. As social media continues to evolve, further exploration into the diverse speech acts and their impacts on virtual communities is imperative, offering a continuous glimpse into the evolving landscape of digital communication.

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