DIGITAL WRITTEN DISCOURSE

Noraien Mansor[*] and Normaliza Abd Rahim[**]

Abstract: The booming of new technologieshelps people in using the latest technology in getting useful information in their everyday lives. Through new technologies as in digital media, there will be communication taken place. The study focuses on digital written discourse in instagram. The objectives of the study were to identify and discuss the presupposition, reference, implicature and inference of discourse analysis in instagram captions among twenty subjects involved ornamely known as instagrammers. Brown & Yule (1983) discourse analysis theory was used to analyse the data. Captions from twenty instagrams were taken and related extracts were analysed. The results of the study revealed that the captions were understood when discourse analysis were discussed and explained. The instagrammers were able to use presupposition, reference, implicature and inference in their instagram. The message were well understood and delivered successfully. The subjects involved seemed to have build their confidence in writing when there were response pertaining to the captions. It is hoped that further studies will focus on other linguistics approaches for analysing the captions.

Keywords: Written discourse, instagram, digital media, discourse analysis.

INTRODUCTION

Digital media comes in the form of audio or video or even both audio and video; what can be seen or heard. Thus, digital media helps people in using the latest technology in getting useful information in their everyday lives. Hence, the use of digital media also helps in terms of giving and receiving information instantly. During the booming of new technologies nowadays, we have to keep track with the new technology existed in the market. For instance, today there will be a new technology introduced and by tomorrow there will be another new technology being introduced and used. The best example would be the use of social networking via online. The existence of myspace, facebook, twitter, instagram, keek, vine, dubmash, online messengers and others were used by users and many more new ones will be introduced to fulfill the market of new technologies to the world. Apparently, the new technologies are somehow created by youngsters who love to create new gadgets and sell it to renowned buyers via online. This way, the youngsters will therefore known as young entrepreneurs and automatically be rich in an instant. Hence, the new technology introduced to the world will help people in communicating with others as well as enjoy using the new introduced gadgets.

[*] English Learning Centre, Centre for Fundamental and Liberal Education, Universiti Malaysia Terengganu, Kuala Terengganu, 21030 Terengganu, Malaysia. *E-mail: aien@umt.edu.my*

[**] Department of Malay Language, Faculty of Modern Languages and Communication, Universiti Putra Malaysia, Serdang, 43400 Selangor, Malaysia. *E-mail: drnormaliza@gmail.com*

Related Theory on Discourse Analysis

Through new technologies as in digital media, there will be communication taken place. Communication will take place either in the form of spoken or written. The reason being communicating through the digital media, would be using the media to disseminate ideas and knowledge and share them to the world. Thus, the spoken and written communication will only be understood by the listeners or readers. Hence, the meaning of the spoken and written communication will be best analysed using the discourse analysis theory. According to Brown & Yule (1983), there are four important characteristics in discourse analysis theory when analysing words, phrases or sentences uttered or written in order a person to understand. Thus, the theory stresses on the importance of understanding the implicit and explicit meanings. Due to the meanings, a listener or reader will give feedback or comments based on their understanding. This way, there will be positive communication taken place. However, Stubbs (1982) has different perception towards discourse analysis as compared to Brown & Yule (1983). Stubbs (1983) claims that there are 11 approaches that should be analysed when analysing spoken and written discourse. Stubbs (1983) lists the 11 approaches as in; a linguistic approach to discourse, predictability and well-formedness, phonotactics, grammaticality, intuitions about discourse sequences, predictability, predictability and idealization, structure controls meaning, canonical discourse and idealization, analogies and conclusions. However, it can be seen that Stubbs (1983) approaches to discourse analysis seemed to be redundant with each other. Hence, the analysis of spoken and written will be overlapped among each other.

Other researchers on discourse analysis as in Van Dijk (1997) and Levinson (1983) claim that discourse analysis also examines how language is used to sustain social institutions and manipulate opinion. To add, discourse analysis examines how it is used in the expression of ideology and the exercise of power. Schiffrin (1994) postulates that discourse analysis can also be used to develop awareness of linguistic features in the interpretation of literary texts. Potter (1997), Hoey (1981), Schiffrin (1994) and Coulhard (1985) refer discourse as both written texts and oral texts as the opinion of Brown & Yule (1983), Stubbs (1983), Van Dijk (1997) and Levinson (1983).

Studies on Digital Media

Studies on digital media have been widely studied throughout the world. Studies on writing in digital media as in blog writing (Sanderson, 2008; Normaliza Abd Rahim et al., 2008; Normaliza Abd Rahim & Kim Jang-Gyem, 2012; Normaliza Abd Rahim, 2014), twitter (Ovadia, 2009; Kassing & Sanderson, 2010; Pegoraro, 2010; Normaliza Abd Rahim, 2011; Williams, Terras & Warwick, 2013), facebook (Promnitz-Hayashi, 2011; Hurt, Moss, Bradley, Larson, Lovelace, Prevost, 2012;

Bowman, & Akcaoglu, 2014; Junco, 2015; and instagram (Tekulve & Kelly, 2013; Salomon, 2013; Bell, 2013; Sebah Al-Ali, 2014; Lunden, 2014; Fritta Faulina Simatupang, 2015). Thus, other studies related to digital media were focused on the usage of the medium among the community.

Normaliza Abd Rahim (2014) study focuses on the usage of digital media for communication in the classroom. The subjects involved in the study include Korean students at Hankuk University of Foreign Studies, South Korea. The subjects used the digital media to express their feeling and thoughts through fourteen weeks of study (one semester). The digital media that they used was the blog thus, written discourse theory was used in order to analyse the writing. Normaliza Abd Rahim (2014) study has used Brown & Yule (1983) discourse analysis theory. The results of the study revealed that the subjects have actively participated in the blog writing activity and used the presupposition, reference, inference and implicature in order to send their messages using the digital media. Normaliza Abd Rahim (2014) study has similar results to the study of Lunden (2014) and Fritta Faulina Simatupang (2015) whereby the use of media technology has helped in the process of learning. Also, Lunden (2014) and Fritta Faulina Simatupang (2015) have used the instagram for their studies.

Sebah Al-Ali (2014) claims that instagram can be a successful learning tool in and English as a second language classroom. Sebah Al-Ali (2014) study focuses on the integration of instagram as an active learning tool in a language bridge program. The program includes pictures taken and captions written for a holiday project. Two pre-intermediate English as a Second language (ESL) classes involved in this study. The results of the study revealed that students were gradually welcomed the idea and were encouraged to be creating during the process of writing their activities. Sebah A-Ali (2014) study was similar to the study of Bell (2013) where instagram has played a major role in enhancing the subjects learning. Also, communication took place in the form of expressing ideas and feelings in their captions in instagram. Salomon (2013) agrees with Bell (2013) and adds that instagram has gain a person's interest as well as confidence in expressing ideas virtually. Bell (2013) claims that written communication helps in the process of building up self-esteem and confidence in everyday lives. Normaliza Abd Rahim (2014) agrees with Bell (2013) and Salomon (2013) and claims that digital media exposes a person's in a new and advanced world. Therefore, a person has to adapt and adopt new things everyday.

Based on the discussion on related theory and studies on digital media, it can be seen that there are gaps that need to be filled. Therefore, the objectives of the study were to identify and discuss the presupposition, reference, implicature and inference of discourse analysis in instagram captions among 20 instagrammers.

METHODOLOGY

The sample of the study consists of 20 subjects from online social network named instagram. The subjects own the instagram for personal purposes. They post about their everyday lives which include personal, family, friends and happenings around them. The captions in the instagram were taken and analysed by using the written discourse analysis. Brown & Yule (1983) stated that presupposition, reference, implicature and inference are the four major characteristics in spoken and written discourse. 24 extracts from the captions in instagram were taken for the purpose of the study.

RESULTS AND DISCUSSION

Presupposition in Instagram captions

Presupposition is when a thing tacitly assumed beforehand at the beginning of a line of argument or course of action.

TABLE 1: PRESUPPOSITION IN INSTAGRAM CAPTIONS

S1:	My friends will definitely like my top.
S2:	My mum will love this picture.
S4:	The scenery is breathtaking.
S8:	I don't like this kind of car.
S9:	This handbag is pretty.
S18:	This must cost a lot.

Table 1 above shows presupposition in instagram captions. It can be seen that six subjects have written their captions and can be analysed using the presupposition characteristics. S1 wrote that 'My friends will definitely like my top' when she assumed that her friends will like her top. She was seen posing with the top with four different types of post. The assumption was made by S1 as she has already bought the top and wanted all her friends approved of her choice. On the other hand, S2 wrote that 'My mum will love this picture' when she showed a picture of a horse taken in a zoo. She assumed that her mum would love the picture since she tagged her mum's instagram address at the same post. The presupposition made by S2 could be the fact that she assumed all mothers love animals. Thus, S4 wrote that 'The scenery is breathtaking' when she showed a picture of a scenery from the top of a mountain. She managed to reach the top of Mount Broga and took the picture. This was seen at the location of her instagram. She might be assuming that everyone would appreciate the scenery. She loved the scenery but the fact that people who looked at the picture might not have the same feeling since they were not at the top of Mount Broga. The presupposition seemed to be only from her side of opinion.

Hence, Table 1 above also showed that S8 wrote 'I don't like this kind of car' when he showed a photo of a Volkswagen beetle. This might due to the fact that S8 is a guy and the car that he posted was meant to be for female. His presupposition might be true since the car looked a bit pretty for a man like him. He also assumed that all females would be best in the car especially when the photo showed that the car was pink in color. On the other hand, S9 wrote 'This handbag is pretty' when the photo showed a Louis Vuitton clutch bag. S9 assumed that most people would love a clutch bag whereby it is small and compatible for any occasion. Thus, S9 presupposition might be true since the cost of the small clutch bag was too expensive. Also, all female likes handbags. S18, on the other hand, wrote 'This must cost a lot' when he showed a picture of a pair of sport shoes. His presupposition might be true since S18 knew that the design was the latest that he had not seen it before. Thus, he assumed his friends would agree on his statement.

Reference in Instagram Captions

Reference is the use of a source of information in order to ascertain something. The captions from instagram consists of reference due to the fact that most instragrammers use instagram to find new friends and therefore, before they put up new captions that they refer to other instagrams.

TABLE 2: REFERENCE IN INSTAGRAM CAPTIONS

S3:	I've seen this picture somewhere.
S5:	Both dresses look similar.
S11:	I look awkward but she looks pretty.
S14:	Do not look into my eyes.
S16:	The sky is as blue as the ocean.
S20:	It looks like its going to rain now.

Table 2 above shows reference in instagram captions. S3 wrote 'I've seen this picture somewhere' when he might be referring to other picture from other instagram. He might also referred to pictures from the internet that he had seen before. Also, it seemed that his followers had agreed to his caption and as a matter of fact had suggested web pages for reference. On the other hand, S5 wrote 'Both dresses look similar' when she put two pictures in one post side by side. It seemed that S5 was referring to the first dress with gathers while the other dress has gathers too but with flowers on it. This can be said that S5 referred to other picture to compare with the one that she has. Meanwhile, S11 wrote 'I look awkward but she looks pretty' when she was seen taking selfie at a mall. At the back of her photo was a pretty girl wearing a nice dress. The pretty girl was not looking at the camera and S11 purposely took the photos ensure that she is referring to the pretty girl as compared to herself.

Hence, table 2 above showed that S14 wrote 'Do not look into my eyes' when she was actually wearing glasses. It seemed that she was referring to her new glasses since the location in the instagram showed that she was at a shop that sells spectacles. She was referring to the picture of her with her new glasses and she had blue eye liner. She actually wanted her followers to see whether her face suits the new glasses. On the other hand, S16 wrote 'The sky is as blue as the ocean' when the picture that she put in the instagram was a picture at Port Dickson. This was clearly shown at the location of her post. The picture was in fact beautiful and she wanted her followers to refer to both the ocean as well as the sky. Hence, S20 wrote 'It looks like its going to rain now' when she post a picture of the dark sky. S20 referred to the white building in the same picture and it seemed that it was really obvious that the sky was dark in colour.

Implicatures in Instagram Captions

Implicature is the action of implying a meaning beyond the literal sense of what is explicitly stated.

TABLE 3: IMPLICATURES IN INSTAGRAM CAPTIONS

S6:	Do you think everyone will like it?
S7:	What if the model agency call me?
S13:	Do I look happy here?
S15:	She can be so mean.
S17:	The table looks sturdy.
S19:	The scarf looks soft.

Table 3 above showed implicatures in instagram caption. S6 wrote 'Do you think everyone will like it?' when she showed a picture of a pair of strappy high heels. She was implying that most ladies would love high heels and she wanted her instagram friends to comment on this. Unfortunately, it seemed that not all followers are female. Even the female followers disagreed with the shoes. Therefore, her implicature seemed to be wrong about the strappy high heels. On the other hand, S7 wrote 'What if the model agency call me?' when she posts her picture posing in front of a mirror. It seemed that she was joking when the picture showed that she was wearing a normal t-shirt and jeans. However, her implicature wanted her followers to look how she model herself and not about what she wore. Meanwhile, S13 wrote 'Do I look happy here?' when she post a picture of a full set western meal on the table. It seemed that she was having dinner. She wanted her followers to know that she was really happy with the delicious meal in front of her. But the truth about the food will be revealed after she had eaten it. Therefore, she wanted the followers to imply about the picture.

Hence, Table 3 above showed that S15 wrote 'She can be so mean' when she posted a picture of new handbag. It seemed that she took the photo from a shop since the location in her post showed that she was at a mall. In fact, she addressed the handbag as 'she' and she really wanted the handbag but it was too expensive. The implicature here showed the followers might be thinking that she cannot afford to buy or she wanted her friends to give it as a present. On the other hand, S17 wrote 'The table looks sturdy' when the picture showed a table at IKEA. The location was stated at the post and therefore, followers would know that S17 was talking about the table at IKEA. The implicature implied that S17 only posted the picture because of his doubt of the table being sturdy or he really wanted to buy the table. This might also be the fact that he had bad experience in buying tables from the same place. Hence S19 wrote 'The scarf looks soft' when a flatlay picture of a scarf is on the table. The picture does not show whether the scarf is soft since it was not a video showing the full picture of the scarf moving and on someone. Therefore, the implicature about the soft scarf was not truly seen. Followers might just assume or guess the softness of the scarf.

Inference in Instagram Captions

Inference is a conclusion reached on the basis of evidence and reasoning.

TABLE 4: INFERENCE IN INSTAGRAM CAPTIONS

S1:	This comes with a package.
S10:	This shoes match with my jeans.
S12:	Eleven o'clock now and its time to sleep.
S18:	The cat is still looking for the rat.
S19:	It looks expensive.
S20:	Its spitting rain now.

Table 4 above showed inferences in instagram captions. S1 wrote 'This comes with a package' when he posted a photo of himself wearing a full outfit for formal occasion. The inference occurred when he also showed a jacket in hand while holding a formal office bag on the other. Here, it can be seen that S1 showed the evidence and reasoning of an outfit with full package. While S10 wrote 'This shoes match with my jeans' when a photo of a girl bending down looking at her red shoes. The inference occurred when she showed the evidence of the red shoes that matched with her blue jeans. Also, she was holding a red sling handbag. That also goes well with her outfit. On the other hand, S12 wrote 'Eleven o'clock now and its time to sleep' when the picture showed an alarm clock that was at the window and it was dark with small lights from other building. It seemed that the person who took the picture was at an apartment in the city. This showed that the person inferred the night vision with the clock near the window.

Table 4 also showed inferences in instagram captions from S18, S19 and S20. S18 wrote 'The cat is still looking for the rat' when the picture showed that the cat was looking at the rat and vice versa. Fortunately, the rat was just a toy and the cat was playing with it. S19 showed inference where the evidence of the existence of the cat and the rat. While S19 wrote 'It looks expensive' when a picture of a designer clutch bag displayed on the shelve. The person who took the picture seemed to show the evidence that the designer named 'Michael Korrs' stated on top of the clutch bag. It can be seen that the display shelves were made of glass and looked elegant. On the other hand, S20 wrote 'Its spitting rain now' when a picture of rain on a busy street'. The picture showed the evidence of a small puddle with drops of rain while the background showed the amotorcycle and car. Here, it can be seen that the person who took the picture wanted the followers to focus on the puddle that showed the rain spitting.

Overall, the results for the study showed that all the captions from the instagram have shown clear meaning. This way, readers or even the person who writes prefer their followers or following to understand the underlying meaning of what being written. S1, S18, S19, and S20 seemed to have more than one caption since they were active in posting in instagram. Also, they have more than 1000 followers and as a matter of fact they also followed more than 500 instagrammers. Although, the data was taken for a week but other captions in the instagram seemed not related to the discourse analysis characteristics. Brown & Yule (1983) claim that presupposition, reference, implicature and inference in discourse analysis have given the chance for readers and writers to understand the implicit and explicit meaning of the statement written. Also, the writing will be more meaningful. Normaliza Abd Rahim (2014) agrees with the statement by Brown & Yule (1983) and add that the discourse analysis will be meaningful when the values of culture add to the existing characteristics. Normaliza Abd Rahim (2014) claims that each community has different culture and most of the community will abide to their own culture and utterances and written discourse will be more understandable.

CONCLUSION

To conclude, the captions on the instagram above showed that all subjects seemed to be using the discourse analysis characteristics. The captions were using presupposition, reference, implicature and inference. The analyses have given clear meaning for the captions and as a result the followers for each instagrammers gave good response in the comments. This showed that the readers understood what have been written. This way, message written in the captions seemed to be delivered to the readers as in followers. The results of the study were parallel to the study by Normaliza Abd Rahim (2014) and Ika Destiana, Ali Salman & Mohd. Helmi Abd. Rahim (2013) where digital media have given great impact towards users and also

the digital media helps speakers and writers to deliver their messages successfully. The results of the study were also similar to the study by Normaliza Abd Rahim (2014), Normaliza Abd Rahim (2011) when digital media were useful for learners in sharing ideas and information via online. Also, according to Normaliza Abd Rahim (2011). the use of digital media helps learners in understanding the values of sharing.

This study implicates users of digital media as in instagram and also other digital media like twitter, facebook, blog and etc. The use of discourse analysis theory has helped in terms of finding and expressing the implicit and explicit meanings of the message being written. Thus, users will try their best in writing better captions and therefore the message will be delivered successfully. This study also implicates researchers in understanding the captions for all ages. The messages in the forms of expressing feelings or even giving advices to readers as in followers will somehow help the process of communication. It is hoped that further studies will be focused on the use of other digital medias.

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