

## COVID-19 AND SOCIAL MEDIA LANGUAGE CHANGE: A PERSPECTIVE OF LINGUISTIC DETERMINISM

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### Abstract

*The Sapir–Whorf theory portrays two standards. One is the standard of linguistic determinism, which says that the manner in which one believes is controlled by the language one talks (JW Neuliep, 2017). Taken at its extraordinary, this standard implies that, on the off chance that we don't have a word for it, at that point we can't consider it. The second is the standard of linguistic relativity, in some cases called linguistic variety, which says that the dialects of the world are altogether totally different. These standards raise some significant issues for cross-cultural correspondence. Contemporary language specialists qualify the Sapir–Whorf speculation. This paper aims to investigate the impact of the Covid-19 pandemic on the thought processes and usage of language of social media users. The data has been collected from Facebook and analyzed according to The Analysis Model (based on Szurawitzki (2010). The exploration on the topic unveiled that online users are significantly affected by the pandemic that expresses and shares their thought processes using precise language as a medium of communication. The outcome of the study advocates that language is ominously affected when thought processes change their course.*

**Keywords:** linguistic relativity, linguistic determinism, social networking language, Covid-19

## **1. Introduction**

Language is by all accounts a significant and fundamental piece of our regular thinking (Cruz, 2009). Studies detailing thoughtful mindfulness show that individuals experience as much as 50 % of their musings in 'inward discourse' (Hurlburt, 2011). Language may shape intellectual procedures by giving us an organized medium to conceptualize the world, giving people a level of intellectual adaptability not found in different creatures. This thought returns at any rate to Descartes' Meditations and it shows up in the work of a few contemporary rationalists of the psyche (e.g., Carruthers, 2003).

The Sapir-Whorf theory declared the impact of language on thought and observation. This, thusly, suggests that the speakers of various dialects think and see reality in various manners and that every language has its world view. The issues this theory raised relate to the field of phonetics as well as had an orientation on brain research, Ethnology, Anthropology, Sociology, Philosophy, just as on the normal sciences. For, if the truth is seen and organized by the language we talk, the presence of a target world gets faulty, and the logical information we may get will undoubtedly be abstract. Such a standard of relativity at that point turns into a guideline of determinism. Regardless of whether the language we talk, it absolutely decides our mentality towards the real world or whether we are simply impacted by its innate world view stays a subject of warmed conversation.

### **1.1. Research Questions**

This study aims to investigate and look deeper into the following areas:

- What is the impact of COVID 19 on the use of language on Facebook?
- How does the language help Facebook users endorse the thought process of like-minded people?

## **2. Literature Review**

In the relevant field of linguistic discourse, the probability that language influences perspective (Rashid F., 2018) and helps construct a specific self-image through the use of words (Baig, 2019) has a long tradition. Two think-tanks adapt to this discussion. One thought selection starts with phonetics and is known as the theory of the Sapir-Whorf (Hussain, 2012). The Sapir-Whorf theory declared the impact of language on thought and observation (Wang, 2016). This, thusly, suggests that the speakers of various dialects think and see reality in various manners and that every language has

its world view. The issues this theory raised relate to the field of phonetics as well as had an orientation on brain research, Ethnology, Anthropology, Sociology, Philosophy, just as on the normal sciences. For, if the truth is seen and organized by the language we talk, the presence of a target world gets faulty, and the logical information we may get will undoubtedly be abstract. Such a standard of relativity at that point turns into a guideline of determinism. Regardless of whether the language we talk about absolutely decides our mentality towards the real world or whether we are simply impacted by its innate world view stays a subject of warmed conversation.

Socioeconomic psychiatrists evaluate reasons that contributed to the unfolding of practices in other people's sight. They investigate the circumstances under which those attitudes, actions, and feelings take place. The social intelligence of the brain is concerned with the contextual structure and the effect of these perceptual representations on our contact with each other. An interpersonal society consists of a large number of popular entertainers (for example, individuals or groups), bifurcate links, and other social interactions among participants on the web. The informal group view provides other strategies for disassociating the framework of whole social entities even as a number of speculations can be found in these systems, which explain the examples. The analysis of these systems uses interpersonal organizational analyzes to distinguish local and external models and to recognize persuasive features, and examine the components such as thoughts, beliefs, values, goals, and expectations.

The empirical study of how the thought, feelings, and behavior of members of society rely on the real, perceived or assumed the presence of someone else is social psychology. Realistic equivalences using the logical technique in this description to the same observation. Introspection, emotions, and behaviors are terms that refer to mental factors which can be measured in individuals. The reason for the competence of others suggests that people are always socially responsible, e.g. when they see recordings, rest upon this latrine or discreetly consider their craftsmanship, for example. Under these circumstances, persons may be affected by masked society's norms. Behavior practitioners typically explain individual actions through psychological and cognitive situations through partnership.

Language impacts worldview and people experience the world dependent on the structure of the language they constantly use (Boroditsky, 2011). The world around us is composed and comprehended through language (Zlatev & Blomberg, 2015). Since the outbreak of Covid-19, our way of comprehending and composing the social

world around us has been transformed. The specific sentence structures and jargon, that have been used to compose this new social reality offers an interesting insight into the possible semantic effect of Covid-19 language on shaping the way we think now. Linguistic determinism is a probability, as are mindsets like grouping, recollection, and perception, that language and systems restrict and determine the knowledge or experience of the person (O'Neill, 2015). The concept suggests that people who share information as to their sole languages in different regional accents have unique opinions (Boroditsky, 2016). Hence knowledge of the level at which cognitive information regarding pandemics interferes with the semantic structures is crucial to understand how distinction in language infers a distinction in the social reality of its users.

Naturally, language is by all accounts a significant and fundamental piece of our regular thinking. Studies detailing thoughtful mindfulness show that individuals experience as much as 50 % of their musings in 'inward discourse'. Language may shape intellectual procedures by giving us an organized medium to conceptualize the world, giving people a level of intellectual adaptability not found in different creatures. This thought returns at any rate to Descartes' Meditations and it shows up in the work of a few contemporary rationalists of the psyche (e.g., Carruthers, 2003). On the off chance that language decides or at any rate impacts perception, we anticipate speakers of various languages to have disparate conceptualizations of the world—as the language specialist Whorf (1956, 213) put it 'We dismember nature along lines spread out by our local language'. The cases that language shapes the manner in which we see the world, and that therefore, speakers of various languages conceptualize reality diversely will here be alluded to as semantic determinism. Semantic determinism comes both in solid variants (i.e., language decides thought totally) and in more vulnerable structures (i.e., language impacts perception to a significant degree). It has created a considerable group of research over the past 50 years, however numerous intellectual researchers (e.g., Bloom),

Questions have been raised about the social effect of the far-reaching utilization of long-distance social networking sites (SNS) like Facebook, LinkedIn, MySpace, and Twitter. The Pew Research Center's Internet and American Life Project chose to inspect SNS in a review that investigated individuals' general informal organizations and how utilization of these advances is identified with trust, resistance, social help, and network and political commitment (Hampton, Goulet, Rainie, and Purcell.2011). The discoveries introduced here paint a rich and complex image of the

job that computerized innovation plays in individuals' social universes. At every possible opportunity, they have tried to unravel whether individuals' fluctuating social practices and perspectives are identified with the various ways they utilize social organizing locales, or to other applicable segment qualities, for example, age, sex, and social class.

Due to its ubiquity and accessibility, online networking information may introduce another way to distinguish people who are encountering psychological instability (O'Dea B. , Boonstra T.W. , Larsen M.E., Nguyen T. , Venkatesh S. , Christensen H, 2018. ). By dissecting people's blog content, an examination was intended to research the relationship between semantic highlights and side effects of sorrow, summed up uneasiness, and self-destructive ideation.

This investigation used a longitudinal report plan. People who blogged were welcomed to take an interest in an examination where they finished fortnightly psychological well-being surveys (PHQ-9, GAD-7) for a time of 36 weeks. Linguistic highlights were extricated from blog information using the Linguistic inquiry and word count (LIWC apparatus) (Tausczik, Y.R. & Pennebaker, J.W. 2014). Bivariate and multivariate examinations were performed to examine the connections between the linguistic highlights and emotional wellness scores between subjects. On that point, the multivariate model was used to anticipate longitudinal changes in temperament inside subjects. A sum of 153 members assented to partaking, with 38 members finishing the necessary number of surveys and blog entries during the investigation time frame among subjects.

In an article, Amin (2017), planned to discover how the way of life shapes character. The library research was employed as the structure of the investigation with the sources from the individual and online library. The process of gathering the information was done in numerous ways; the main was to look through proposition and perusing a few written works. Different sources were utilized: books, articles also, diaries which had a similar variable. Collecting and consolidating a few speculations was the last advance. The outcome of this examination proved that culture is one of the numerous variables that impact an individual's character. Culture influences observation, also, discernments drives conduct. Along these lines, the way of life directly affects our character. In addition, our condition, which has social impacts, shapes our character.

(Zappavigna 2011) investigated how language is utilized to fabricate networks with the microblogging administration, Twitter ([www.twitter.com](http://www.twitter.com)). systemic Functional Linguistic (SFL), a hypothesis of language use in its social setting, was employed to dismember the structure and importance of 'tweets' (posts on Twitter) in a corpus of 45 000 tweets gathered in the 24 hours after the declaration of Barack Obama's triumph in the 2008 US presidential elections. Utilizing this investigation; it was proposed how tweets capacity to welcome a computerized crowd of 'devotees' to partake in evaluative bonds (Knight 2008; Stenglin 2004). The paper showed how the "hashtag", a typographic show on Twitter, has stretched out its significant potential to work as a linguistic marker referencing the objective of evaluation in a tweet. These two render the language accessibility and are utilization in up-scaling the call to a subsidiary with the qualities communicated in the tweet. Exploiting hashtag use as proof, it was proposed that we are as of now seeing a social move in electronic media from online discussion to an apt term 'accessible talk'

A section in a book by (Gauvain 2010) illustrates the connection between culture and thought. It starts with a concise chronicled record of how culture has been concentrated in mental exploration on human judgment. It depicts how culture turns out to be a piece of individual mental upbringing. All through the part, the emphasis is on both the substance and procedure of human discernment. Content incorporates practices and other mental properties, for example, information. The procedure is about how thinking works and incorporates mental capacities such as consideration, observation, thinking, order, memory, critical thinking, and arranging. Culture assumes a huge job in deciding both the substance and the procedure of human reasoning.

(Tomlinson, Hinote, Bracewel; 2013) presented a strategy for recognizing a person's degree of principles dependent on an investigation of their posts on their Facebook. The model depended on the distinguishing proof of semantic shreds of evidence and features identified with good faith; a person's conviction of their command over occasions around them and their objective direction. The model accomplished a relationship of  $r=.27$  on a subset of the Facebook information distributed for the *myPersonality* workshop, with an exactness of 58.13% for distinguishing if an individual is above or beneath the middle and 68.03% for that outside of one standard deviation. While a limited strategy was adopted and recognized, just a single personality attribute, the general approach of

straightforwardly searching for proof of qualities in a person's articulations is appropriate to finding models for the entirety of the personality assets.

Computerized intimations of action on informal community destinations speak to an immense wellspring of natural information with likely associations with individual conduct and mental qualities (Smith 2018). The current examination investigates the connection between consumer-produced printed content shared on Facebook and obsessive richness. Self-report proportions of desolation, nervousness, and stress were gathered from 201 grown-up Facebook clients from North Italy. Sentiment-related literary markers, including emoji use, were extricated to structure consumers' Facebook posts through robotized text investigation. Relationship investigations uncovered that people with more significant levels of misery, nervousness communicated contrary feelings on Facebook all the more as often as possible. Moreover, the utilization of emojis communicating positive feelings is connected contrarily with anxiety. When looking at age gatherings, more youthful clients detailed higher recurrence of both feeling-related words and emoji use in their posts. Likewise, the connection between online enthusiastic articulation and self-report passionate prosperity was commonly more grounded in the more youthful gathering. Generally speaking, discoveries bolster the attainability and legitimacy of contemplating individual emotional opulence by methods for the assessment of Facebook profiles. Suggestions for internet screening purposes and future examination bearings have also been talked about.

With the advancement of social networking, an enormous assortment of approaches has been created to characterize users' characters dependent on their social exercises and language use propensities ( Tadesse, Lin, Xu ,Yang , 2018 ). Specific methodologies contrast various calculations, information sources, and capabilities. The objective of their paper was to explore the consistency of the character qualities of Facebook clients dependent on various highlights and proportions of the Big 5 model (Goldberg 1992). Nearness of structures was looked into of informal organizations and semantic highlights comparative with character connections utilizing the myPersonality venture informational index. The authors have examined four AI models (Dartmouth Conference, 1956) and play out the relationship between every one of the capabilities and character attributes. The outcomes for the expectation exactness show that regardless of whether tried under a similar informational index, the character forecast framework based on the XGBoost classifier (Chen, Guestrin, 2016) beats the normal standard for all the capabilities, with a most noteworthy forecast precision of

74.2%. The best prediction presentation was gone after the additional rendition quality by utilizing the individual interpersonal organization examination highlights set, which accomplished a higher character expectation exactness of 78.6%.

(Ali, S.H., Foreman, J., Capasso 2020) proclaim that The COVID-19 pandemic has developed into one of the most significant wellbeing emergencies in present-day history, convincing specialists to investigate creative approaches to productively gather general wellbeing information in an opportune way. Internet-based life stages have been investigated as an exploration enrollment device in different settings; in any case, their practicalities for gathering delegate study information during irresistible sickness sources stay unexplored. The examination has two points. One of them is to depict the technique used to enlist an across the nation test of grown-ups dwelling in the United States (U.S.) to take an interest in a review on COVID-19 information, convictions, and practices, and secondly to set a layout for the starter discoveries identified with enrollment, challenges utilizing online life as an enlistment stage, and methodologies used to address these difficulties.

The online media campaign was a compelling technique to gather enormous scope, across the country information on COVID-19 in a brief timeframe period. Even though the extent of men who finished the overview was lower than the number of individuals who didn't, intercessions to build male reactions and improve representativeness were fruitful. These discoveries can illuminate future exploration on the utilization regarding web-based social networking enlistment for the quick assortment of review information identified with quickly advancing health emergencies, for example, COVID-19.

### **3. Methodology**

The driving force of this study is the Analysis Model which aptly explores the language alteration conceived due to a change in thought process. The Analysis Model (based on Szurawitzki (2010) presents accurate measures to investigate language on social media, especially Facebook, to infer the thought metamorphosis with altered use of language. The analysis model for the language of online social networking sites variables that have been taken into account for this particular study uses the number of words (characters) in a post to determine the impact it may leave on its audience. It also distinguishes the use of different languages to analyze text in terms of linguistic relativity. The model also conflates that the use of bold letters shows commitment towards a specific thought process which is molded with appropriate use of language.

The usage of Emojis, abbreviations or internet-specific language also supports the abovementioned conceptual framework as mentioned in the analysis model.

Other than the Analysis Model (Szurawitzki, 2010)) posts have been evaluated by deducing the total number of reactions and the number of comments. With the high number of positive reactions, it can be inferred that Facebook users validate the same thought process/ idea, and appreciation is shown in the comments section. The study is delimited to Facebook posts only reviewing the effects of social practices under social circumstances and the use of different language structures in times a Covid-19.

Twenty posts have been taken into consideration for the study out of which ten posts have been deeply explored and the rest have proven their support in the results. The posts have been selected from a particular group, run by the Pakistani administrative team on Facebook with a member following of more than a hundred thousand. The selection of posts is not random and the study is descriptive and qualitative in nature. The study aims to extract trends and practices of social media with the help of analyzing the language used to alter the thought process. The comment, likes, dislikes, and shares will be taken into account for analyzing Facebook user's language and thought perception and change. The study required data from social networking sites and the choice of cite was Facebook due to the number of users and the versatility and diversity of its users. Twenty posts dating from March 2020 till June 2020 have been selected for analysis. The posts are kept anonymous and the authors of the posts were requested to provide permission to use for the study.

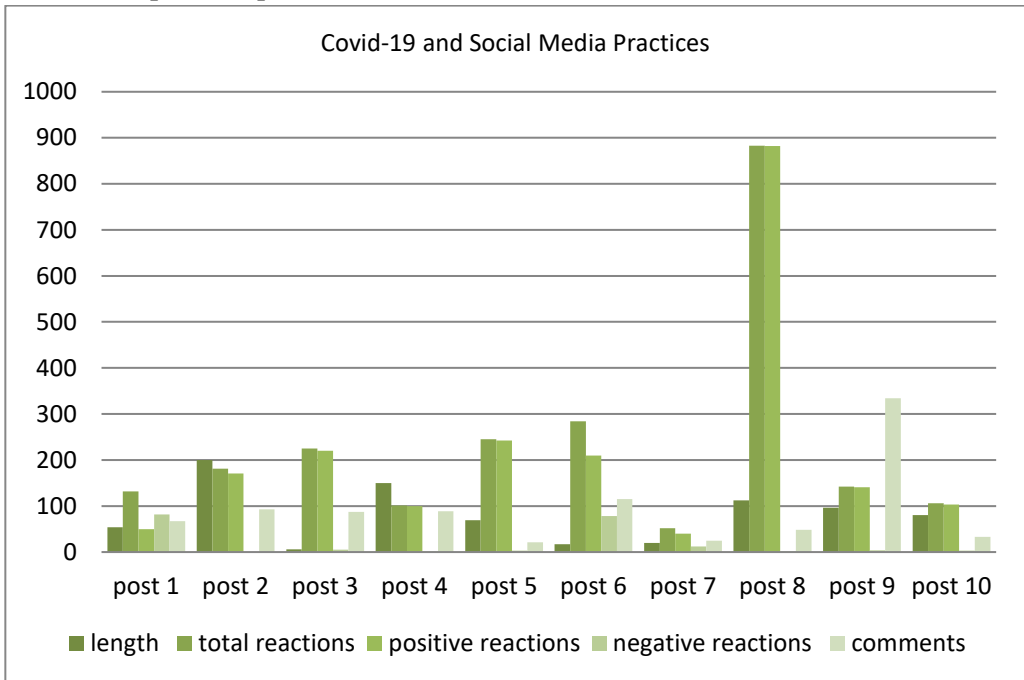
#### **4. Results and Discussion**

Questions have been raised about the social effect of the far-reaching utilization of long-distance social networking sites (SNS) like Facebook, LinkedIn, MySpace, and Twitter. The Pew Research Center's Internet and American Life Project chose to inspect SNS in a review that investigated individuals' general informal organizations and how utilization of these advances is identified with trust, resistance, social help, and network and political commitment (Hampton, Goulet, Rainie, & Purcell, 2011). The discoveries introduced to paint a rich and complex image of the job that computerized innovation plays in individuals' social universes. At every possible opportunity, they have tried to unravel whether individuals' fluctuating social practices and perspectives are identified with the various ways they utilize social organizing locales, or to other applicable segment qualities, for example, age, sex, and social class.

### 4.1. Covid-19 and Language Use

In the first part of the analysis, the selected posts were analyzed to investigate the impact of Covid-19 on Facebook language. Everyday words are seen to reveal the nature of social processes that are at work during social interactions (Chung & Pennebaker, 2014). Similarly, the results of the current study, after the analysis, show that Facebook is a vast platform for people to articulate their thoughts, using language as a medium. The analysis has been consolidated in a graph for better comprehension and discussion provided below:

**Table 1: Graphical Representation of Covid-19 & Social Media Practices.**



The fluctuation of social practices and perspectives was also prominent from the analysis. Initially general public did not estimate the gravity of adverse effects that the Corona virus would bring about. Many people made dismissive remarks and were dealt with accordingly.[a] shows that a total of a hundred and thirty-two people reacted to this post and according to the nature of the post (38.8%) of the reactions show approval and (62.1%) of the population disapproved of the thoughts portrayed in the post. This was exposed at the beginning of March when Pakistan first faced serious cases of the corona virus. Over a period of three months, it was eminent that the

general public started to show more concern and seriousness to the pandemic situation. The analyzed posts show that the number of total reactions goes up to 883[b] with positive reactions being (99.8%) which proves that audiences of the posts endorsed the same thought culture. The post was regarding the death of a young Pakistani female, mother of a newborn baby in the U.K. The length of the discourse also paved interesting insights. Post [c] is above 200 words which makes use of proper linguistic constituents in an arranged syntactic order to share a story about a case of Corona who tried to escape from Multa, and was arrested and isolated. The post also uses the term Covid-19 to draw the attention of its viewers. The post had a total number of 181 reactions of which (94.4%) were positive reactions and only (5.52%) presented negative feedback.

Post [d] proves that only 6 words can leave a deep impact on its viewer. The posts depicted with the help of an animated picture that Covid-19 has brought out a mean and selfish streak in people. It was commonly seen that the general public started to hoard items of necessity in their homes leave none on the shelves for more deserving people. The post received 225 reactions. The positive reaction count was (97.7%) and the negative index was (2.2%). Another trend that surfaced in the analysis was the information shared on Covid-19 by anonymous members of the group. It displayed how people shared relevant information and details about Covid-19 [e] and the number of reactions verifies that people also shared the same thought progression.

On the off chance that language decides or at any rate impacts perception, we anticipate speakers of various languages to have disparate conceptualizations of the world—as the language specialist Whorf and Carroll (1984) put it 'We dismember nature along lines spread out by our local language'. The cases that language shapes the manner in which we see the world, and that therefore, speakers of various languages conceptualize reality diversely will here be alluded to as semantic determinism. Semantic determinism comes both in solid variants (i.e., language decides thought totally) and in more vulnerable structures (i.e., language impacts perception to a significant degree). It has created a considerable group of research over the past 50 years, however numerous intellectual researchers (e.g., Bloom),

Social media surveys have been proved helpful in collecting insights on practices and perspectives of people regarding Covid-19 (Ali, S.H., Foreman, J., & Capasso, 2020). In the same vein, the analysis of current research also brought to light the beliefs and perspectives of Facebook users regarding the pandemic. Where Covid-19 brought a mean streak in the general public, it was also seen that humanity

conquers all. A post [f] by a regular member of the group shared details of a Pakistani dress designer who designer overalls as protective gears for the doctors free of cost. The post received 245 total reactions. Positive reactions counted for (98.7%) of the total and negative only (1.22%). The members greatly appreciated the step taken by this designer which is mirrored in the positive index. The next post [g] presented for analysis is a confirmation from the digital publication of a reputed newspaper that proposed that Pakistan will be able to invent the vaccine for the Corona virus. The post has a picture of the original publication attached and ended in a non-wh-question. (73.9%) of the reactions show positive feedback and (27.46%) of the reactions display disapproval. The post is concise and straightforward.

Smith (2018) asserted that besides age, where young people are enthusiastic and passionate regarding any content on Facebook, the selection of emojis also communicating positive feelings connected contrarily with anxiety. The articulation of emotions was also found in the Facebook posts selected for the analysis. Towards the third month of the lockdown, it was seen that a large number of people started to solemnly violate the standard SOPs. The next post [h] speaks a thousand words only in a few. The writer has attached a picture to show her emotions and used a capital letter to show her disapproval. The post talks about ladies standing in queues outside a leading clothing store with toddlers waiting to go in for Eid shopping. The post presents a total number of 52 responses of which (76.9%) show approval and (23%) show dismay.

The basic organization of language is to move insights from one point of view to another cerebrum. The bits of semantic information that go into one person's mind, from another, cause people to draw in another thought with huge ramifications for his existence, data deduction, and coming about lead. Language neither makes nor deforms sensible life. Thought begins things out, while language is an enunciation. There are certain controls among language, and individuals can't convey all that they think.

A different category surfaced in the analysis which talked about Covid-19 hitting households and bringing financial crunches. Post [i] for analysis speaks of the aftereffects and the problems that parents, in general, had to face of school-going children. According to the government instructions, the schools were to class online classes and the parent has posted about her husband being jobless and added expense of buy laptops for her children so they may be able to attend their online classes. The post received 142 reactions and (99.2%) reactions endorsed the same thought process.

## 4.2. Language of Facebook and Thought Process

The investigation of the language on Facebook and endorsement of the thought process brought out some prominent themes in the analysis.

### 4.3. Theme 1- The absence of serious attitudes

Language is also utilized to fabricate social networks (Zappavigna 2011; Zappavigna, 2012) of like-mindedness where a specific trend on electric media is liked and endorsed. Similarly, it was observed that users on Facebook create trends and society tends to follow them. Post [a], [c] & [h] show that generally, people don't realize the seriousness of a situation until it reaches an alarming level. This ascertains that language influences the thought process of the speaker and the audience as well. Social practices have their roots in culture. Culture is a way of life and it shapes our personality accordingly. Language practices on social media can also help discover how the way of life shapes character (Amin, 2017). Culture is one of the numerous variables that impact an individual's character. Culture influences observation, also, discernments drives conduct. Along these lines, the way of life directly affects our character. In addition, our condition, which has social impacts, shapes our character. The trends on social media are also a by-product of culture and thought. Culture is concentrated in mental exploration on human judgment; a specific culture or trend turns out to be a piece of individual mental upbringing. Linguistics content incorporates practices and other mental properties, for example, information. This is how thinking works and incorporates mental capacities such as consideration, observation, thinking, order, memory, critical thinking, and arranging (Gauvain & Parke 2010).

[a]



[c]



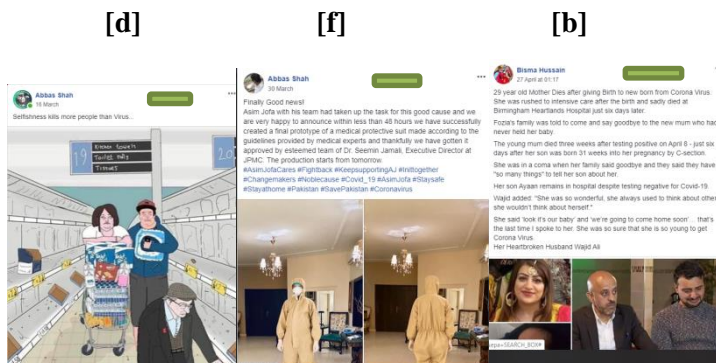
[h]



#### 4.4. Theme 2- Prominence of dual-faced social practices

The relationship between semantic highlights and the emotional state of social media users can also help distinguish people who are encountering psychological instability (O’Dea, et al. 2018). In the same vein, the analysis shows how a pandemic situation has snatched away humanity but later it shows that humanity wins over. Post [d] and [f] portray a picture of society as the two sides of a coin. Post [d] is highly impressive as there are no words used but the thought process is portrayed with a single animated picture showcasing a couple hoarding their shopping cart with food items and necessities of life in the lockdown and all the shelves are empty that an old man in the same aisle finds nothing for himself. Post [f] showcases and appreciates one Pakistani designer who had volunteered to make provide special suits for the doctors and nurses teams helping fight corona. The suits were part of the protection kit. The author has validated his post with the help of a picture attached with it.

Post [b] is relevant in the same context as it shook up most comments and reaction emoticons. The post is about a Pakistani national residing in the U.K who lost her life to Covid 19 after giving birth to a baby boy. The patient was a corona victim and died within hours of delivering the baby. The post was published on 17<sup>th</sup> April 2020. The social exercises and language use depict the personalities as has also been explored Tadesse, Lin, Xu, &Yang (2018). Likewise, a person's degree of principles can also be recognized investigation of their posts on their Facebook (Tomlinson, et al. 2013). Hence semantic practices on social media give a clue to the social realities and identities of its users.



#### 4.5. Theme 3- sharing of informative details.

Linguistic highlights extricated from blog information, using the Linguistic inquiry and word count (LIWC apparatus) (Tausczik, Y.R. & Pennebaker, J.W. 2010) can help examine the connections between the linguistic highlights and emotional wellness scores between subjects. Similarly, the positive index of respective posts [e] and [g] indicate that thought processes have been endorsed by the audience. Post [e] has a comparative analysis of all the details of facts and figures regarding Corona patients, deaths, and reports in America and Pakistan. Post [g] is a confirmation from the digital publication of a reputed newspaper that confirmed that Pakistan will be able to invent the vaccine for Coronavirus. This endorsement is a type of self-disclosure that was studied by Ampong, et al. (2018) where sharing of views that you like and thus the information you want to share reveals a lot about the lives and perspectives of social media users.



Additional posts regarding theme 1, theme 2, and theme 3 that were used in the analysis have been attached in appendix A, appendix B, and Appendix C.

#### 5. Conclusion

In light of the analysis presented in the sections above it can be assumed that the language in use on social networking sites can be called legitimate when it comes to discussing a serious matter like the Corona Virus. The Coronavirus was initiated from China and spread around the globe in less than three months. The world has been affected by it in one way or the other. Some people lost their job and some of their lives. The purpose of this study was to analyze the language in use and how it reflects

the thought and culture of the human mind. Posts were recorded from Facebook during the pandemic crisis in Pakistan and various results can be perceived.

The main source of knowing how people's thought processes evolved and how many people endorsed it, was by analyzing the responses of the posts. All the selected posts were highly serious and portrayed multiple and varied responses by the members. To maintain congruency the posts were selected from one group on Facebook with more than one million members, of which ninety percent are Pakistani and belong to Islamabad.

It was evident from the analysis that people reach out and openly react with the *like* emoticon on posts they feel emotionally or psychologically attracted to. The authors have used a standard form of English and the responses have also shown the same criteria. The posts showcasing the facts and figures of the cases and casualties of the Coronavirus in Pakistan were prominently appreciated and the members were generous in adding their bits to the existing material. The posts that portrayed the perspective of humanity were well received and members responded with empathy and sympathy. Some posts exhibited humor in people's behavior about the coronavirus early in its spread and how the authorities dealt with these kinds of people.

Analyzing these posts has brought this study to the conclusion that in different situations and crises the language of a person can drastically change which is a mirror reflection of the thought processes in the mind. When those thoughts are exposed to other like-minded individuals or people who have suffered or gone through the same crisis it helps build a foundation of concrete ideas that float for validation. The results prove that social networking sites are a platform for individuals to present their thoughts as the ideal way to do it is with the help of conformed language. The Sapir Whorfian hypothesis is seen well knitted in the words and sentence structures of the posts. The authors of the posts have used direct words to convey their thoughts the spellings are correctly used and the use of punctuation marks has helped bring about more emphasis.

The online media campaign was a compelling technique to gather enormous scope, across the country information on COVID-19 in a brief timeframe period. Even though the extent of men who finished the overview was lower than the number of individuals who didn't, intercessions to build male reactions and improve representativeness were fruitful. These discoveries can illuminate future exploration on the utilization regarding web-based social networking enlistment for the quick

assortment of review information identified with quickly advancing health emergencies, for example, COVID-19.

The study would help future analysts and linguists to understand how language thought and sometimes culture included reform and reshape the societal standard of thinking and articulation of their thoughts using their language as a medium. It will also help in discourse analysis of Facebook posts from a unique perception

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## Appendix

 **Shakeel Rasay** ▶ The Nagar Valley Gilgit  
Pakistan  
22 Mar · 🌐

Doctors have raised reservations after death of a young Dr after checking Pilgrims without kiit!

 **Nagar Today**  
21 Mar · 🌐

1 message from Dr #Amjad and Dr #Aqib to the people of #Nagar...  
Can you believe.  
Me and Dr Aqib working in high risk area (Nagar valley) where one... See more



*Dr Aqib* *Dr Amjad*

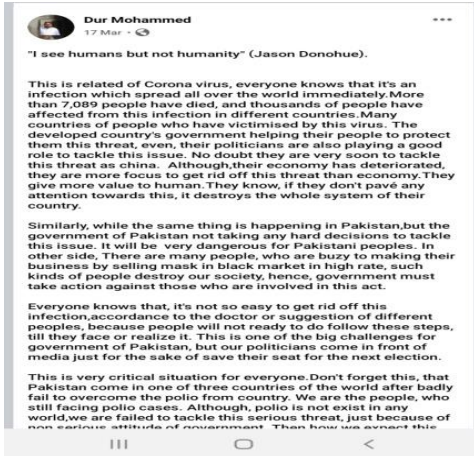
 **Muhammad Shafay Sabir** ▶  
19 together  
8 Jun · 🌐

Right now, I'm sitting in doctor's room.  
whenever i go outside, i said to attendants & patients to wear mask, they wear it infront of me, as i come back, they all took their masks off. this hide & seek show is going on since 9 am . security guards throw 1 of the attendants out of ward for not wearing mask, but same issue persists. our AP discharged 1 patient for not wearing mask but tell me how many patients we will discharge for this casual & non serious behavior.  
In corridors, attendants are sitting, gossiping & watching movies on mobile, no concept of masks & social distancing at all. it is happening here in tertiary care hospital.  
& doc... See more

  20

10 comments · 2 shares

Appendix B



## Appendix C

 **Ain Ul Haq Abbasi** ► When, Where & How in Islamabad  
16 May · 📷

Coronavirus Drug: Pakistan will be among the first 3 countries in the world where it will be produced and exported to 127 countries of the world.  
Under the licensing agreement, the company have the "right to receive a technology transfer of the Gilead manufacturing process for remdesivir", a statement from Gilead said.  
The antiviral drug was originally developed by Gilead Inc. (USA) as an Ebola treatment. It works by attacking an enzyme that a virus needs in order to replicate inside our cells.  
P.S.: Pakistan is also working on its own drug and is very close to breakthrough.

 **Khaleej Times**


**CORONAVIRUS PANDEMIC**

Home » Coronavirus Pandemic

### Pakistan's Ferozsons to begin producing Covid-19 drug remdesivir

Reuters



Last updated on May 15, 2020 at 09:39 pm



 **Wazeem Safdar** ► When, Where & How in Islamabad  
29 May · 📷


If you have symptoms of COVID19 like fever, aches, etc, there is no reason to freak out. There is no rationale to rush to the hospital. There is a probability of more than 90% that you will get better on your own with over-the-counter fever and cough medicines. Hydroxychloroquine is not recommended. Use hot beverages like tea, green tea etc for soothing effect. One thing you need to buy is a pulse oximeter to keep checking your oxygen saturation level. (If you can't find one, there are Mobile apps that will serve the purpose). A normal saturation is between 90-100. If it starts dropping below 90, its the right time to rush to the nearest hospital. Now there is a chance that hospital beds will not be available, so no need to panic, arrange an oxygen cylinder and ask your doctor to treat you at home with oxygen.

Not: If you develop respiratory symptoms like rapid breathing or low Oxygen saturation, Prone does help which means to lay on your stomach prone for 6 hours, giving rest for an hour and again prone, as much as you can. This has led to better results in our hospitals. Self isolate from your household in a room with attached bath.

Plz help people get through this scourge as most people panic. Spread the word for humanity.


 Like  Comment

  314

 **Iffi da Chocoholic** ► When, Where & How in Islamabad  
13 Jun · 📷

#stayhome #staysafe

#covid19



Social Distancing A Film by : Vaibhav Pivl:tar

 **Maria Khan** ► When, Where & How in Islamabad  
18 Jun · 📷

This #Rawalpindi police official lost his life battling coronavirus. Here he is seen paying his last salute.

What more can a police officer do for his Nation?  
Enforce law to protect people from devastating #coronavirus; get infected while doing that; present Final Salute to his country & nation from Death Bed and then leave for the heavens #Salute



 Like

   1.1k

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