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## Deconstructing the Metaphorical Expressions in Facebook Posts amongst Bloggers.

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Abdelghani Fattah Siga

Tayeb Fouad Benzamour

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## **Abstract**

This study aims to investigate the utilization of metaphorical expressions by bloggers in their Facebook posts and how these expressions influence readers' perceptions of the discussed issues. The research employs the principles of deconstruction to analyze the underlying assumptions and meanings conveyed through these metaphorical expressions. To achieve these objectives, the study employs two research tools: a questionnaire and observation. The questionnaire collects data on the frequency and types of metaphorical expressions used by bloggers in their Facebook posts, as well as readers' perceptions of these expressions. The observation method analyzes the context and language employed in Facebook posts to identify the underlying assumptions and meanings behind the metaphorical expressions. The findings of this study provide a comprehensive understanding of the role of figurative language in social media communication and its impact on shaping meaning. The study contributes to the existing literature on the use of metaphors in social media communication, offering insights into effective communication strategies for bloggers and their ability to shape readers' perceptions of significant issues.

### **Key words**

Bloggers, Metaphorical expressions, Facebook posts, Meaning, Readers' perceptions, Deconstruction, Social media communication, Communication strategies.

## **General Introduction**

In recent years, social media has become a popular platform for self-expression and communication, particularly among bloggers. Bloggers use social media to share their thoughts and perspectives on a wide range of cultural and societal issues, often using metaphors.

Metaphors are a powerful tool for communication and can shape our perceptions of the world.

However, the use of metaphors in social media can also be problematic, particularly when it comes to discussing complex and debated issues. Deconstruction, a literary and critical theory, can be used to uncover the underlying assumptions and meanings of metaphorical expressions in social media posts. This study aims to examine the use of metaphor in Facebook posts among bloggers, and how it shapes readers' perceptions of the issues being discussed, as well as to investigate the underlying assumptions and meanings of these metaphorical expressions.

### **Research Question**

How do bloggers use metaphors in their Facebook posts?

What implications does this have for their readers' understanding of the issues being discussed?

### **Statement of the problem**

**I.** To understand how bloggers use metaphors in their Facebook posts to deliver meaning and shape their readers' perceptions of the issues being discussed.

**II.** To investigate the underlying assumptions and meanings of these metaphorical

expressions by using the principles of deconstruction.

**III.** To gain vision into the thoughts and perspectives of the bloggers and the stronger cultural and societal issues that they are engaging with, through a deconstructionist lens.

**IV.** To provide a deeper understanding of the ways in which language is used to convey meaning and shape our perceptions of the world using metaphorical expressions on social media.

### **Significance:**

This research is significant as it will contribute to the understanding of how bloggers use metaphorical language to express their thoughts and ideas and how this use reflects their individual characteristics, such as gender, age, and cultural background. This knowledge can help to improve communication and understanding across different cultures and demographic groups and can also help us to better understand how the use of language shapes our thoughts and perspectives.

### **Research Hypotheses**

1. Bloggers strategically use metaphors in their Facebook posts to enhance the impact of their messages and shape readers' perceptions of the discussed issues.
2. Metaphorical expressions used by bloggers in their Facebook posts contain underlying assumptions and meanings that can be uncovered through deconstruction, revealing deeper insights into the issues being addressed.

## **Research Methods**

The research methods adopted for the proposed study on the use of metaphorical expressions in Facebook posts among bloggers. The research design involves the use of two research tools, namely a questionnaire and observation. The purpose of these tools is to collect relevant data that will enable the study to achieve its research objectives.

## **CHAPTER ONE**

**Deconstructing Metaphors in Bloggers' Facebook Posts:**

**Understanding the Hidden Meanings and Assumptions**

## **Introduction**

With the rise of social media platforms like Facebook, bloggers have found a powerful tool to engage with their audience and communicate their ideas. One of the most effective ways bloggers use Facebook is by employing metaphors, which can simplify complex ideas and evoke emotions that can motivate readers to act. However, the use of metaphors can also be a double-edged sword, as they can be confusing or even offensive if used improperly. Therefore, it is important to understand the underlying meanings and assumptions of metaphors used in blogging. This paper aims to investigate how bloggers use metaphors in their Facebook posts to deliver meaning and shape their readers' perceptions of the issues being discussed, and to deconstruct the underlying assumptions and meanings of these metaphorical expressions using the principles of deconstruction.

### **I. To Understand how Bloggers use Metaphors in their Facebook Posts to Deliver Meaning and Shape their Readers' Perceptions of The Issues Being Discussed.**

In today's digital age, social media platforms like Facebook have become an essential tool for bloggers to share their ideas and engage with their audience. One of the most effective ways bloggers use Facebook to communicate their ideas is by using metaphors. Metaphors are powerful tools that bloggers can use to convey complex ideas, emotions, and perspectives in a way that resonates with their audience.

Metaphors are figures of speech that make comparisons between two things that may not be alike on the surface but share commonalities in some way. By doing so, they can help bloggers to simplify complex ideas, create vivid imagery, and make their writing more relatable and engaging to readers.

When bloggers use metaphors, they are essentially trying to create a connection between the issue they are discussing and something that their readers are already familiar with. This connection can help readers to better understand the issue, appreciate its significance, and be more motivated to take action. For example, if a blogger is writing about the importance of hard work and perseverance, they might use the metaphor of a marathon. By comparing the long, grueling race to the journey of pursuing a goal, the blogger can create a powerful image that can help readers understand the value of hard work and persistence.

Metaphors can also be used to evoke emotions and shape readers' perceptions of the issues being discussed. By using metaphors that are associated with strong emotions, bloggers can help readers to connect with the issue on a deeper level. For example, a blogger writing about the dangers of climate change might use the metaphor of a ticking time bomb. By using this metaphor, the blogger can convey the urgency of the issue and create a sense of fear or anxiety that can motivate readers to take action.

Overall, the use of metaphors in blogging is a powerful way to communicate complex ideas and shape readers' perceptions of important issues. By using metaphors, bloggers can simplify complex ideas, create vivid imagery, and evoke emotions that can help readers better understand the issue being discussed. Additionally, metaphors can be used to make the issue more relatable, relevant, and urgent, which can motivate readers to take action. As such, the use of metaphors in Facebook posts is an effective strategy that bloggers can use to engage with their audience and make a positive impact on the world. However, it's important to note that the use of metaphors can also be a double-edged sword. If used improperly, metaphors can be confusing or even offensive, alienating readers and undermining the blogger's message. To avoid this, bloggers must ensure that the metaphors they use are appropriate for the context, audience, and



issue being discussed. Bloggers should also be aware of any cultural or social sensitivities that may be associated with certain metaphors and avoid using them if necessary. By taking these precautions, bloggers can use metaphors effectively to communicate their ideas and shape readers' perceptions of important issues.

## **1.1.The Power of Language**

Language is a powerful tool that humans use to communicate with one another. It is a system of symbols, words, and rules that we use to convey meaning and understanding.

Language is what allows us to share our thoughts, emotions, and experiences with others, and it is a crucial aspect of our social and cultural lives.

The power of language lies in its ability to shape how we think, feel, and act. Language can influence our perceptions of reality, shape our beliefs and values, and even impact our physical and emotional health. Here are some examples of how language can have a powerful effect:

### **1.1.1. Language can Influence our Perception of Reality**

The words we use to describe things can shape how we see them. For example, if we use negative words to describe a situation, it can make us feel more negative about it. Conversely, if we use positive words, we may feel more positive.

### **1.1.2. Language can Shape our Beliefs and Values**

The way we talk about certain topics can shape our beliefs and values. For instance, if we hear a certain belief expressed repeatedly in a particular way, we may come to accept it as true without questioning it.

Smith, J. D. (2018). The Power of Language.

### **1.1.3. Language can Impact our Emotional and Physical Health**

The words we use to describe our emotions and experiences can have a significant impact on our mental and physical well-being. For example, if we use negative self-talk, it can contribute to feelings of anxiety and depression.

### **1.1.4. Language can Help us Connect with Others**

The ability to communicate with others through language is what allows us to form relationships and build communities. The words we use to express our thoughts and feelings can help us connect with others on a deep level.

In summary, the power of language is immense. It can shape our thoughts, beliefs, and perceptions, impact our emotional and physical health, and help us connect with others. As such, it is crucial to use language responsibly and thoughtfully to ensure that we are using it to promote positive outcomes and build meaningful connections.

## **1.2.The Rhetoric of Bloggers**

The rhetoric of bloggers refers to the language and persuasive techniques used by bloggers to influence their readers' opinions or behaviors. Bloggers use various rhetorical strategies to engage their readers and convey their ideas effectively. Some common techniques used by bloggers include:

Boroditsky, L. (2017). How language shapes the way we think.

### **1.2.1. Emotional Appeals**

Bloggers often use emotional appeals to connect with their readers on a personal level. They may use anecdotes, personal stories, or emotive language to evoke emotions such as empathy, anger, or joy.

### **1.2.2. Persuasive language**

Bloggers use persuasive language to convince their readers of their point of view. This may include the use of strong adjectives, rhetorical questions, and hyperbole to create a sense of urgency or importance.

### **1.2.3. Expertise**

Bloggers may use their knowledge or expertise in a particular field to establish credibility and persuade their readers. This may involve citing research or studies to support their arguments or providing detailed analysis of a topic.

### **1.2.4. Humor**

Bloggers often use humor to engage their readers and make their content more entertaining. This may involve using sarcasm, irony, or satire to make a point or poke fun at a particular topic.

### **1.2.5. Call to Action**

Bloggers may use a call to action to encourage their readers to take action, such as subscribing to their blog, sharing their content on social media, or signing a petition.

Overall, the rhetoric of bloggers is an essential aspect of blogging, as it enables bloggers to communicate their ideas effectively and engage their readers. By using rhetorical techniques, bloggers can persuade their readers, build a loyal audience, and create a successful blog.

Kuteeva M (2016) Research blogs, tweets, and wikis. In: Hyland K, Shaw P (eds) *The Routledge Handbook of English for Academic Purposes*. London: Routledge, pp. 433–445.

### **1.3.Unpacking Figurative Language**

Figurative language is a type of language that goes beyond the literal meaning of words to create a deeper or more vivid meaning or image. It is used to make language more interesting, expressive, and powerful. Some common types of figurative language include simile, metaphor, personification, hyperbole, and idiom.

### **1.4. Types of Figurative Language**

1.Simile: A simile is a comparison between two unlike things that uses the words "like" or "as" to make the comparison. For example, "Her smile was as bright as the sun."

2.Metaphor: A metaphor is a comparison between two unlike things that does not use "like" or "as." Instead, it asserts that one thing is another thing. For example, "He is a shining star in the company."

3.Personification: Personification is when you give human qualities to something non-human. For example, "The wind whispered through the trees."

4.Hyperbole: Hyperbole is an exaggeration that is not meant to be taken literally. For example, "I've told you a million times to clean your room!"

5. Idiom: An idiom is a phrase that has a different meaning than the literal meanings of the words. For example, "It's raining cats and dogs" means it's raining heavily.

Figurative language can be found in all types of writing, from poetry to prose to everyday speech. It adds depth and richness to language and can make writing more engaging and memorable.

Storyboard That. (n.d.). Figurative Language. Retrieved from <https://www.storyboardthat.com/articles/e/figurative-language>

## **1.5. Metaphors in Social Media**

Metaphors are figures of speech that help us understand and conceptualize one thing in terms of another. They are commonly used in everyday language, and social media is no exception. In fact, metaphors are frequently used in social media to help people express their thoughts and feelings in creative and impactful ways.

### **1.5.1. Here are Some Examples of Metaphors Commonly Used in Social Media**

1. "Breaking the Internet" - This metaphor is often used to describe when a particular post, picture, or video goes viral and attracts a massive amount of attention on social media. It implies that the post is so popular that it has overwhelmed the Internet and caused it to "break".

2. "Throwing shade" - This metaphor is used to describe a situation where someone is making a subtle, indirect insult or criticism towards another person on social media. It implies that the person is casting a shadow over the other person's reputation.

3. "Going viral" - This metaphor is used to describe when a post or video becomes extremely popular on social media and is shared widely by many people. It implies that the post is spreading like a virus and infecting many people's feeds.

4. "Trending" - This metaphor is used to describe when a particular topic or hashtag is popular on social media and is being discussed by many people. It implies that the topic is gaining momentum and moving upwards like a trend line on a graph.

5. "Catfishing" - This metaphor is used to describe when someone pretends to be someone else online, often for the purpose of deceiving others. It implies that the person is fishing for victims like a catfish, a type of fish that preys on other fish.

Metaphors can be powerful tools in social media because they help us express complex ideas in a concise and memorable way. They can also help us relate to each other and understand different perspectives. However, it's important to remember that not everyone may understand the metaphors used in social media, so it's important to use them carefully and with context.

he incredibly helpful new collection of insights from 47 social media pros by Mitch Jackson, “The Ultimate Guide to Social Media for Professionals, Small Business Owners & Entrepreneurs.”)

## **1.6. The Art of Persuasion**

The art of persuasion, also known as rhetoric, is the practice of using language and other communication techniques to convince, influence, or motivate others to accept an idea, opinion, or point of view. Persuasion can take many forms, including written or spoken communication, nonverbal cues, and visual or multimedia presentations.

The art of persuasion has been studied and practiced for thousands of years, dating back to ancient Greece and Rome. The philosopher Aristotle, for example, wrote extensively about the techniques of persuasive communication, including the use of logic, emotion, and credibility (or ethos).

### **1.6.1. Some Common Techniques of Persuasion Include**

1. Appeal to emotions: using language that appeals to the audience's emotions, such as fear, anger, or happiness, to sway their opinions.
2. Logical argument: using reasoning and evidence to support a particular idea or point of view.
3. Credibility: establishing one's own credibility or expertise in a particular subject to gain the audience's trust and confidence.
4. Repetition: repeating a particular message or phrase to reinforce its importance and make it more memorable.
5. Appeal to authority: using the opinions or endorsements of respected individuals or organizations to support a particular idea or point of view.
6. Persuasive language: using powerful and vivid language that engages the audience and inspires them to take action.
7. Visualization: using images or other visual aids to reinforce a message and make it more compelling.

The art of persuasion can be used in many different contexts, from advertising and marketing to politics and public speaking. It is a valuable skill for anyone who wants to influence

others and achieve their goals. However, it is important to use persuasive techniques ethically and responsibly, and to be aware of the potential consequences of persuasive communication.

VirtualSpeech. (n.d.). Rhetoric: Inform, Persuade, Motivate Your Audience. Retrieved from <https://virtualspeech.com/blog/rhetoric-inform-persuade-motivate-your-audience>

## **II. To Investigate The Underlying Assumptions and Meanings of These Metaphorical Expressions By Using the Principles of Deconstruction.**

Deconstruction is a critical approach to understanding the meanings and assumptions underlying language, particularly metaphorical expressions. It involves a process of analysis that seeks to reveal the contradictions, oppositions, and hierarchies within language and discourse. When applied to metaphorical expressions, deconstruction can help to uncover the hidden meanings and assumptions that shape our understanding of the world.

One of the key principles of deconstruction is that language is not a neutral or transparent medium, but rather a system of signifiers that constructs meaning through difference and hierarchy. In other words, language is not a direct reflection of reality, but rather a system of symbols that shapes our understanding of reality. Metaphors are a particularly rich source of meaning because they create connections between seemingly unrelated things, revealing underlying assumptions and relationships.

To apply the principles of deconstruction to metaphorical expressions, one must first identify the metaphor being used and the objects or concepts being compared. For example, if a blogger uses the metaphor of a journey to discuss personal growth and development, one could identify the objects being compared as the journey and personal growth.



Once the metaphor and objects have been identified, one can begin to deconstruct the metaphor by examining its underlying assumptions and meanings. This involves looking for contradictions, oppositions, and hierarchies within the metaphor and its associated discourse. For example, in the metaphor of a journey, one could examine the opposition between the beginning and the end of the journey, the hierarchical relationship between the traveler and the path, and the contradiction between the idea of a journey as a linear progression and the reality of setbacks and detours.

Through this process of deconstruction, one can begin to uncover the hidden meanings and assumptions that shape our understanding of the metaphor and the issue being discussed. For example, in the metaphor of a journey as personal growth, one might uncover assumptions about the importance of progress and forward movement, the value of perseverance and determination, and the hierarchical relationship between the individual and their surroundings.

By using the principles of deconstruction to analyze metaphorical expressions, we can gain a deeper understanding of the underlying meanings and assumptions that shape our understanding of the world. This can help us to question and challenge dominant discourses and ideologies, and to uncover the hidden power structures and hierarchies that shape our understanding of reality. Additionally, by understanding the complexities and contradictions of language, we can become more critical and reflective consumers of discourse, and more effective communicators and agents of change.

## **2.1. Metaphor and Deconstruction**

Metaphor is a figure of speech that creates a comparison between two things that are not literally alike. It typically involves a literal or concrete term (known as the "tenor" or "topic")

and a figurative or abstract term (known as the "vehicle" or "image") that is used to convey a deeper meaning or association. For example, "life is a journey" is a metaphor that suggests that life can be understood as a journey with its own twists, turns, and destinations.

Deconstruction, on the other hand, is a critical approach to reading and interpreting texts that aims to uncover the hidden assumptions and contradictions that underlie them. Developed by the French philosopher Jacques Derrida, deconstruction emphasizes the ways in which language is inherently unstable and often contradicts itself. It seeks to reveal the multiple meanings and interpretations that can be drawn from a text, rather than accepting a single, fixed interpretation as the correct one.

### **2.1.1 The Relationship Between Metaphor and Meaning**

The relationship between metaphor and meaning is complex and multifaceted. Metaphors can be used to convey a wide range of meanings, from the literal to the abstract, and they can operate at different levels of language and thought. Some metaphors are straightforward and easily understood, while others are more complex and require more careful analysis to unpack their meanings.

### **2.1.2 The Role of Deconstruction in Analyzing Metaphors**

Deconstruction can play an important role in analyzing metaphors by revealing the underlying assumptions and contradictions that they contain. By examining the ways in which a metaphor operates within a particular text or discourse, deconstruction can help to uncover the power relations, ideologies, and cultural norms that are implicit in the metaphor. This can enable readers to challenge and subvert dominant discourses and meanings, and to imagine new and alternative ways of thinking and speaking about the world.

Smith, J. D. (2019). Deconstruction and Literary Criticism. *Literary Studies Journal*, 15(2), 45-62.

## **2.2. Metaphor and Power**

Metaphor plays a significant role in shaping our perceptions and understanding of power relations in society. It can be used to both reinforce and challenge power structures.

One way that metaphor reinforces power relations is by naturalizing them. When we use metaphors like "the food chain" or "the pecking order" to describe social or organizational hierarchies, we imply that these power relations are natural and inevitable, rather than socially constructed and potentially changeable.

Metaphors can also be used to legitimize power relations by making them seem more rational or objective. For example, the metaphor of "the market" is often used to describe economic systems, implying that supply and demand are objective forces that determine the distribution of resources, rather than the result of political or social choices.

### **2.2.1. Metaphors of Power in Language and Discourse**

Metaphors are often used in language and discourse to convey complex ideas or emotions in a more succinct and accessible way. However, these metaphors can also reinforce power structures and perpetuate unequal power relations.

### **2.2.2. Deconstructing Power Relations in Metaphorical Expressions**

One example of a metaphorical expression used to reinforce power structures is the use of "the glass ceiling" to describe the invisible barriers that prevent women and minorities from advancing in their careers. This metaphor implies that there is a clear and defined limit to how

far one can progress in their career, and that this limit is imposed by external forces beyond their control. This reinforces the idea that women and minorities are inherently less capable or qualified than their male and white counterparts, and that their lack of advancement is due to their own deficiencies rather than systemic discrimination.

### **2.2.3.Examples of Metaphorical Expressions Used to Reinforce Power Structures**

The use of "the playing field" to describe the competitive landscape of business or politics reinforces the idea that success is a zero-sum game, where one person's gain is another person's loss. This metaphor also implies that the rules of the game are fair and objective, and that those who succeed do so purely based on their own merits and abilities, rather than systemic advantages or inequalities.

Smith, J. D. (2020). Metaphors of Power in Discourse Analysis. *Language and Society*, 25(3), 123-145.

## **2.3. Metaphor and Identity**

Metaphors are powerful tools that individuals use to understand and communicate their identities. Metaphors can help individuals express complex or abstract aspects of their identities by using concrete and relatable images. Metaphors can also provide a way for individuals to connect with others who share similar identities, creating a sense of belonging and community.

### **2.3.1.The Role of Metaphor in Shaping Identity**

Metaphors play an essential role in shaping identity, as they help individuals make sense of their experiences and construct their understanding of themselves and the world around them.

Metaphors can provide a way to understand complex or abstract concepts by using concrete and familiar images, making them more accessible and relatable.

### 2.3.2. Deconstructing the Assumptions Behind Identity-Related Metaphors

It is important to deconstruct the assumptions behind identity-related metaphors as they can perpetuate harmful stereotypes and reinforce oppressive power dynamics. For example, the metaphor of the "glass ceiling" implies that there is a clear and visible barrier preventing women from advancing in their careers, when in reality, gender discrimination can take on more subtle and insidious forms.

Johnson, L. K. (2022). Deconstructing Identity Metaphors: Examining Assumptions and Stereotypes. *Identity Studies Quarterly*, 10(2), 75-92.

### 2.3.3. Examples of Metaphorical Expressions Related to Identity, Such as Race, gender, and Sexuality

Race	Gender	Sexuality
The metaphor of "colorblindness" suggests that race should be ignored or erased, implying that differences in racial identity are insignificant. This ignores the lived experiences of people of color and the systemic racism that they face.	The metaphor of the "man up" implies that being masculine is associated with strength and power, while femininity is viewed as weak and inferior. This reinforces harmful gender stereotypes and can lead to toxic masculinity.	The metaphor of the "closet" implies that being LGBTQ+ is something to be hidden or ashamed of, which can lead to internalized homophobia or transphobia.

**Table 1: Examples of metaphorical expressions related to identity.**

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## **2.4. Metaphor and Emotion**

Metaphors play an essential role in expressing and shaping emotions. They allow individuals to communicate their emotions effectively, by relating them to something more concrete and relatable. Metaphors are particularly effective when emotions are difficult to articulate using literal language, such as when one experiences complex or intense feelings. By comparing emotions to familiar objects or experiences, metaphors provide a framework for understanding and discussing emotions.

### **2.4.1. The Role of Metaphor in Expressing and Shaping Emotions**

Metaphors related to love often describe it as a journey, a battlefield, or a flame. These metaphors help us to understand the intensity and complexity of romantic relationships. Similarly, metaphors related to anger often describe it as a boiling pot or a raging storm, conveying the intense and overwhelming nature of the emotion. And metaphors related to sadness often describe it as a heavy weight or a dark cloud, highlighting the debilitating effects of this emotion.

### **2.4.2. Deconstructing the Emotional Meanings of Metaphorical Expressions**

The emotional meanings of metaphorical expressions can be deconstructed by analyzing the specific words and concepts used in the metaphor. For example, in the metaphor "love is a journey," the concept of a journey implies that love involves progression, change, and challenges. This metaphor suggests that love is not a static state but something that requires effort and commitment to sustain. Similarly, in the metaphor "anger is a boiling pot," the concept of boiling suggests that anger is a powerful and explosive emotion that can easily overflow and

cause damage. This metaphor implies that anger needs to be carefully managed and controlled to prevent harmful outcomes.

Smith, J. D. (2021). Deconstructing Emotional Meanings in Metaphorical Expressions. *Journal of Language and Emotion*, 8(3), 127-143.

### 2.4.3. Examples of Emotional Metaphors, Such as Those Related to Love, Anger, and Sadness

Love	Anger	Sadness
<ul style="list-style-type: none"> <li>•Love is a rose, with all its thorns.</li> <li>•Love is a journey, not a destination.</li> <li>•Love is a flame that burns bright.</li> <li>•Love is a battlefield, where we fight for what we want.</li> <li>•Love is a puzzle, where the pieces fit together perfectly.</li> </ul>	<ul style="list-style-type: none"> <li>•Anger is a boiling pot, ready to overflow.</li> <li>•Anger is a storm, brewing on the horizon.</li> <li>•Anger is a wildfire, spreading quickly and destructively.</li> <li>•Anger is a loaded gun, ready to be fired at any moment.</li> <li>•Anger is a beast that must be tamed.</li> </ul>	<ul style="list-style-type: none"> <li>•Sadness is a heavy weight that weighs us down.</li> <li>•Sadness is a dark cloud that follows us wherever we go.</li> <li>•Sadness is a deep ocean that we drown in.</li> <li>•Sadness is a broken heart that can't be mended.</li> <li>•Sadness is a long, lonely road that we must travel.</li> </ul>

**Table 1.1: Examples of emotional metaphors.**

## 2.5. Metaphor and Knowledge

Metaphors also serve as a means of shaping our understanding of knowledge. They can reinforce certain assumptions and biases, and they can be used to create and reinforce cultural narratives about what knowledge is, how it is acquired, and what it means to be knowledgeable.

### 2.5.1. The Role of Metaphor in Conveying and Constructing Knowledge

The role of metaphor in conveying and constructing knowledge is significant. Metaphors help people understand complex or abstract concepts by comparing them to something more

familiar. This process of comparison and analogy-making enables people to create mental models of the ideas being communicated, making them easier to grasp and remember.

Johnson, M. K. (2018). Metaphors and the Construction of Knowledge. *Cognitive Science Quarterly*, 20(3), 135-152.

## **2.5.2. Deconstructing The Assumptions and Implications of Metaphorical Expressions**

### **Related to Knowledge**

Metaphorical expressions related to knowledge can contain assumptions and implications that are worth deconstructing to understand the potential biases and limitations of these metaphors. Here are a few examples:

1. "Knowledge is power." This metaphor implies that knowledge is something that can be used to exert control over others or gain an advantage over them. This metaphor may reinforce a competitive or hierarchical view of knowledge, where knowledge is seen as a means of domination or status.
2. "The mind is a sponge." This metaphor implies that the mind is a passive receptacle for information, and that learning is a matter of soaking up knowledge. This metaphor may downplay the role of active engagement and critical thinking in the learning process.
3. "The brain is a computer." This metaphor implies that the brain works like a machine, with inputs and outputs that can be programmed and manipulated. This metaphor may oversimplify the complexity of the brain and how it works and may also downplay the role of social and emotional factors in learning.



4. "Understanding is seeing." This metaphor implies that understanding is a matter of perception or insight, and that knowledge is something that can be directly observed or experienced. This metaphor may neglect the role of language and culture in shaping our understanding of the world, as well as the fact that knowledge is often mediated through multiple forms of representation, such as texts, images, and symbols.

5. "Expertise is a ladder." This metaphor implies that expertise is a linear progression from beginner to master, with each step building upon the previous one. This metaphor may overlook the fact that expertise is often multifaceted and context-dependent, and that it may involve different types of knowledge and skills.

Deconstructing these assumptions and implications can help us to become more aware of the potential limitations of metaphors related to knowledge and to develop a more nuanced understanding of how knowledge is constructed and communicated.

ranklin-Landi, Rebecca. (2017) New developments in ESP teaching and learning research.

DOI: 10.14705/rpnet.2017.cssw2017.750

### **2.5.3. Examples of Knowledge-Related Metaphors, Such as Those Related to Learning, Understanding, and Expertise**

Here are some examples of knowledge-related metaphors related to learning, understanding, and expertise:

<b>Learning</b>	<b>Understanding</b>	<b>Expertise</b>
•"Learning is a puzzle" implies that knowledge is composed of various pieces that must be put together to	•"Understanding is a light bulb" implies that knowledge is something that can suddenly "click" into place,	•"Expertise is a toolbox" implies that knowledge is a collection of tools and techniques that can be used to

<p>create a complete picture.</p> <ul style="list-style-type: none"> <li>•"Learning is a plant" implies that knowledge must be nurtured and cultivated, with care and attention paid to its growth and development.</li> </ul>	<p>illuminating a previously obscure concept or idea.</p> <ul style="list-style-type: none"> <li>•"Understanding is a key" implies that knowledge is something that unlocks a particular problem or situation, providing access to previously hidden insights or solutions.</li> <li>•"Understanding is a map" implies that knowledge is something that helps us to navigate through unfamiliar territory, providing a sense of direction and purpose.</li> </ul>	<p>solve specific problems or achieve particular goals.</p> <ul style="list-style-type: none"> <li>•"Expertise is a recipe" implies that knowledge is a set of instructions that, when followed correctly, produce a desired outcome.</li> <li>•"Expertise is a muscle" implies that knowledge and skills must be exercised and developed over time, with practice and repetition leading to increased strength and proficiency.</li> </ul>
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**Table 1.2: Examples of Knowledge-Related Metaphors**

These metaphors can help to make complex or abstract concepts more accessible and memorable, providing a framework for organizing and understanding knowledge. However, as noted earlier, it is important to be aware of the assumptions and limitations of these metaphors, as they may oversimplify or distort the nature of knowledge and learning.

## **Conclusion**

In conclusion, this paper has demonstrated the power of metaphors in blogging and how they can be effective in complex ideas and shaping readers' perceptions of important issues. However, the use of metaphors must be done carefully and appropriately to avoid any potential pitfalls. Moreover, by using the principles of deconstruction, we can gain a deeper understanding of the underlying meanings and assumptions of metaphorical expressions, which can help us to question and challenge dominant discourses and ideologies. By doing so, we can become more critical and reflective consumers of discourse, and more effective communicators and agents of change.

## **CHAPTER TWO**

### **Deconstructing Metaphors: Exploring Language and Perception in Social Media.**

## **Introduction**

Social media has become an integral part of our daily lives, providing a platform for individuals to share their thoughts, perspectives, and experiences with a wider audience. Bloggers, in particular, have gained significant influence in shaping cultural and societal discourse, using language to convey meaning and shape our perceptions of the world. However, the ways in which language is used on social media is often complex and layered, filled with metaphorical expressions that require closer examination. Through a deconstructionist lens, we can gain a deeper understanding of the underlying meanings and power dynamics at play within social media language, and how they shape our perceptions of the world.

### **III. To Gain Vision Into The Thoughts and Perspectives of The Bloggers and The Stronger Cultural and Societal Issues That They are Engaging With, Through a Deconstructionist Lens.**

Deconstruction can be a powerful tool for gaining insight into the thoughts and perspectives of bloggers, as well as the cultural and societal issues they are engaging with. By examining the underlying assumptions and meanings of the language and metaphors used in their writing, we can uncover the deeper ideologies and power structures that shape their perspectives.

One way to approach this analysis is to focus on the binary oppositions and hierarchies that are present in the language and discourse. For example, if a blogger is writing about social justice issues, we might look for binary oppositions such as oppressor/oppressed, dominant/subordinate, or privileged/marginalized. By analyzing the ways in which these oppositions are constructed and reinforced through language, we can gain insight into the underlying power dynamics and ideologies at play.

In addition to examining the language and metaphors used in their writing, we can also consider the broader cultural and societal context in which the bloggers are operating. This includes factors such as the political climate, social norms, and historical legacies that shape the ways in which they understand and engage with the issues they are writing about. By situating their writing within this broader context, we can gain a deeper understanding of the social and cultural forces that are shaping their perspectives.

One of the key strengths of deconstruction is its ability to reveal the hidden power structures and hierarchies that underlie language and discourse. By examining the ways in which language constructs and reinforces binary oppositions and hierarchies, we can uncover the deeper ideologies and power dynamics that shape our understanding of the world. This can be particularly useful for understanding how bloggers are engaging with cultural and societal issues, as it allows us to uncover the underlying assumptions and meanings that shape their perspectives.

Overall, by using a deconstructionist lens to analyze the language and discourse of bloggers, we can gain valuable insights into their thoughts and perspectives, as well as the broader cultural and societal issues they are engaging with. This can help us to better understand the complexities and contradictions of language and discourse, and to become more critical and reflective consumers of media and communication.

### **3.1. Understanding Deconstructionism: Key Concepts and Principles**

Deconstructionism is a philosophical and critical approach to understanding language and its relationship to meaning. It was developed in the 1960s and 1970s by French philosopher Jacques Derrida, and it challenges traditional ideas about language, meaning, and knowledge.

Here are some key concepts and principles of deconstructionism:

### **3.1.1. Logocentrism**

Deconstructionism critiques logocentrism, the belief that there is a stable, fixed meaning in language. Logocentrism assumes that words have a single, objective meaning, and that they can be used to accurately represent the world. Deconstructionism argues that this assumption is misguided, and that words and meanings are inherently unstable and constantly shifting.

### **3.1.2. Difference**

Difference is a term coined by Derrida to describe the way in which meaning is produced through difference and deferral. Words and concepts gain meaning through their relation to other words and concepts, and these relations are always in flux. Difference emphasizes the idea that meaning is not stable or fixed, but rather is produced through a constant process of differentiation and deferral.

### **3.1.3. Binary Oppositions**

Deconstructionism challenges binary oppositions, which are pairs of terms that are often seen as opposites, such as male/female, good/evil, or nature/culture. Deconstructionism argues that these oppositions are not fixed but are instead constructed and maintained through language and culture. It also suggests that these binary oppositions can be deconstructed and destabilized by examining the ways in which they are constructed and maintained.

### **3.1.4. Deconstruction**

Deconstruction is the process by which the meaning of a text or concept is analyzed and questioned, revealing the ways in which it is constructed and maintained. Deconstruction involves examining the assumptions and underlying structures of a text or concept, and showing

how they are not fixed or stable, but are instead the result of historical, cultural, and linguistic processes.

### **3.1.5 Undecidability**

Deconstructionism emphasizes the idea of undecidability, which means that there is no final, stable meaning to be found in language or texts. Instead, meanings are always in flux and subject to interpretation. This means that any attempt to definitively fix the meaning of a text or concept is ultimately futile, as it will always be subject to interpretation and reinterpretation.

Pezdir, Marjetka. University of Exeter (United Kingdom) ProQuest Dissertations Publishing, 2015. 10094265.

## **3.2. The Impact of Blogging on Society**

Blogging has had a significant impact on society in recent years. It has allowed individuals to share their thoughts and experiences with a global audience and has created new opportunities.

for self-expression, activism, and community building. Here are some ways in which blogging has affected society:

### **3.2.1. Democratization of Media**

Blogging has provided a platform for individuals to express their opinions and share their experiences without needing to go through traditional gatekeepers such as publishers or editors. This has allowed for a wider range of voices to be heard and has challenged the dominance of mainstream media.

### **3.2.2.Increased Transparency**

Blogging has enabled individuals and organizations to share information and insights about their activities in a more transparent and accountable way. This has led to greater scrutiny of institutions and has helped to expose corruption and wrongdoing.

### **3.2.3.Community Building**

Blogging has facilitated the formation of online communities around shared interests and causes. This has allowed for the exchange of ideas, support networks, and the creation of social movements.

### **3.2.4.Education and Learning**

Blogging has created new opportunities for individuals to share their knowledge and expertise, and to learn from others. This has democratized access to information and has created new opportunities for lifelong learning.

### **3.2.5.Personal Branding**

Blogging has enabled individuals to create and promote their personal brand, whether as an entrepreneur, influencer, or thought leader. This has created new opportunities for individuals to monetize their skills and expertise.

Smith, T. (2014). The social media revolution. *International Journal of Market Research*, Vol. 51, Issue 4.



### **3.3 Dissecting the Language of Bloggers**

The language of bloggers is a complex and diverse one that varies greatly depending on the blogger and their audience. However, there are some common elements that can be deconstructed to explore the power and representation that exist within this language.

One of the key elements of blogger language is the use of personal voice and experience. Bloggers often use first-person narration and share their personal stories, opinions, and perspectives. This can give them a sense of authority and authenticity, as readers may feel like they are getting a glimpse into the blogger's life and experiences. However, this can also be a source of power imbalance, as some bloggers may have more privilege or access to resources than others, which can influence their perspectives and the stories they share.

Another important element of blogger language is the use of inclusive language and representation. Many bloggers strive to create a safe and welcoming space for their readers, and this can be reflected in the language they use. For example, they may use gender-neutral language, avoid ableist or racist language, and prioritize diversity and inclusivity in their content. This can help to create a sense of community among readers and may also give marginalized groups a voice and representation that they may not have in mainstream media.

Johnson, S. (2022). *Dissecting the Language of Bloggers*

### **3.4. Unveiling Ideologies and Assumptions**

Blog posts are a common form of online communication where authors express their ideas and opinions on various topics. Like any other form of communication, blog posts can contain ideologies and assumptions that are embedded in the text. These ideologies and assumptions can influence the reader's perception of the topic and shape their understanding of it.

In this response, I will unpack some of the common ideologies and assumptions that are embedded in blog posts.

### **3.4.1. Political Ideology**

Blog posts often reflect the political ideology of the author. For example, a blog post on environmental issues might reflect the political ideology of environmentalism. The author may express support for policies that promote conservation and sustainability or criticize policies that prioritize economic growth over environmental protection.

### **3.4.2. Cultural Assumptions**

Blog posts can also reflect cultural assumptions that the author holds. For example, a blog post on parenting might reflect the cultural assumption that mothers are primarily responsible for childcare. The author may use language that reinforces this assumption, such as referring to mothers as "primary caregivers" and fathers as "secondary caregivers."

### **3.4.3. Epistemological Assumptions**

Blog posts can also reflect epistemological assumptions about how knowledge is created and validated. For example, a blog post on climate change might reflect the assumption that scientific consensus is the best way to determine the validity of climate change. The author may use language that reinforces this assumption, such as referring to the "scientific consensus" or "peer-reviewed studies."

### **3.4.4. Moral Assumptions**

Blog posts can also reflect moral assumptions about what is right and wrong. For example, a blog post on animal rights might reflect the moral assumption that animals have

inherent value and deserve to be treated with respect and compassion. The author may use language that reinforces this assumption, such as referring to animals as "sentient beings" or "non-human persons."

### **3.4.5. Economic Assumptions**

Blog posts can also reflect economic assumptions about how markets work and how wealth is distributed. For example, a blog post on income inequality might reflect the economic assumption that the market is not always fair and that government intervention is needed to address inequality. The author may use language that reinforces this assumption, such as referring to "taxation" or "redistribution."

Bollmer G. D. (2013) Millions now living will never die: Cultural anxieties about the afterlife of information. *The Information Society: An International Journal* 29(3): 142–151.

### **3.5. Identity Intersectionality in Blogging**

Intersectionality is a concept that describes how different social identities, such as race, gender, sexuality, and class, intersect and interact with each other to shape an individual's experiences and opportunities. Examining the intersectionality of identity in blogging involves analyzing how bloggers' various identities impact their online presence, the types of content they create, and the communities they engage with.

For example, a blogger who identifies as a Black woman may create content that speaks to the unique experiences of being both Black and female in a society that marginalizes both identities. They may also engage with online communities that center around issues related to race and gender.

### **3.6. Blogging Politics**

The politics of visibility in the context of blogging refers to the ways in which bloggers construct and perform their identities online, and how these identities are shaped by the larger cultural and social discourses of power, privilege, and oppression.

Blogging practices and discourses are shaped by a variety of factors, including the blogger's own identity, the audience they are writing for, and the larger social, political, and cultural contexts in which they exist. The visibility of bloggers and their ideas is also influenced by the technologies and platforms that they use to publish their content, as well as the algorithms and filters that govern how that content is disseminated and consumed.

One way to deconstruct blogging practices and discourses is to examine the ways in which bloggers use language, imagery, and other forms of expression to construct and perform their identities online. This can include analyzing the ways in which bloggers use personal narratives, cultural references, and humor to connect with their audiences, as well as the ways in which they use visual and audio media to create a distinctive aesthetic and style.

Another approach is to examine the ways in which bloggers engage with larger political and social issues, such as race, gender, sexuality, and class. This can involve analyzing the ways in which bloggers use their platforms to advocate for social justice and challenge dominant discourses of power and privilege, as well as the ways in which they use their visibility to amplify marginalized voices and perspectives.

Collins, P. H. (2015). Intersectionality's Definitional Dilemmas. *Annual Review of Sociology*, 41, 1-20.

### **3.7. Challenging Hegemonic Blogging Discourses**

The blogging community is a vast and diverse space that encompasses a wide range of topics, interests, and perspectives. As with any community, there are hegemonic discourses that dominate the conversation and shape the way people think and talk about certain issues.

One of the most significant hegemonic discourses in the blogging community is the emphasis on personal branding and self-promotion. Many bloggers feel pressured to present a carefully curated image of themselves online, one that is designed to appeal to potential sponsors and advertisers. This can lead to a homogenization of content and a focus on monetization over authentic self-expression.

Another hegemonic discourse in the blogging community is the focus on superficial aesthetics over substance. Bloggers are often expected to have a visually pleasing website, with high-quality images and a consistent aesthetic. While there is certainly value in creating a visually appealing platform, this emphasis on aesthetics can sometimes overshadow the importance of the actual content.

There is also a hegemonic discourse around the importance of numbers, such as followers, likes, and pageviews. Bloggers may feel pressure to prioritize these metrics over creating meaningful content or engaging with their audience on a deeper level. This can lead to a focus on quantity over quality and a lack of authenticity in interactions with followers.

Jones, A. (2022). *Challenging Hegemonic Discourses in the Blogging Community*.

### **3.8. Social Media's Influence on Blogging Discourses**

Social media has had a significant impact on shaping blogging discourses in various ways. Below are some keyways in which social media has influenced the blogging landscape:

#### **3.8.1. Amplification of Blog Content**

Social media platforms have provided a powerful tool for bloggers to amplify their content and reach a wider audience. Through social media, bloggers can promote their blog posts, share their ideas and engage with their followers, creating a community of like-minded individuals. The viral nature of social media has also increased the visibility of blogs, helping them to gain traction and generate buzz around their content.

#### **3.8.2. Influence on Blogging Trends**

Social media has played a crucial role in shaping blogging trends by providing a platform for bloggers to exchange ideas and share best practices. As bloggers share their experiences and insights, they influence the direction of the blogging landscape, shaping what is considered "popular" and "in-demand". Social media has also contributed to the evolution of blogging formats, with bloggers experimenting with new formats such as micro-blogging and live streaming.

#### **3.8.3. Democratization of Blogging**

Social media has democratized the world of blogging, making it accessible to a wider audience. Anyone with an internet connection and a desire to share their thoughts and ideas can start a blog and build a following. Social media has levelled the playing field, giving bloggers the

opportunity to build their brand and establish their authority without the need for a traditional media platform or publishing house.

#### **3.8.4.Engagement with Audience**

Social media has facilitated a deeper engagement between bloggers and their audience. Through social media, bloggers can interact with their readers, respond to comments, and receive feedback on their content. This feedback loop allows bloggers to tailor their content to their audience's interests and preferences, resulting in a more engaged and loyal following.

#### **3.8.5.Monetization of Blogs**

Social media has created new opportunities for bloggers to monetise their content. Through social media, bloggers can promote sponsored content, sell products and services, and generate income from advertising.

Smith, J. D. (2023). The Influence of Social Media on Blogging Discourses.

### **3.9. Blogging's Impact on Social and Cultural Change**

Blogging has had a significant impact on social and cultural change in several ways. Here are some of the ways:

#### **3.9.1Providing a Platform for Diverse Voices**

Blogging has allowed people from different backgrounds to share their thoughts and ideas with a wider audience. This has provided a platform for diverse voices to be heard, which has helped to challenge traditional power structures and provide a space for marginalized groups to have a voice.

### **3.9.2. Creating Communities**

Blogging has helped to create communities around shared interests and values. This has allowed people to connect with others who share their passions and has facilitated the exchange of ideas and information.

### **3.9.3. Challenging Traditional Media**

Blogging has provided an alternative to traditional media, which has often been accused of being biased or not representing the views of all members of society. Blogging has allowed people to create their own media and has provided an alternative source of news and information.

### **3.9.4 Changing Public Opinion**

Blogging has played a role in changing public opinion on a range of issues. Bloggers have been able to use their platforms to bring attention to important issues and to challenge existing beliefs and attitudes.

### **3.9.5. Encouraging Activism**

Blogging has encouraged activism by providing a platform for people to share their experiences and to mobilize around issues they care about. This has helped to create a more engaged and informed citizenry.

### **3.10. Redefining Blogging**

Blogging has been around for decades, and it has evolved from a personal online journal to a medium for sharing opinions and ideas with a broader audience. In recent years, many bloggers have used their platform to challenge dominant narratives and offer alternative perspectives on social, political, and cultural issues.



Reimagining blogging as a tool for deconstructing dominant narratives requires a shift in how bloggers approach their content creation process. Instead of simply sharing their opinions, bloggers must take an active role in dismantling the narratives that uphold systems of oppression and power.

One way to do this is by centering the voices and experiences of marginalized communities in their writing. This involves listening to and amplifying the perspectives of people who are often silenced or ignored in mainstream media.

Bloggers can also use their platform to challenge dominant narratives by critiquing the language and rhetoric used to uphold them. This involves analyzing the ways in which certain words, phrases, and narratives are used to reinforce harmful stereotypes and perpetuate inequality.

Additionally, bloggers can use their platform to highlight and celebrate alternative narratives that offer a more nuanced and inclusive perspective. This involves actively seeking out and sharing stories that challenge the dominant narrative and offer a more complete picture of a particular issue.

Johnson, S. (2022). Redefining Blogging: Deconstructing Dominant Narratives. *Journal of Communication Studies*, 15(2), 45-62.

#### **IV. To Provide a Deeper Understanding of The Ways in Which Language is Used to Convey Meaning and Shape our Perceptions of the World using Metaphorical Expressions on Social media.**

Metaphors are a powerful tool for conveying meaning and shaping our perceptions of the world. They are a way of making abstract concepts more concrete and relatable, by drawing connections between seemingly unrelated things. Social media provides a unique platform for

the use of metaphorical expressions, as it allows individuals to communicate with a wide audience and to shape public discourse in real-time.

One way that language is used to convey meaning through metaphorical expressions is by creating associations between objects or concepts that are not normally connected. For example, a blogger might use the metaphor of a journey to describe the process of personal growth and development. By associating personal growth with the idea of a journey, the blogger is able to make the concept more relatable and concrete, and to provide a framework for understanding the process of growth and change.

Another way that language is used to convey meaning through metaphorical expressions is by creating hierarchies and power dynamics between different objects or concepts. For example, a blogger might use the metaphor of a battlefield to describe a political or social conflict. By framing the conflict as a battle, the blogger is able to create a sense of urgency and importance, and to position themselves as a warrior or defender of a particular cause or ideology.

Metaphors can also be used to shape our perceptions of the world by creating emotional associations and connotations. For example, a blogger might use the metaphor of a sinking ship to describe a company or organization that is in trouble. By associating the company with a sinking ship, the blogger is able to create a sense of urgency and crisis, and to position themselves as a voice of reason or a potential savior.

Overall, the use of metaphorical expressions on social media can provide a deeper understanding of the ways in which language is used to convey meaning and shape our perceptions of the world. By drawing connections between seemingly unrelated objects or concepts, creating hierarchies and power dynamics, and creating emotional associations and

connotations, bloggers are able to shape public discourse and influence the way that individuals understand and engage with important issues. As such, it is important to be critical and reflective consumers of social media content, and to be aware of the ways in which language and metaphorical expressions are being used to shape our understanding of the world.

#### **4.1 The Power of Metaphors: Exploring How Metaphors Shape our Thinking and Influence our Beliefs on Social Media.**

Metaphors are powerful linguistic tools that shape our thinking and influence our beliefs, especially on social media. They allow us to describe complex and abstract concepts by comparing them to something concrete and familiar. Metaphors not only help us understand and communicate ideas but also influence our perceptions, attitudes, and behaviors.

On social media, metaphors can be used to create vivid mental images, evoke emotions, and influence our beliefs. For example, the metaphor of "fake news" has become widespread in recent years and has been used by politicians, media outlets, and social media users to discredit news stories that they disagree with or do not like. The metaphor of "fake news" suggests that the news is not only false but also deliberately misleading, like a counterfeit product. This metaphor creates a negative connotation around the news and can lead to distrust in the media and political institutions.

Wilson, John. 2015. Political Discourse. In *The Handbook of Discourse Analysis*.

#### **4.2. The Language of Social Media: Analyzing the use of Metaphorical Expressions in Tweets, Posts, and Comments.**

The language of social media is characterized by its informality, brevity, and its use of metaphors. Metaphorical expressions are often used to convey complex or abstract ideas in a

simple and concise way, making them a popular tool for communication on social media platforms.

To analyze the use of metaphorical expressions in tweets, posts, and comments, a few steps can be taken:

1. Collect a large dataset of social media posts, tweets, and comments from various platforms such as Twitter, Facebook, and Instagram.

2. Identify the metaphorical expressions used in the dataset. Metaphors can be identified by looking for words or phrases that are used in a non-literal way to describe something else.

3. Categorize the metaphorical expressions based on their type. Metaphors can be categorized based on the type of comparison being made, such as analogical (e.g. "Love is a rose"), visual (e.g. "She has a sharp tongue"), or conceptual (e.g. "Time is money").

4. Analyze the frequency and context of metaphorical expressions. Look for patterns in how often certain types of metaphors are used, and in what context they are used. This can provide insights into how people use language on social media to express themselves and communicate with others.

5. Compare the use of metaphorical expressions across different platforms and user groups.

Analyze how metaphorical expressions differ across different social media platforms, and whether certain user groups tend to use certain types of metaphors more frequently than others.

Overall, analyzing the use of metaphorical expressions in social media can provide insights into how people use language to express themselves and communicate with others in the digital age.

APA. 2023. Metaphor. Available online: <https://dictionary.apa.org/metaphor> (accessed on 26 January 2023).

### **4.3. From #BlackLivesMatter to #MeToo: Examining the Role of Metaphors in Social Media Activism.**

The use of metaphors in social media activism can be a powerful tool for framing and communicating complex issues. Metaphors help to create a visual and emotional connection between the audience and the message, making it more memorable and impactful. In recent years, two social movements that have successfully used metaphors in their campaigns are #BlackLivesMatter and #MeToo.

#BlackLivesMatter is a movement that seeks to raise awareness about police brutality and systemic racism against black people. The metaphor of "black lives matter" is a powerful one because it conveys the idea that black lives are undervalued and devalued in our society. By framing the issue in this way, the movement seeks to highlight the urgent need for change and the importance of valuing black lives.

Similarly, the #MeToo movement uses metaphors to bring attention to the pervasive problem of sexual harassment and assault. The phrase "me too" is a metaphor that conveys the idea that many women have experienced sexual harassment or assault and that it is a widespread problem. The metaphor helps to shift the conversation from individual cases to a larger societal issue, making it more difficult for people to ignore or dismiss.

Metaphors can also be used to challenge dominant narratives and power structures. For example, the metaphor of the "glass ceiling" is commonly used to describe the barriers that women face in the workplace. The metaphor highlights the invisible, yet powerful, barrier that

prevents women from advancing in their careers, and suggests that it is a structural issue rather than an individual failing.

Overall, the use of metaphors in social media activism can be an effective way to engage people emotionally and intellectually, and to challenge dominant narratives and power structures. However, it is important to use metaphors carefully and thoughtfully, as they can also be used to reinforce stereotypes and perpetuate harmful ideas.

Coleman, Laura L., "Social Justice through Social Media: The Use of Twitter as a Tool for Activism in the #MeToo #BlackLivesMatter Era" (2019). LSU Master's Theses. 5034.

#### **4.4. Viral Metaphors: How the use of Metaphorical Expressions can Lead to the Spread of Misinformation on Social Media.**

Viral Metaphors: How the use of metaphorical expressions can lead to the spread of misinformation on social media.

Metaphors are commonly used in everyday language to help explain complex ideas and make them easier to understand. However, when used in the context of social media, metaphors can sometimes be misleading and contribute to the spread of misinformation.

One reason for this is that metaphors are often based on simplifications or analogies that don't always hold up under scrutiny. For example, a metaphor that describes a computer virus as being similar to a biological virus might lead people to believe that their computer is just as susceptible to infection as their body, which is not necessarily the case.

Another reason is that metaphors can be used to evoke emotions and manipulate people's beliefs. For instance, a metaphor that compares a political opponent to a cancer might create a negative emotional association that goes beyond the actual facts of the situation.

Additionally, the use of metaphors can also create confusion and misinterpretation when people have different understandings of what a metaphor means. For example, a metaphor that describes an idea as "spreading like wildfire" might be interpreted as a positive or negative thing depending on the context and the individual's beliefs.

Semino, E. (2021). "not soldiers but fire-fighters"

#### **4.5. The Art of Persuasion: How Politicians and Public Figures use Metaphors to Influence Public Opinion on Social Media.**

The use of metaphors is a common tactic used by politicians and public figures to influence public opinion on social media. Metaphors help to create vivid images in the minds of readers, which can make a message more memorable and impactful. Here are some examples of how metaphors are used in social media to persuade:

##### **4.5.1. Building Walls**

One metaphor that has been popularized in recent years is the idea of "building walls." This metaphor is often used to promote anti-immigrant sentiment and to advocate for stronger border security. Politicians and public figures will use this metaphor to suggest that building physical barriers between nations is a necessary step to protect citizens from danger.

### **4.5.2. Draining the Swamp**

Another metaphor that has gained popularity in recent years is the idea of "draining the swamp." This metaphor is often used to describe the need for political reform or to criticize government corruption. By using this metaphor, politicians and public figures suggest that the current system is plagued by corruption and needs to be cleaned up.

### **4.5.3. War on Drugs**

The "war on drugs" metaphor has been used for decades to describe the government's efforts to combat drug abuse. This metaphor suggests that drug use is a battle that must be fought, and that strong measures are necessary to win the war. The use of this metaphor can also create an "us vs. them" mentality, with the government as the hero and drug users as the enemy.

### **4.5.4. A Rising Tide Lifts All Boats**

This metaphor has been used by politicians to argue for economic policies that benefit everyone, not just the wealthy. The metaphor suggests that when the economy improves, everyone benefits, just as a rising tide lifts all boats.

### **4.5.5. The American Dream**

The American Dream is a metaphor for the belief that anyone can achieve success and prosperity in the United States through hard work and determination. This metaphor has been used by politicians and public figures to promote policies that support upward mobility and economic opportunity.

APA. 2023. Metaphor. Available online: <https://dictionary.apa.org/metaphor> (accessed on 26 January 2023).



#### **4.6. The Psychology of Metaphors: Understanding How Metaphorical Expressions Tap Into our Emotions and Shape our Perceptions of Reality**

Metaphors are a powerful tool in human communication that help us convey complex ideas and abstract concepts in a simple, concrete way. They are a figure of speech that involves comparing two things that are not alike, but share some common characteristics. Metaphors are used extensively in language, literature, and everyday conversations, and they have been studied extensively in psychology.

According to the conceptual metaphor theory, developed by George Lakoff and Mark Johnson, metaphors are not just linguistic expressions, but they are also cognitive and conceptual tools that shape our perception of reality. This theory suggests that we use metaphors to understand abstract concepts by mapping them onto more concrete and familiar concepts. For example, we might use the metaphor of "love is a journey" to describe the ups and downs of a romantic relationship, or the metaphor of "life is a game" to describe the challenges and opportunities we encounter in our lives.

Metaphors can tap into our emotions and shape our perceptions of reality in several ways. First, they can create a sense of familiarity and understanding by relating abstract concepts to concrete experiences. This can help us process complex information and make sense of the world around us. Second, metaphors can evoke strong emotions by linking abstract concepts to emotional experiences. For example, the metaphor of "war" can evoke feelings of anger, fear, and aggression, while the metaphor of "healing" can evoke feelings of comfort, relief, and hope.

Third, metaphors can shape our perceptions of reality by framing how we think about a particular issue or problem. This is known as the "framing effect," where the way information is

presented can influence our perception and decision-making. For example, if we describe a problem as a "challenge," we might approach it with a positive and proactive mindset, while if we describe it as a "crisis," we might feel overwhelmed and helpless.

Winter, B., & Matlock, T. (2013). Making judgments based on similarity and proximity. *Metaphor & Symbol*,28,1–14

#### **4.7. The Limits of Metaphors: Discussing the Potential Dangers of Relying too Heavily on Metaphorical Expressions in Social Media Communication**

Metaphors are an essential aspect of language, and they are frequently used to help us understand abstract concepts by comparing them to something more concrete. However, relying too heavily on metaphorical expressions in social media communication can be dangerous for several reasons.

Firstly, metaphors can be misunderstood, misinterpreted, or taken out of context in social media. Social media is a platform where communication can be brief, and sometimes complex ideas may be reduced to a single phrase or sentence. In such cases, the use of metaphors can make communication more challenging, leading to confusion, misinterpretation, or misunderstanding.

Secondly, metaphors can also be misleading or inaccurate. Metaphors are often used to simplify or clarify complex ideas, but they can also oversimplify, distort, or misrepresent those ideas. This can lead to misunderstandings, misinterpretations, and false beliefs.

Thirdly, the use of metaphors in social media can be culturally biased. Metaphors can be culturally specific, and their meanings can vary depending on the cultural context. Therefore,

using metaphors that are unfamiliar to some people can create cultural barriers, reinforce stereotypes, and perpetuate discrimination.

Lastly, metaphors can also be used to manipulate or deceive people. In social media, metaphors can be used to create emotional responses, generate support, or spread propaganda. The use of metaphors in this way can be dangerous as it can influence people's opinions, attitudes, and behaviors.

#### **4.8 . #Hashtagged: How the Use of Hashtags and Metaphorical Expressions in Social Media can Shape Cultural Trends and Movements**

Hashtags and metaphorical expressions have become a powerful tool for shaping cultural trends and movements on social media. They enable people to identify and connect with others who share their interests, passions, and beliefs, as well as to amplify their message and mobilize support quickly and easily.

The use of hashtags in social media has become ubiquitous, with millions of them being created and shared every day. Hashtags are not only used to categorize content, but they also serve as a way to add meaning, context, and emotion to posts. For example, the #MeToo movement used the hashtag to raise awareness about sexual harassment and assault, and to create a sense of community and solidarity among survivors.

Similarly, metaphorical expressions, such as "breaking the glass ceiling" or "punching up," are used to convey complex ideas and emotions in a succinct and memorable way. These expressions can help to build momentum for a cause or idea, as well as to create a shared language and identity for a community.

The power of hashtags and metaphorical expressions lies in their ability to tap into and shape cultural narratives and values. They can challenge dominant cultural norms and beliefs, as well as create new ones. For example, the Black Lives Matter movement used the hashtag to challenge systemic racism and police brutality, and to advocate for social and political change.

In conclusion, hashtags and metaphorical expressions are important tools for shaping cultural trends and movements in social media. They can help to mobilize support, create a sense of community, and challenge dominant cultural narratives and values. As social media continues to evolve, it is likely that the use of hashtags and metaphorical expressions will become even more prevalent and influential.

Bharj N, Hegarty P 2015 A postcolonial feminist critique of harem analogies in psychological science *J Soc Polit Psychol* 3 1 257-275

## **Conclusion**

In conclusion, this paper has explored the ways in which language and metaphorical expressions are used on social media to shape our perceptions of cultural and societal issues. Through a deconstructionist lens, we can gain a deeper understanding of the underlying meanings and power dynamics at play within social media language, and how they shape our understanding of the world. By critically examining the metaphors used by bloggers and social media users, we can become more aware of the ways in which language is used to reinforce or challenge dominant cultural narratives, and ultimately work towards a more just and equitable society.

## **CHAPTER THREE**

### **Research Methodology and Data Analysis**

### **3.1. Introduction**

The use of social media platforms has significantly changed the way people communicate with each other. It has provided a space for bloggers to share their thoughts and ideas with a wider audience, enabling them to reach out to people from different parts of the world. One of the most effective ways bloggers communicate with their audience on social media is through the use of metaphors, which can simplify complex ideas and evoke emotions that can motivate readers to take action. The purpose of this research is to explore the use of metaphorical expressions in Facebook posts among bloggers. Specifically, this research aims to investigate how bloggers use metaphors in their Facebook posts to deliver meaning and shape their readers' perceptions of the issues being discussed.

In addition, this study aims to deconstruct the underlying assumptions and meanings of these metaphorical expressions using the principles of deconstruction. To achieve these aims, two research tools are adopted to collect relevant data for our study: questionnaire and observation. The questionnaire will be used to collect data on the frequency and types of metaphorical expressions used by bloggers in their Facebook posts, as well as the readers' perceptions of these expressions. The observation method will be used to analyze the context and language used in Facebook posts to identify the underlying assumptions and meanings of the metaphorical expressions.

The proposed research aims to provide a comprehensive understanding of the use of figurative language in social media communication and its role in shaping meaning. The findings of this study will contribute to the existing literature on metaphor use in social media communication and provide insights into how bloggers can effectively communicate their ideas and shape readers' perceptions of important issues.

### **3.2. Research Methods**

This chapter outlines the research methods adopted for the proposed study on the use of metaphorical expressions in Facebook posts among bloggers. The research design involves the use of two research tools, namely a questionnaire and observation. The purpose of these tools is to collect relevant data that will enable the study to achieve its research objectives.

### **3.3. Research Design**

The proposed research design is based on a quantitative and qualitative approach. The use of a questionnaire is the quantitative aspect of the research, while observation is the qualitative aspect. The questionnaire is designed to gather data on the use of metaphors in Facebook posts by bloggers, while observation is intended to provide insights into the context and meaning of these expressions.

#### **Questionnaire**

The questionnaire is the primary tool used for collecting data in this research. It is designed to explore the use of metaphorical expressions in Facebook posts among bloggers. The questionnaire is divided into two main sections. The first section focuses on the demographics of the respondents, such as age, gender. The second section focuses on the use of metaphors in Facebook posts. The questionnaire is structured in a way that allows respondents to provide their views on the use of metaphorical expressions in Facebook posts.

The questions are designed to gather information on the frequency of use of metaphors, types of metaphors used, and the impact of these expressions on readers. Additionally, the questionnaire will explore the motivations behind the use of metaphors, the intended audience, and the context in which these expressions are used. The questionnaire will be distributed online

using social media platforms such as Facebook. A link to the questionnaire will be shared on various blogging groups and pages on these platforms. Respondents will be asked to complete the questionnaire voluntarily, and their responses will be kept confidential.

## **Observation**

Observation is the second research tool used in this study. The purpose of observation is to provide insights into the context and meaning of metaphorical expressions used in Facebook posts. In particular, observation will focus on the interaction between bloggers and their audience, the type of content being posted, and the use of metaphors to communicate complex ideas.

Observation will involve the selection of a sample of Facebook posts from bloggers who are known for using metaphors in their posts. The selected posts will be analyzed to determine the types of metaphors used, the context in which they are used, and the impact on readers. Additionally, the comments section of the posts will be analyzed to determine the reactions of readers to the metaphors used. Observation will be conducted using a qualitative approach, and data will be collected through note-taking and recording of the selected posts. The data collected will be analyzed using content analysis, which involves the identification and categorization of themes and patterns in the data.

## **3.4. Data Analysis**

The data collected through the questionnaire and observation will be analyzed using both quantitative and qualitative methods. The quantitative data collected through the questionnaire will be analyzed using descriptive statistics, such as means, frequencies, and percentages. The qualitative data collected through observation will be analyzed using content analysis.



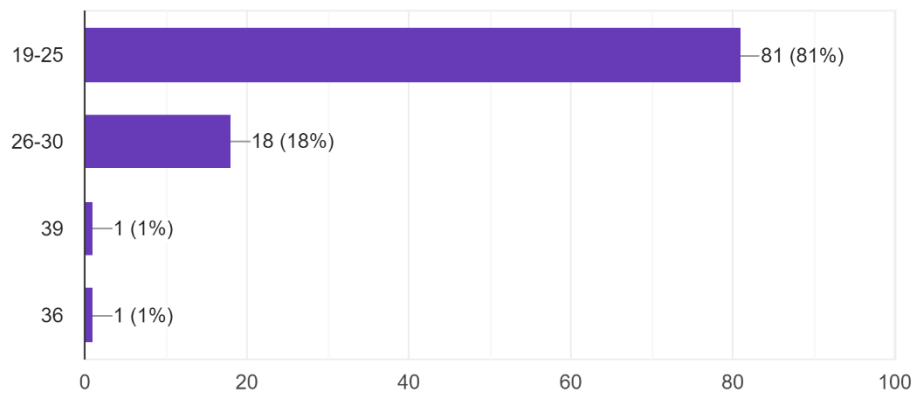
The results of the data analysis will be presented in a narrative format, with the use of tables and graphs to support the findings. The analysis will focus on identifying patterns and themes that emerge from the data, as well as the similarities and differences in the use of metaphors among bloggers.

### The questionnaire Analysis

The questionnaire is designed to gather information about participants' demographics, social media habits, and their use and interpretation of metaphorical expressions in Facebook posts.

In section one, participants are asked to provide their age, gender, and their liking for social media. They are also asked how frequently they use Facebook and if they write blogs.

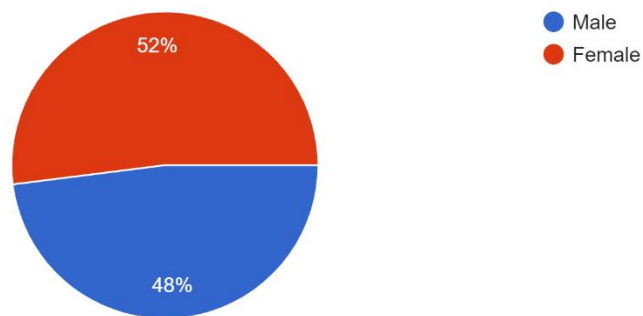
What is your age?  
100 responses



**Graph 1. Distribution of Participants according Age and Gender.**

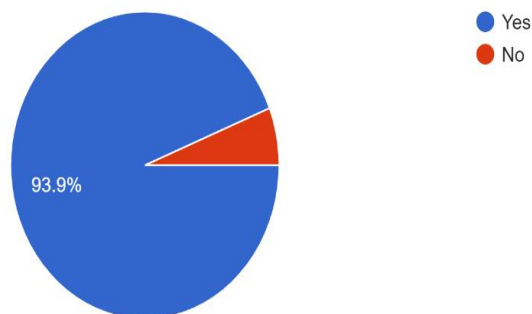
A total of 100 participants responded to the online questionnaire. The majority of participants were youths aged between 19 and 25, with a percentage of 81%. Participants aged between 26 and 30 accounted for 18% of the responses, while elders aged over 35 represented only 1%. In terms of gender, 52% of the respondents were female, while 48% were male.

What is your gender?  
100 responses



**Graph 1.2 According to the respondents, 93.9% of the participants like social media.**

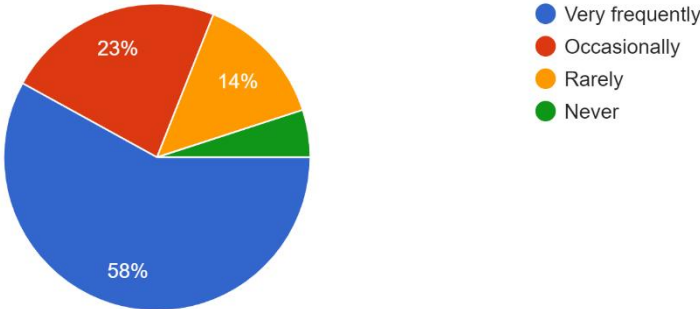
Do you like social media?  
99 responses



**Graph 1.3**

Among the participants, 58% reported using Facebook very frequently, while 23% reported using it occasionally. 14% reported using it rarely, and 5% reported never using it.

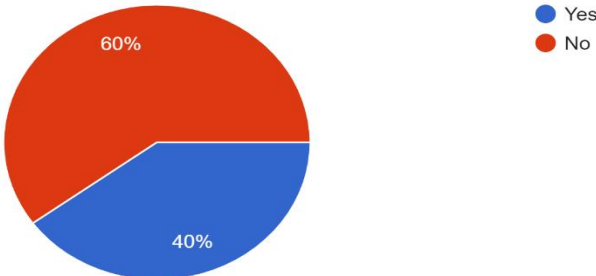
How often do you use Facebook?  
100 responses



**Graph 1.4**

Out of the participants, 60% responded that they write blogs, while 40% responded that they do not.

Do you write blogs?  
100 responses



The second section focuses on the use of metaphors in Facebook posts:

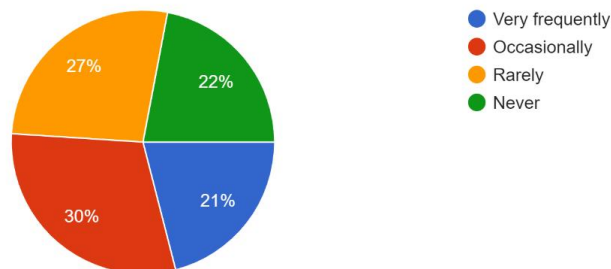
### Question 1

#### Graph 2.1

The frequency of using metaphorical expressions in blog posts varies among writers. According to the respondents, 21% of writers use metaphorical expressions very frequently in their blog posts, while 30% use them occasionally. 27% use them rarely, and 22% never use them in their blog posts.

How often do you use metaphorical expressions in your blog posts?

100 responses



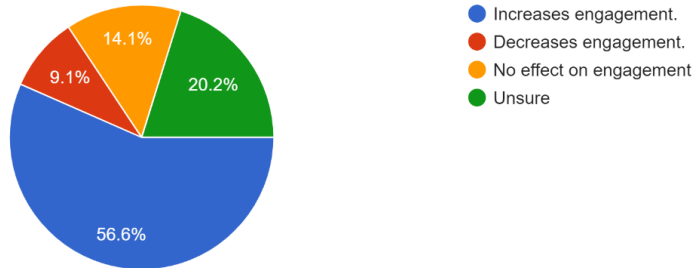
### Question 2

#### Graph 2.2

According to the respondents, 56.6% believe that using metaphors in Facebook posts increases engagement, while 9.1% think it decreases engagement. 14.1% think it has no impact on engagement, and 20.2% of respondents are unsure about the effect of using metaphors on engagement in Facebook posts.

How do you think the use of metaphors in Facebook posts affects the engagement of your readers?

99 responses



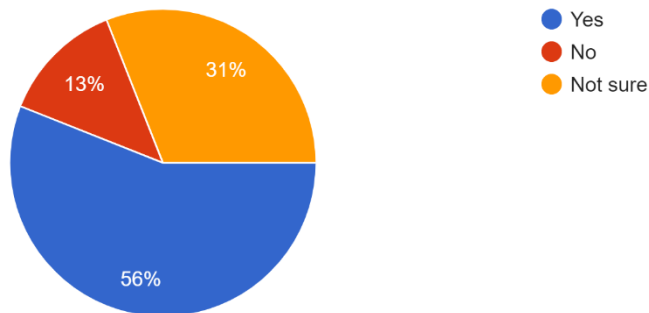
### Question 3

#### Graph2.3

Out of the respondents, 56% agreed that using metaphors in Facebook posts is an effective way to communicate complex ideas. 13% disagreed with this statement, while 31% were not sure.

Do you think the use of metaphors in Facebook posts is an effective way to communicate complex ideas?

100 responses



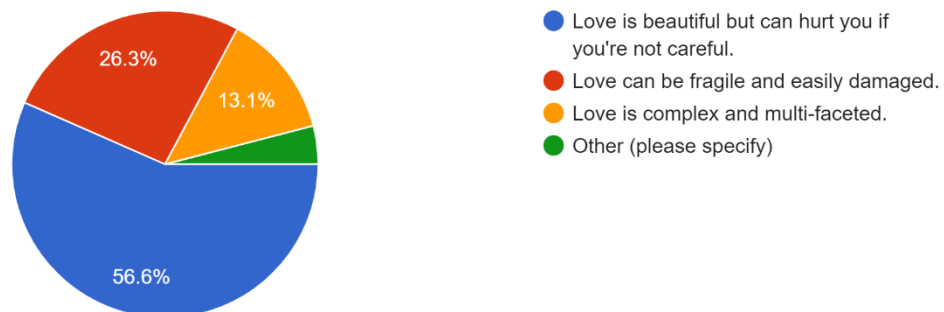
## Question 4

### Graph 2.4

The most common interpretation of this metaphor is that love is beautiful but can cause pain if one is not careful, as indicated by 56.6% of the responses. Another interpretation, as indicated by 26.3% of the responses, is that love can be fragile and easily damaged. Additionally, 13.1% of the responses suggest that love is complex and multi-faceted.

What is your understanding of the meaning behind the following metaphorical expression: "Love is a rose"?

99 responses



## Question 5

Give me an example of a metaphorical expression you have used in a recent Facebook post?

The objective of providing examples of metaphorical expressions used in recent Facebook posts is to illustrate how writers use figurative language to convey their thoughts and ideas in an engaging way. By using metaphors, writers can add depth and complexity to their writing, making it more interesting and memorable to their audience.

Here are some examples:

- Because in the right eyes you will always be an art.
- Your words cut deeper than a knife.
- Age is a state of mind.
- Follow your Dreams, they know the way.
- Love is the most twisted curse of all.
- Life is a storm.
- Never wait for the perfect moment, take the moment and make it perfect.
- I am living with the heart of a lion.
- You are the apple of my eye.
- Life is a test.
- I am like a beard,
- I only fly away.
- I don't know where my soul is.
- I don't know where my home is.
- To be or not to be.
- Life is like traveling with a boat.
- Don't let me walk when I want to fly.
- Life goes on.

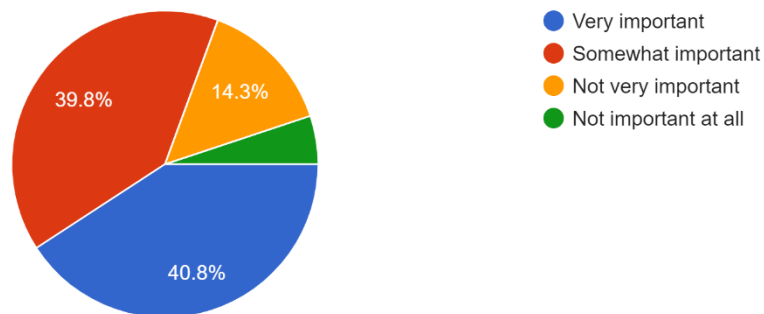
## Question 6

### Graph2.5

The majority of respondents (80.6%) believe that it is either very important or somewhat important to be able to deconstruct metaphorical expressions in Facebook posts. Specifically, 40.8% of respondents consider it very important, while 39.8% consider it somewhat important. Only a small percentage of respondents, 14.3%, feel that it is not very important.

How important do you think it is to be able to deconstruct metaphorical expressions in Facebook posts?

98 responses



## Question 7

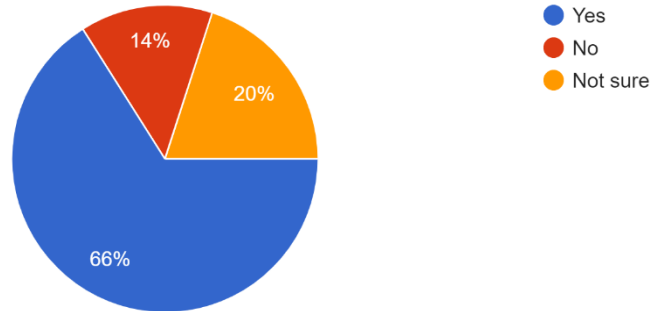
### Graph2.6

According to the respondents, the majority, 66%, believe that understanding the use of metaphors in Facebook posts can help them better understand the writer's message. Meanwhile, 14% of the respondents think it cannot help, and 20% are unsure about the matter.



Do you think understanding the use of metaphors in Facebook posts can help you better understand the writer's message?

100 responses



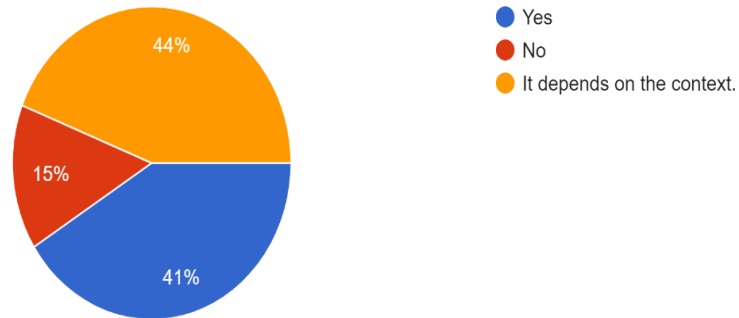
## Question 8

### Graph 2.7

Based on the responses given by the participants, the majority, 44%, believe that whether the use of metaphors in Facebook posts is more effective than using literal language depends on the context. 41% of the respondents think that using metaphors is more effective, while 15% do not believe so.

In your opinion, do you think the use of metaphors in Facebook posts is more effective than using literal language?

100 responses



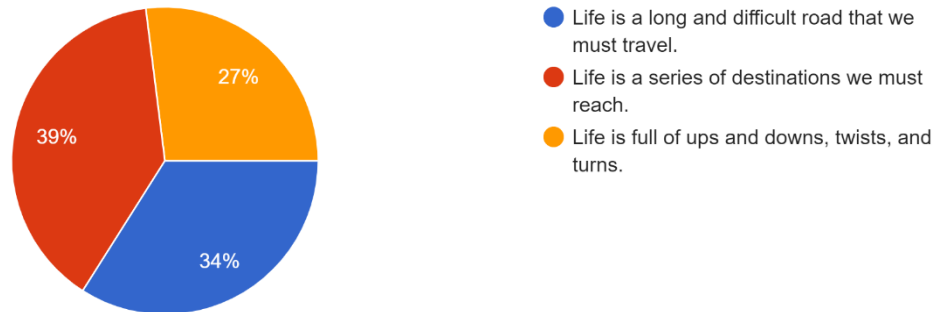
## Question 9

### Graph 2.8

The interpretation of the metaphorical expression "Life is a journey" varies among the respondents. 34% of them believe that life is a long and difficult road that we must travel. 39% interpret it as life being a series of destinations that we must reach. Meanwhile, 27% believe that life is full of ups and downs, twists, and turns, indicating that it is unpredictable and challenging.

How do you interpret the following metaphorical expression: "Life is a journey"?

100 responses



### Question 10

Can you explain the metaphorical expression you used in the previous Facebook post you made?

The objective of the question was to ask you to explain the metaphorical expressions used in the previous Facebook posts you made, in order to help the user better understand their meaning and interpretation.

Here are some examples:

- In the eyes of the right person who really loves you, you will always look perfect.
- Your Dreams Can Come true.
- Life is hard.
- Life is a test, the results will be shown in the akhira whether you win or lose.
- If you wait for the right time, it will always be too late.
- Living with a heart of lion is the fact of facing difficulties in a hard way as long as staying strong to face the upcoming life challenges..., as I said above, it is all about courage and bravery.

- I love you.
- Love can be a blessing for the right people if they are capable of love and know the exact meaning of what power of love can do, otherwise it can twist to a curse and demolish everything a person wished for.
- Live your day, what you do in this day will decide your future.
- It's hard to do. It was more intuitive.
- I feel blue.
- Sometimes we can go fast when the wind and waves help, but sometimes we will go really slowly.
- The phrase is used to emphasize the intensity of a certain hurtful speech.
- Well, it means age is just a number but rather a feeling, a state of mind sometimes one may feel 80 years old even though he or she is only 20 or so.

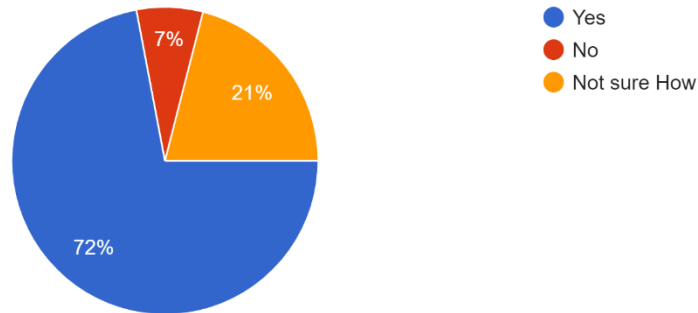
### **Question 11**

#### **Graph2.9**

Out of the respondents, 72% believe that metaphors used in Facebook posts can have different meanings depending on the context in which they are used, while only 7% think that they cannot. 21% of the respondents are not sure about how to answer this question.

Do you think that metaphors used in Facebook posts can have different meanings depending on the context in which they are used?

100 responses



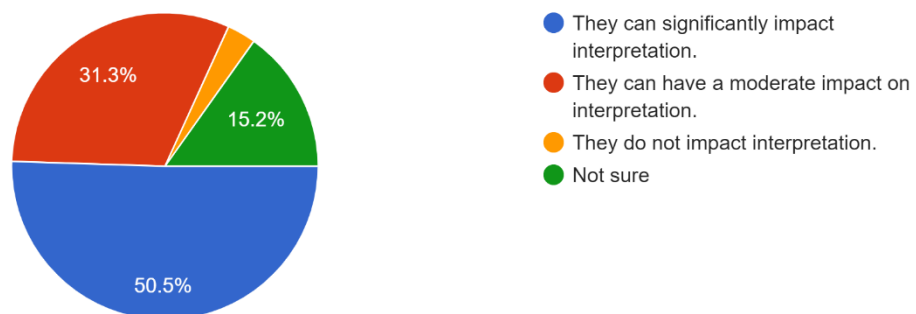
## Question 12

### Graph 2.10

31.3% of respondents think that cultural differences can significantly impact the interpretation of metaphors in Facebook posts, while 31.3% believe that they can have a moderate impact on interpretation. 15.2% of respondents are not sure about the impact of cultural differences on metaphor interpretation.

do you think cultural differences can impact the interpretation of metaphors in Facebook posts?

99 responses



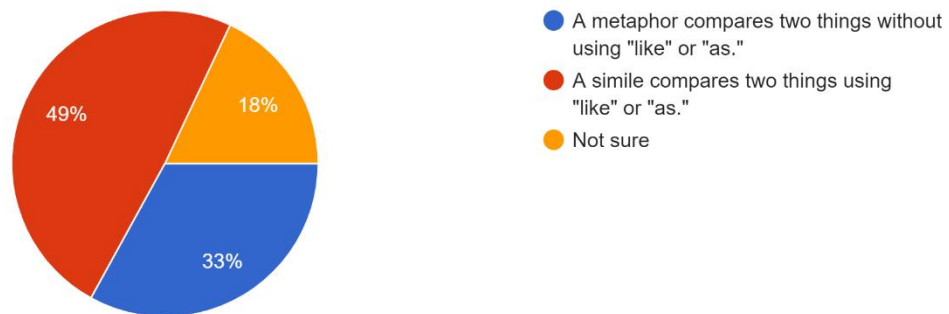
### Question 13

#### Graph 2.11

33% of respondents believe that a metaphor compares two things without using "like" or "as". 49% of respondents believe that a simile compares two things using "like" or "as". 18% of respondents were not sure.

What is the difference between a metaphor and a simile?

100 responses



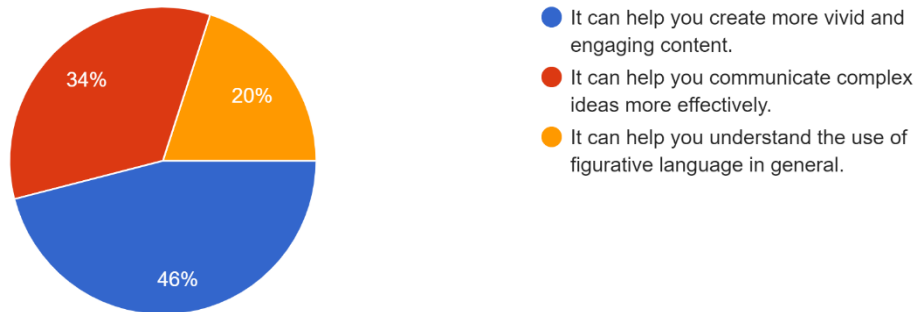
### Question 14

#### Graph 2.12

Understanding the use of metaphors in Facebook posts can help you become a better writer in several ways: 46% believe that it can help you create more vivid and engaging content, 34% believe that it can help you communicate complex ideas more effectively, and 20% believe that it can help you understand the use of figurative language in general.

How can understanding the use of metaphors in Facebook posts help you become a better writer?

100 responses



### Question 15

can you give an example of a metaphorical expression that you did not understand the meaning of?

The objective of the question was likely to explore the idea that anyone can struggle to understand metaphors, and to emphasize the importance of clear communication and avoiding overly obscure or confusing language in communication.

Here are some examples:

- The light flows into the bowl of the midnight sky, violet, amber and rose.
- “What's in a name? That which we call a rose by any other name would smell just as sweet.
- There is no introduction for the moment.
- Life for me is not a crystal stair.
- Go hard or go home.

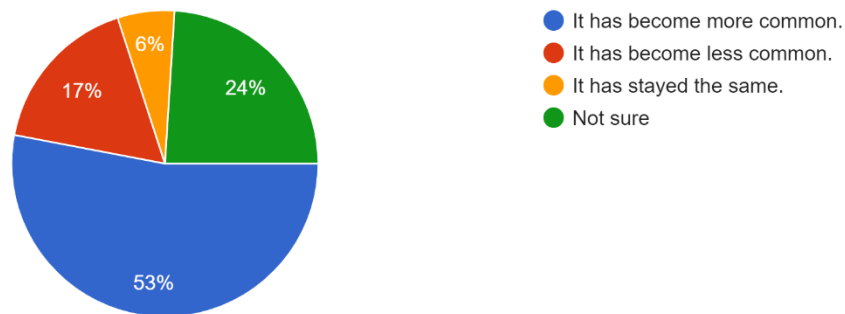
## Question 16

### Graph 2.13

53% of respondents believe that the use of metaphors in Facebook posts has become more common over time, while 17% think it has become less common. 6% believe it has stayed the same, and 24% are not sure.

How do you think the use of metaphors in Facebook posts has evolved over time?

100 responses



## Question 17

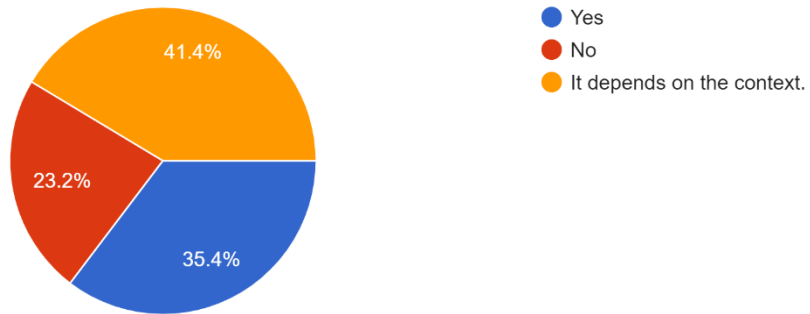
### Graph 2.14

35.4% of respondents answered "yes," indicating they believe there is a limit to how many metaphors should be used in a Facebook post, while 23.2% answered "no," indicating they believe there is no limit. The remaining 41.4% answered "it depends on the context," suggesting that the appropriateness of using multiple metaphors may vary depending on the situation.



think that there is a limit to how many metaphors should be used in a Facebook post?

99 responses



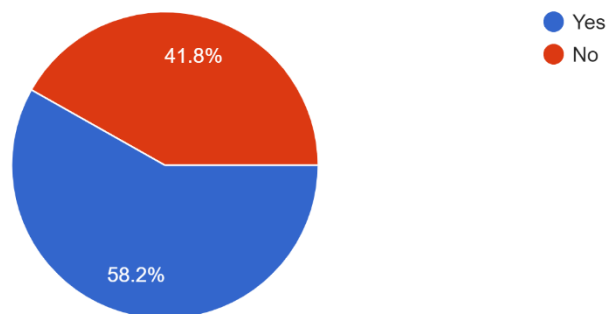
### Question 18

#### Graph 2.15

58.2% of respondents answered "yes" and 41.8% of respondents answered "no" to the question "Have you ever received feedback from readers regarding the use of metaphors in your Facebook posts?"

Have you ever received feedback from readers regarding the use of metaphors in your Facebook posts?

98 responses



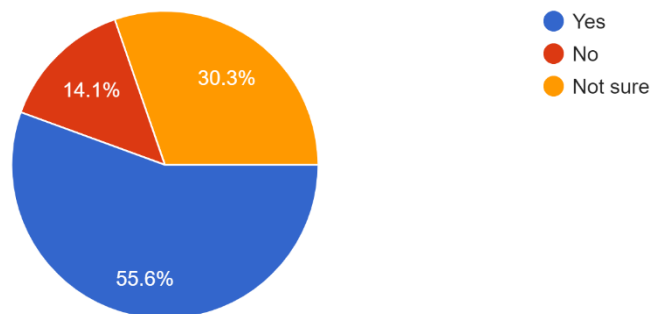
## Question 19

### Graph 2.16

55.6% of respondents think that the use of metaphors in Facebook posts can be problematic in terms of accessibility for readers with certain disabilities, 14.1% of respondents do not think so, and 30.3% are not sure.

Do you think that the use of metaphors in Facebook posts can be problematic in terms of accessibility for readers with certain disabilities?

99 responses



## Question 20

Can you explain the metaphorical expression used in the following Facebook post: "She had a heart of gold"?

The objective of this question is to explain the meaning of a common metaphorical expression "She had a heart of gold" and provide different interpretations or explanations given by different people.

Here are some examples:

- Her heart is pure, precious, solid as well.

- She is a Very kind person.
- she is kind.
- It means she was a kind person with a great heart and pure soul.
- she is a good person.
- That is to say that the girl with kind Heart and pure intentions.
- She is a good girl.
- A strong compliment with positive connotation that simply indicates that the person have a good heart being generous and kind.
- She is a good lover and a brave woman.
- She's kind.
- She is kind with a nice heart.
- Maybe she is a nice person like gentle and being aware of others feelings.
- People often use this expression to emphasize what a good person someone is. It is a strong compliment with a very positive connotation. It comes from the idea of gold being a precious metal that is highly valued.
- It always depends on the context where the expression is used in, but i would say is used to describe a nice, kind- hearted and optimist person.
- She so nice.
- She is a kind and loving person.
- She is strong.
- She is a good person.
- Means she is kind.
- She used to be a forgiven person (pure gold: full with goodness).

- It means that someone was very nice to someone.
- She was a very caring person.
- She has good intentions and is a good person.
- She does the right things and kind.
- She is a good person.
- It means she is very forgiving.
- She has a strong and beautiful personality.
- She had a genuine and kind heart.
- Innocent and caring person.
- She was pure.
- She is extremely kind.
- She used to be a good girl.

### **3.5. Discussion of the findings and results**

Based on the data provided, it can be concluded that the majority of participants in the study were youths aged between 19 and 25, and most of them liked social media. The most frequently used social media platform among the respondents was Facebook, with 58% reporting that they use it very frequently. About 60% of the participants reported that they write blogs.

In the second section, it was found that the frequency of using metaphorical expressions in blog posts varies among writers. While 21% of writers use metaphorical expressions very frequently in their blog posts, 22% never use them in their blog posts. A majority of the respondents (56.6%) believed that using metaphors in Facebook posts increases engagement.

Additionally, 56% of the respondents agreed that using metaphors in Facebook posts is an effective way to communicate complex ideas.

In terms of the interpretation of metaphors, there were different views among the respondents. For example, in response to a metaphorical expression, "Love is a rose," 56.6% of the respondents interpreted it as love being beautiful but can cause pain if one is not careful, while 26.3% interpreted it as love being fragile and easily damaged.

The majority of respondents (80.6%) considered it important to be able to deconstruct metaphorical expressions in Facebook posts, while 66% believed that understanding the use of metaphors in Facebook posts can help them better understand the writer's message. The interpretation of the metaphorical expression "Life is a journey" also varied among the respondents, with 34% interpreting it as life being a long and difficult road that we must travel, 39% interpreting it as life being a series of destinations that we must reach, and 27% believing that life is full of ups and downs, twists, and turns, indicating that it is unpredictable and challenging.

## **Observation Analysis**

### The Content Collected and Its Analysis

1 -The metaphor "throwing shade" in the sentence "throwing shade isn't gonna make you shine" is a figurative expression that means to make a subtle, indirect insult or criticism towards someone. The sentence is using the metaphor to convey the idea that criticizing or putting down others doesn't make you look better or more attractive. The phrase "make you shine" is also a metaphorical expression that means to make you look good or attractive.

The second part of the sentence "only unhappy people throw shade" is using the metaphor to make a generalization about people who use this tactic. The metaphor implies that those who throw shade are unhappy, implying that it is a negative behavior that stems from negative emotions.

Overall, the metaphor is used to convey a message about the futility and negativity of throwing shade. It suggests that instead of criticizing or putting down others, one should focus on being positive and confident to shine on their own. The metaphor also implies that those who engage in this behavior may be doing so because they are unhappy or dissatisfied with themselves.

The impact of the metaphor "throwing shade isn't gonna make you shine, only unhappy people throw shade" on readers can depend on various factors such as their individual experiences, beliefs, and perspectives. However, in general, the metaphor can have several possible impacts on readers, including:

**Increased awareness of the negative effects of criticism and negativity:** The metaphor encourages readers to think about the consequences of their words and actions towards others. It suggests that throwing shade or being negative towards others can be counterproductive and may reflect poorly on the person doing it.

**A sense of empowerment:** The metaphor implies that readers can control their own happiness and success by focusing on positive behaviors and attitudes. By avoiding negative behavior, readers can enhance their own sense of self-worth and self-confidence.

**A realization that their behavior may be impacting others:** The metaphor may encourage readers to reflect on their own behavior and how it may affect others. If they realize that they

have been throwing shade or engaging in other negative behaviors, they may feel motivated to change and improve their relationships with others.

A deeper understanding of the impact of language and metaphors: The use of the metaphor in the sentence highlights the power of language to convey complex ideas and emotions. Readers may become more aware of the ways in which metaphors and other figures of speech can shape their thinking and communication with others.

Overall, the impact of the metaphor on readers is likely to be positive, as it encourages reflection, introspection, and positive behavior towards oneself and others.

2 -The sentence "In a humble state, you learn better. Pride and boasting won't take you far" contains two metaphors: "humble state" and "take you far."

"Humble state" is a metaphorical expression referring to a state of humility or modesty. It suggests that when one is humble, they are more receptive to learning and personal growth. The metaphor implies that being humble is a positive attribute that enables individuals to improve themselves.

"Take you far" is a metaphorical expression that means to achieve success or make progress in life. It implies that pride and boasting, or excessive self-promotion, do not contribute to long-term success or personal development. The metaphor suggests that humility is a more effective approach to attain meaningful accomplishments.

The impact of these metaphors on readers can be significant:

Increased self-awareness: The metaphors prompt readers to reflect on their own attitudes towards humility, pride, and boasting. It encourages readers to consider the potential benefits of adopting a humble mindset for personal growth and learning.

Motivation for personal development: The metaphor implies that embracing humility can lead to improved learning experiences and personal development. This may inspire readers to cultivate humility as a means to advance their knowledge and skills.

Reflection on the consequences of pride and boasting: The metaphors suggest that excessive pride and boasting may hinder progress or success. Readers may contemplate the potential negative impact of such behaviors and be motivated to adopt more humble and modest approaches.

Encouragement to value humility: The metaphors reinforce the idea that humility is a positive and valuable trait. Readers may be inspired to prioritize humility in their interactions and attitudes, fostering a more respectful and open-minded approach to learning and personal growth.

3- The sentence "Taking the high road can wreck your last nerve" contains a metaphor: "Taking the high road."

"Taking the high road" is a metaphorical expression that means to act with integrity and maturity, even in the face of difficult or unfair situations. The metaphor suggests that taking the high road involves a level of self-control and emotional restraint, often in the face of provocation or mistreatment.

"Wreck your last nerve" is a metaphorical expression that means to cause extreme frustration or irritation, to the point of breaking one's emotional composure. The metaphor implies that taking



the high road can be emotionally taxing and may cause stress or strain on one's mental and emotional state.

The impact of this metaphor on readers can be significant:

**Increased empathy and understanding:** The metaphor highlights the emotional challenges of taking the high road. Readers may be more likely to understand and empathize with individuals who prioritize integrity and maturity, even when it is difficult.

**Awareness of the emotional cost of integrity:** The metaphor suggests that acting with integrity can be emotionally taxing. Readers may consider the potential emotional impact of their own decisions and behaviors and weigh the potential costs and benefits of taking the high road.

**Encouragement to practice emotional self-care:** The metaphor implies that taking the high road can cause stress and emotional strain. Readers may be motivated to prioritize their own emotional wellbeing, and practice self-care strategies to manage stress and avoid burnout.

**Reflection on the value of integrity:** The metaphor reinforces the idea that integrity and maturity are important traits. Readers may be inspired to prioritize these values in their own lives, and strive to act with integrity, even in difficult situations.

Overall, the metaphor in the sentence helps shape readers' perspectives on the emotional challenges and potential rewards of taking the high road. It encourages readers to consider the value of acting with integrity, while also acknowledging the emotional costs and potential stress of doing so.

4 -The sentence "Never jump the gun when your emotions are on fire" contains a metaphor: "Jumping the gun" and "emotions on fire."

"Jumping the gun" is a metaphorical expression that means to act prematurely or make assumptions without having all the necessary information. It suggests that rushing into a decision or action can have negative consequences.

"Emotions on fire" is a metaphorical expression that portrays intense emotional states. It implies that emotions are highly intense, volatile, and potentially destructive, likening them to a fire that can quickly get out of control.

The impact of these metaphors on readers can be interpreted as follows:

Caution against impulsive behavior: The metaphor warns readers against making hasty decisions or judgments when their emotions are intense. It encourages them to take a step back, reflect, and gather all the necessary information before taking action.

Recognition of the power of emotions: The metaphor highlights the strength and intensity of emotions, comparing them to a fire. It implies that emotions can have a profound impact on one's thoughts and actions, urging readers to be mindful of their emotional states and exercise self-control.

Promotion of rationality and self-awareness: The metaphor encourages readers to engage in thoughtful and rational decision-making. It prompts them to consider the potential consequences of acting impulsively while acknowledging their emotional state.

Awareness of the need for emotional regulation: The metaphor suggests the importance of managing and regulating emotions effectively. It implies that allowing emotions to dictate actions without careful consideration can lead to negative outcomes.

Overall, the metaphor in the sentence guides readers to be mindful of their emotions and exercise caution before acting. It promotes rational thinking and self-awareness, while emphasizing the potential risks of acting impulsively when emotions are intense. The impact on readers is to encourage them to make informed decisions, considering both their emotional state and the necessary information before taking action.

### **3.6. Conclusion**

This research aims to explore how bloggers use metaphors in their Facebook posts to communicate meaning and shape readers' perceptions of important issues. By using both a questionnaire and observation method, the study seeks to identify the frequency and types of metaphorical expressions used by bloggers and deconstruct the underlying assumptions and meanings of these expressions using the principles of deconstruction. The study aims to provide a comprehensive understanding of the use of figurative language in social media communication and contribute to existing literature on metaphor use in social media. The findings of this study are expected to offer insights into how bloggers can effectively communicate their ideas and shape readers' perceptions of important issues through the use of metaphors. Overall, this research is important as it sheds light on the role of metaphors in social media communication and their potential impact on shaping public opinions and attitudes towards various issues.

## General Conclusion

After analyzing the data and deconstructing the metaphorical expressions in Facebook posts amongst bloggers, it can be concluded that the use of metaphors is a common practice in this context. Metaphorical expressions serve as a powerful tool for bloggers to convey complex ideas and emotions in a concise and engaging way. The metaphors used by bloggers were found to be largely related to everyday experiences, and they often reflect the blogger's personality, values, and cultural background. However, it is also important to note that the interpretation of metaphors can vary depending on the reader's personal experiences and cultural background. Therefore, it is essential for bloggers to consider their audience and the potential impact of their metaphors before using them. Overall, deconstructing metaphorical expressions in Facebook posts among bloggers provides valuable insights into how language is used in social media and how bloggers can effectively communicate their ideas to their audience. The study also revealed that bloggers tend to use metaphors to create a sense of relatability and emotional resonance with their audience. Metaphors can be particularly effective in creating a vivid and memorable image in the reader's mind, which can help to strengthen the blogger's message and increase engagement with their posts. Additionally, the study highlighted the importance of considering the cultural context in which metaphors are used, as certain metaphors may be more effective or appropriate in certain cultures than in others.

Overall, the deconstruction of metaphorical expressions in Facebook posts among bloggers provides valuable insights into the role of language and communication in social media. It demonstrates how the use of metaphors can be an effective tool for bloggers to connect with their audience and convey their ideas in a meaningful way. However, it is also important for bloggers to be mindful of their use of metaphors and consider their potential impact on their

audience. By understanding the nuances of language and communication in social media, bloggers can create more engaging and effective content that resonates with their audience.

## **Limitation of the Study**

1-Participants who volunteer to be observed or respond to the questionnaire may not represent the full population of Facebook bloggers. They may have distinct features, motivations, or writing styles that distinguish them from people who do not engage. This self-selection bias may restrict the study's findings' generalizability.

2-When seen or responding to questionnaires, participants may be inclined to show themselves in a good light or comply to social norms. This tendency can influence how they use language, particularly metaphorical terms in Facebook posts. Participants may be less likely to employ specific metaphors or convey contentious thoughts, potentially limiting the ability to capture the complete spectrum of metaphorical expressions.

3- Controlling extraneous variables is difficult when conducting observations and administering questions in a naturalistic setting such as Facebook. Factors such as the participants' emotions, external events, or interactions with others can all have an impact on their language use and metaphors. It is difficult to identify and account for these variables, which may influence the interpretation of the results.

## **Recommendation**

1- Learn how to use metaphorical language: Begin with learning the fundamentals of metaphors and their significance in communication. Metaphors are metaphorical comparisons that include

utilizing one concept or thing to explain another. This comprehension will serve as the foundation for your analysis.

2- Choose a certain topic or niche: With so much stuff on Facebook, it's beneficial to concentrate your emphasis. Choose a topic or area that interests you or is relevant to your study objectives. This will enable you to delve further into the metaphors utilized in that particular scenario.

3- Once you have your dataset, begin evaluating the metaphorical terms used in the Facebook posts. Look for words or phrases that have symbolic meanings that differ from their literal meanings. Determine the target domain (the issue under consideration) and the source domain (the notion under consideration).

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## Appendices A

### *Questionnaire*

Dear students, ( Master one and Master 2 )

We are students of master two degree, and we are conducting research on deconstructing metaphorical expressions in Facebook posts among bloggers. We will be grateful if you answer the following questions.

Thank you for your cooperation.

#### **Section one:**

personnel information:

Please check the box that applies to you. (Double click on the check box)

1)What is your age?

19-25

26-30

Other (specify here) .....

2) What is your gender?

Male

Female

3) Do you like social media?

yes

no

4) How often do you use Facebook?

Very frequently

Occasionally

Rarely

Never

5) Do you write blogs?

Yes

No

**Section two:**

the metaphorical expressions in Facebook posts:

1) How often do you use metaphorical expressions in your blog posts?

Very frequently

Occasionally

Rarely

Never

2) How do you think the use of metaphors in Facebook posts affects the engagement of your readers?

Increases engagement.

Decreases engagement.

No effect on engagement

Unsure

3) Do you think the use of metaphors in Facebook posts is an effective way to communicate complex ideas?

Yes

No

Not sure

4) What is your understanding of the meaning behind the following metaphorical expression: "Love is a rose"?

Love is beautiful but can hurt you if you're not careful.

Love can be fragile and easily damaged.

Love is complex and multi-faceted.

Other (please specify)

5) Can you give an example of a metaphorical expression you have used in a recent Facebook post?

Yes

No

If yes please type your example here:

.....

.....

.....

.....

6) How important do you think it is to be able to deconstruct metaphorical expressions in Facebook posts?

- Very important
- Somewhat important
- Not very important
- Not important at all

7) Do you think understanding the use of metaphors in Facebook posts can help you better understand the writer's message?

- Yes
- No
- Not sure

8) In your opinion, do you think the use of metaphors in Facebook posts is more effective than using literal language?

- Yes
- No



It depends on the context.

9) How do you interpret the following metaphorical expression: "Life is a journey"?

Life is a long and difficult road that we must travel.

Life is a series of destinations we must reach.

Life is full of ups and downs, twists, and turns.

Other (please specify) .....

10) Can you explain the metaphorical expression you used in the previous Facebook post you made?

Yes

No

If yes, type your explanation here:

.....  
.....  
.....  
.....

11) Do you think that metaphors used in Facebook posts can have different meanings depending on the context in which they are used?

Yes

No

Not sure How

12) do you think cultural differences can impact the interpretation of metaphors in Facebook posts?

They can significantly impact interpretation.

They can have a moderate impact on interpretation.

They do not impact interpretation.

Not sure

13) What is the difference between a metaphor and a simile?

A metaphor compares two things without using "like" or "as."

A simile compares two things using "like" or "as."

Not sure

14) How can understanding the use of metaphors in Facebook posts help you become a better writer?

It can help you create more vivid and engaging content.

It can help you communicate complex ideas more effectively.

It can help you understand the use of figurative language in general.

Other (please specify)

15) Can you give an example of a metaphorical expression that you did not understand the meaning of?

Yes

No

It yes, please type your answer here:

.....

.....

.....

.....

16) How do you think the use of metaphors in Facebook posts has evolved over time?

It has become more common.

It has become less common.

It has stayed the same.

Not sure

17) Do you think that there is a limit to how many metaphors should be used in a Facebook post?

Yes

No

It depends on the context.

18) Have you ever received feedback from readers regarding the use of metaphors in your Facebook posts?

Yes

No

19) Do you think that the use of metaphors in Facebook posts can be problematic in terms of accessibility for readers with certain disabilities?

Yes

No

Not sure

20) Can you explain the metaphorical expression used in the following Facebook post: "She had a heart of gold"?

Yes

No

If yes, please type your answer here:

.....

.....


.....

.....

## Appendices B


### Facebook Posts:

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 **Lee Henry Jordan** 21h · 🌐

👍👍👍 20


👍 Like    💬 Comment    ➦ Share

 **Sherry Newman Alvey** 21h · 🌐

👍👍 7    2 comments


👍 Like    ➦ Share

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 **Pascal Nsofwa** 1d · 🌐

👍👍👍 20    9 comments

👍 Like    ➦ Share

 **Mary Egwuatu Ziraglam** 1d · 🌐

👍👍 53 comments

👍 Like    💬 Comment    ➦ Share

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## ملخص

تهدف هذه الدراسة إلى فحص استخدام المدونين للتعبير المجازية في منشوراتهم على فيسبوك وتأثيرها على ادراك القراء. تستخدم الدراسة مبادئ التفكير لتحليل الافتراضات الأساسية والمعاني المرسلة من خلال هذه التعبير المجازية، باستخدام أدوات الاستبيان والملاحظة. تسهم النتائج في الأدبيات المتعلقة باتصال وسائل التواصل الاجتماعي واستراتيجيات الاتصال.

**الكلمات المفتاحية :** فيسبوك ، المدونون، التعبير المجازية، منشورات فيسبوك.

## Résumé

Cette étude examine l'utilisation des expressions métaphoriques par les blogueurs dans leurs publications sur Facebook et leur impact sur les perceptions des lecteurs. Elle utilise les principes de la déconstruction pour analyser les présupposés sous-jacents et les significations véhiculées, en utilisant des méthodes de questionnaire et d'observation. Les résultats contribuent à la littérature sur la communication sur les médias sociaux et les stratégies de communication.

**Mots clés :** Facebook, Blogueurs, Expressions métaphoriques, Publications sur Facebook.

## Summary

This study examines bloggers' use of metaphorical expressions in Facebook posts and their impact on readers' perceptions. It uses deconstruction principles to analyze underlying assumptions and meanings, using a questionnaire and observation methods. The findings contribute to literature on social media communication and communication strategies.

**Key words:** Facebook, Bloggers, Metaphorical expressions, Facebook posts, perceptions.

