

## **A Sociolinguistic Analysis of Register Used in Instagram Captions by Pakistani Influencers**

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## Abstract

The research study aimed to explore the sociolinguistic function of the register used on Instagram captions such as intimate, deliberative, casual, oratorical/ frozen, and consultative functions. The researcher adopted a qualitative method approach to analyze the data. The theoretical framework of this research is based on Halliday's (1978) model of register. The study at hand finds the intimate function of the register 27 times, deliberative 19 times, causal 7 times, oratorical 3 times, and consultative 35 times. Moreover, the present study analyzed that majority of the Pakistani influencers have used informal registers. Therefore, suggesting that influencer in web-based media, particularly Instagram captions, use various types of registers in a variety of settings, as well as slang, contractions, and vernacular language. The purpose of using slang language is to increase the viewers' reading speed and casual register-based content makes the audience comprehend easily. It is crucial for an influencer to be aware of the type of register he or she is using. If an influencer understands the application and function of register in Instagram captions, s/he can market his or her advertisement with ease.

**Keywords:** *Social Media, Register, Captions, Instagram, Influencers.*

## Introduction

There are several definitions of language by well-known scholars, including: Plato, language is a mirror of one's mind. According to Salam (2016) Language could be a gesture system sounds associate arbitrary language that permits folks to figure along, interact, and determine each other perceptions. Language is the amalgamation of rules that create humans to speak with others. Language is a tool for interaction. Individuals consistently use language to interface with others. Language is a correspondence framework which is expected to assist individuals with doing their exercises in the public eye, for example, in school, market and offices etc.

Knight (2013) of the views, sociolinguistics is an investigation of language, as a mode of communication. Which is related with social conditions and Register is kind of variety of language dependent on the speaker. It implies that language which is utilized dependent on the thing is being done and the idea of its exercises. Furthermore, asserted by Knight (2013), sociolinguistics is concerned with specific gathering or local area, individuals who live in there as a rule utilize language for communication that is unique in relation to other people. Baron (2010) indicated that the phonetic elements (explicit articulations, lexicon-syntactic and phonological elements) and the specific upsides of the three elements of field, mode and tenor decide the useful assortment of a language. Baron (2010) considers these three boundaries can be utilized to indicate the setting of circumstance wherein a specific language is used.

According to Baron (2010) discourse centers around the whole circumstance, method of communication and discourse decides the capacity of language specifically circumstance, and tenor alludes to the sort of sociolinguistic orders. Murti (2014)

asserts that in the present globalized world, many individuals use internet and different internet related applications to look through data regarding knowledge and business. Baron (2010) refers to the use of language related to internet as Baron (2010) indicated that the communicators can arrive at the data explicitly by internet. Actually, it can associate individuals to the others by internet-based media. Such media is a medium to associate with one another and it is directed by online that permit users to cooperate with one another without being restricted by existence.

Instagram is one of the top four most popular social media platforms around the globe. Without a doubt, all social media work to generate business. Digital Global Statshot Report 2022 found out that there are 4.65 billion social media users on Earth. Out of which 71.70 million social media users are in Pakistan and number keeps on increasing day by day. There are huge masses around us who use social media as a primary source of information. Therefore, Instagram is a new thriving platform for models and influencers. To maintain their presence they have to thrive hard for creating interesting and engaging content for potential audiences.

Instagram is also one of the mediums to interact and communicate with one another through captions postings. There is a great deal of ideas and interactive sessions in Instagram. Actually, in Instagram some data is posted by the influencers where one can find various uncommon terminologies of English language in the form of register. Users of Instagram can utilize the post by join to be a member of its captions community. There are numerous sorts of options in Instagram. For instance, Instagram is space where news, photos and short videos are shared. Instagram is dealt with users who consistently posts refreshed news about anything they want and then comments and communicate with each other. There are many new words made in stuffs in Instagram, however not everything users can get what the means. Instagram is the application like Facebook which is loved by everyone around the world. In this period, this app used by male as well as female to such an extent that they are spending hours by doing communication and using specific language according to the situation. Instagram is likewise appreciated by all ages, old, youthful, even kids partaking in this app and sharing their ideas through photos and clips. Most of the people are unaware about the idea of the importance of language in Instagram app. In the current study, the researcher centers around sociolinguistics investigation learning about the register as a kind of communication in captions of Instagram. Moreover, the researcher utilizes the Instagram application on the grounds that in this time many users of Instagram and other internet based medium of communication, and they imagine that it makes simpler to get data. Furthermore, the researcher finds the use of registers in Instagram, for example, feed, filter, tag, own objective, and much more. Many of the researchers have directed the investigation of registers.

### **Communication through Language and Register Used on Instagram**

Richard Nordquist, R (2019) language refers to the synchronic linguistics and different rules and customs which allow humans to interact and share mutual perceptions. Halliday (1978) asserted that language plays a pivotal and unprecedented role in communication. Halliday (1978) further alluded that people communicate their plan, belief, emotion, feelings so on and so forth with each other through the use of language. Halliday (1978) also talks about register and he considers it a base for language in the context of social communication. No doubt, there are a unit several means that of communication employed by mortals e.g., gesture, nodding, alphabets,

smiles, horns, symbols (sign language) etc. Symbols are not as versatile, comprehensive as language is. Richard Nordquist, R (2019) of the views, the expression of or the power to precise thoughts and feelings by articulate sounds, a proper address or discourse delivered to associate audience. According to Hudson (1996), register is social oriented phenomenon tied closely with language and its contextual use. Hudson (1996) further asserts that speech is human vocal communication of victimization language. Every language uses phonetic combos of vowel and consonant sounds that type the sound of its confrontations. Language also has certain variations; register is characterized as the way a person uses language in a different way in several situations. It also refers to the words a speaker chooses the tone his or her voice, even it deals with the body language.

As a matter of fact, Instagram captions involved different stuff regarding communication, information, and linguistic variants that is closely connected with the different use of language on Instagram. In Instagram, the content writers and influencers have pages from their home by associating with the Instagram with a PC or even mobile phone. Mostly, in Instagram captions the register is concerned with the web based language which is not common for the common readers. A great deal of new words is made particularly in the captions of Instagram. In captions of Instagram dialects and register the captions are about as the field, education, selling, purchasing and information as the tenor and the communicated in or composed language as the mode. In this exploration, the researcher centers around sociolinguistic investigation learning about the register as a sort of language variety in captions of Instagram. Moreover, the present study utilizes the investigation of register in captions of Instagram on the grounds that today many of the people uses Instagram as an online media, and they feel that it makes more effective in caption writing. As a matter of fact, the researcher finds a great deal of registers used by Pakistani influencers in exchanging ideas regarding social and economic aspects in their captions on Instagram. According to Halliday (1978), there are three types of registers the first one is called formal register, it is more suitable for proficient composition and letters to a head of the department, boss or an outsider. The second type of register is called informal register, it is conversational and proper when keeping in touch with companions and individuals you know quite well. The third one is neutral register because it sticks to realities. Halliday (1978) considers it as generally fitting for specialized compositions.

## **Research Problem**

A caption writing in Instagram is associated with various kind of register used, the problem arises for common readers because of the use of web-based register terms. The use of register by the influencers is not explored yet, which has become difficult to grasp the terminologies and caption (message) in the context of register. In order to clarify the use of register in captions of Instagram, the communication made in the captions of the Instagram will justify the linguistic functions of the register.

## **Research Questions**

1. What are the functions of register used in Instagram captions by Pakistani influencers?

## Research Objectives

1. To know the functions of register used in captions of Instagram
2. To know the kind of registers are being used by the influencers
3. To see how influencers make the message for the users to buy certain product

## Theoretical Framework

Halliday (1978) took a functional approach to view language as an instrument of social interaction. For Halliday (1978), “the contexts in which meanings are exchanged are not devoid of social value; a context of speech is itself a semiotic construct, having a form (deriving from the culture), that enables the participants to predict features of the prevailing register-and hence to understand one another as they go along”. Furthermore, he asserts “context plays a part in determining what we say, and what we say plays a part in determining the context. As we learn how to mean, we learn to predict each from the other”. In this sense, context acts as an interface between the levels of culture (situation) and form (grammar, lexis) and is concerned with relationships between all these levels and the situation. Halliday’s approach (1978) as a theory is followed as the research tool for the analysis of the use of register in captions of Instagram. Halliday’s perspective brings the use of register to the mainstream. Hence, Halliday’s concept regarding register on the use of register in captions of Instagram becomes inevitable to be applied as a theoretical framework.

## Research Methodology

The current study is discourse analysis of register used in captions of Instagram influencers, the researcher investigates and analyzes captions of twenty five Pakistani influencers in order to investigate the use of register in the light of Halliday’s concept.

## Significance of the Study

The current study is significant regarding understanding the concept of the use of register in captions of Instagram. It enhances the knowledge of readers about the newly emerged concepts of markets and the associated register-oriented language with those concepts. Moreover, it helps all readers in general and students of communication with special reference to social media. It also enables the readers about the nexus of register and captions writing in Instagram.

## Literature Review

The researcher traced various research studies related to the use of register in Instagram and in other social media networks. In literature review presented here also

includes the selected theoretical frame work which would be utilized as frame work for the analysis of the captions of Instagram.

### **Register Analysis of Captions–Text and Linguistics Features**

Yang (2015) A Corpus-based Register Analysis of Corporate Captions–Text Types and Linguistic Features. This research study shows that some captions based on register means the use of language according to situation can improve our comprehension of how the language of websites is shifted. Actually, Yang (2015) explores different aspects that are linked to register and text types are recognized to be altogether unique in relation to each other and show the wide use of register. According to Yang (2015) these premises, regardless of whether in the investigation of the connection between text types and ventures, or the examination of those language highlights related with setting of circumstance (pronouns, modular action words, lexical thickness, or the syntactic intricacy), it is simply not just the shifted open purposes yet in addition the general classes that could be distinguished sales, customer relationship the executives and marking. Yang (2015) asserts that it has likewise been seen that a decent methodology is broadly utilized by the organizations: caption authors will more often than not be exceptionally cautious in conveying the data in order to keep a warm and agreeable web-based climate. According to Yang (2015), it has been demonstrated quantitatively that both a 'individual standard' and a 'direct rule', as an establishment of the language of trust, have been continued, which addresses highest level effective corporate websites. Also, the force of the logical structure offers the chance to experimentally respond to the exploration questions. The discoveries from this exploration add to our comprehension of the variety of corporate web journals.

### **Register in Online Shop of Instagram**

Rahmawati (2014) A sociolinguistic Analysis of Register Used in Online Shop of Instagram. In this research paper the researcher tracked down the register and situational type of words and expressions. Rahmawati (2014) explained that there are two sorts of information as word, in view of the substance of word (thirteen information of thing, one datum of action word and one datum of descriptor) and the arrangement of word (fifteen information of compound word and one datum of shortening). As expression, Rahmawati (2014) finds six information of thing phrase. Rahmawati (2014) tracks down the high recurrence information of semantic structure are in compound word. Furthermore, Rahmawati (2014) explained that the compound words are all the more much of the time show up in soccer page. Since new jargon in soccer page shaped by joining the word, for example, Hat-stunt, Own Goal, Clean Sheet and so forth the object of this examination is the register utilized in soccer page of online media Facebook. The information is register words and expressions remembered for printed material utilized in soccer page of web-based media Facebook.

Rahmawati (2014) opined that the information source is the post in soccer page of web-based media Facebook. The essayist gathers the post in soccer page, peruses the post completely, and records the register words and expressions, and gives the code of the information. In investigating the information, the essayist arranges the information into classes as the register, dissects the information by distinguishing the semantic type

of the register, examining the setting of circumstance of the information dependent on Halliday's hypothesis, Identifying the contrasts among lexical and logical significance dependent on Larson's hypothesis.

### **Register Used by Football Fans**

Saputro (2018) A Sociolinguistic Analysis of Register Used in Football Fans in Manchester United States. Saputro (2018) in this article the scholar has taken items from YouTube, which were about football game of Manchester and Manchester City fans. Saputro (2018) makes a content of the linguistic features from YouTube. Saputro (2018) takes this article on the grounds that many individuals at times do not mind at all when they are sing of serenades, not care on the significance, they are not knowing the reason and which means of the serenades, and for the general public that not at all like football, they are very few know about the serenades, from the importance of the word utilized and addressed to whom. The explanation of the Saputro (2018) takes the article from Manchester United and Manchester City fans on the grounds that both of group has a which exceptionally solid contention, they come from of a similar city in the city of Manchester which is classified "Derby of Manchester" and both of fans giving each other joke.

Saputro (2018) asserted that the research is carried out on Linguistic structure too such as "Type of Register" and "The Function of Register". The aftereffects of this exploration, seen from Linguistic Forms, the prevailing of Linguistic Form on drones Manchester United and Manchester City is "Word" comprising of Noun, Verb, and Adjective. The exploration additionally found sorts of the register that utilization on serenades of Manchester United and Manchester City fans. On the investigation of register utilization of the Biber and Conrad (1997) hypothesis, the consequence of the sort of the register examination is each of the serenades incorporate of Casual Register, in light of the fact that the circumstance of the setting on this serenade is non-formal, and the capacity of Register is Informal Register.

### **Sociolects and Registers a Contrastive Analysis**

Lewandowski (2010) Sociolects and Registers a Contrastive Analysis of Two Kinds of Linguistic Variation. In this article Lewandowski (2010) explained that from the start it appears to be that the terms sociolect and register allude to comparable, if not the equivalent, subsets of language. According to Lewandowski (2010) that as it may, as has been illustrated, these two ideas complement various parts of language. It has been contended by Lewandowski (2010) that sociolect is unequivocally connected with explicit gatherings of people (individuals having a similar occupation, interest, or philosophy on account of subcultures). It should be re-stressed that this sort of variety happens (basically by definition) provided that the language of a particular gathering of people fills in as a personality marker for this gathering. It appears however that occasionally the term is utilized over broadly to assign assortments that never meet these prerequisites.

Lewandowski (2010) of the views, while it is certainly a fact that the vast majority of us can deal with a few language assortments, it is easy to refute whether every one of them can be marked as sociolects. Lewandowski (2010) asserts that apparently just some gatherings of people gloat a set up custom, which is one of the essentials for a sociolect. Hence it is reasonable for limit this term to affectionate

networks or diversion-based gatherings, for example, trackers, officers, sailors, subcultural gatherings, and conceivably a couple of others. Conversely, a register is characterized as a situationally adapted assortment, and as such is firmly connected with a circumstance requiring the utilization of explicit language. While registers can work with correspondence, they relate principally to specific events as opposed to explicit social groups. Allow us to take as an illustration the language of soccer sportscasters, which shows various effectively recognizable components. It would be fantastical to contend that this language assortment fills in as a character marker for its speakers. The language of soccer players and mentors additionally shows the qualities of a register Lewandowski (2010). The language decisions they still up in the air generally by the situational setting, instead of by the need to relate to their word related gathering.

### **Register Analysis in Captions**

Daems (2013) Register analysis in captions: Correlation between professional sector and functional dimensions. Since past research on language in sites demonstrated unacceptable, the multi-faceted methodology led by many linguists was applied on a caption corpus of very nearly 9,000,000 words. According to Daems (2013) through the investigation of relationship designs among semantic elements, four elements were recognized and deciphered as useful aspects, which is an obvious sign of variety in the blogosphere. To answer the question, the researcher analyzed whether a portion of these aspects relate with specific word related areas. Specifically, we guessed that a practical resistance could be made between the natural and social science. Moreover, Daems (2013) observed help for a separating aspect with the first, i.e., principle, variation differentiation, what isolates portrayal from guidance, in this manner mirroring an adjustment of accentuation from narrating to data sharing. The perception was here that the account creative language is discernable from the informative logical language in sites. Regardless, sites from both areas truly do can possibly have an inverse useful translation, as they range broadly. Additionally, the idea of the division can be credited to websites from Arts and Technology specifically. All things considered; it may have been adequate to take a gander at these two expert branches only, perhaps with the expansion of science also. According to Daems (2013) corresponding to the findings of the current discoveries, apparently register in captions is a particularly far-reaching system incorporating different parts, that, later on, more phonetic highlights can be picked and broke down by utilizing this structure where elements can be planned onto the Halliday's malfunctions of language. Further examination should be done to validate these suppositions. Furthermore, the disadvantages of examination and the assumed hypothesis have been proposed by certain analysts; it is additionally trusted that a few upgrades can be made innovatively and hypothetically.

### **Register Analysis in News Articles**

Irhana (2017) English Registers in Allkpop News Articles. In the articles of Allkpop the scholar investigated an aggregate of thirty word. Furthermore, Irhana (2017) expresses that it is distinguished as English language variations that comprise the information of the current article. Actually, English registers are found in news stories posted in August 2015. A few kinds of word arrangement process found in this examination are mixing, compounding, induction, change, and initialize. According to



Irhana (2017) of the absolute twenty registers that have gone through morphological cycle, few are made of intensifying interaction, four are made of mixing process, three are made of determination process, three are made of initialize cycle, and one is made of transformation process. The explanation of why numerous registers is made of intensifying interaction is on the grounds that the English registers found in such articles are written in different ways, for example, with a space between the components; with a dash between the components; or essentially with the two roots run along with no division. Irhana (2017) asserted that the manner in which the word is composed never influence its status as a compound. Irhana (2017) stated that in this examination, all of these registers found in the selected articles have diverse significance when contrasted and their lexical importance in the word reference. Irhana (2017) explained that a few kinds of changes in significance served by the registers found when contrasted and their lexical importance in the word reference are extending of importance, restricting of significance, and improvement. The most predominant sort of changes in importance is augmenting of significance.

### **Functions of the Register Used in the Captions of Instagram**

According to Kortman (2005), different communication conditions influence the speaker's choice of a language variety based on situational considerations. Registers are different sorts of speech that 'operate' in different conditions. As a result, a register is a variety in language that is considered appropriate for usage in a specific speech setting. A specific speech circumstance is frequently associated with a specific register.

#### **Intimate Function of Register**

One of the functions of the registers is intimate, which is used to make the discussion more acquainted and familiar. As far as the current study is concerned, the researcher explored registers with the function of intimate. It is a very informal communication among family members and close friends that may include proprietary terminology known only to two individuals or a small group, as well as nonverbal indicators unique to the followers of a celebrity or group.

#### **Deliberate Function of Register**

The purpose of deliberate register is to make the communication more formal. This is done to draw in more viewers from all walks of life and social backgrounds. There are many terms regarding deliberative registers have been identified in the selected captions of Instagram. It suggests that those are typical words used captions of Instagram and that they can be utilized in any situation and circumstance. A Deliberative Register, according to Crystal (2011), is neither colloquial nor personal, and is the register most commonly used in academic writing. It is a register in which strong opinions can be stated objectively; it does not violate any established grammar rules, and it frequently includes a list of things not to do when using it.

#### **Casual Function of Register**

The casual function of the register is to make the communication more relaxed. It is meant to make it less formal in order to encourage more individuals to participate in the debate. As indicated by Halliday (1978), when people are around friends, intimate acquaintances, coworkers, and relatives, they use the Casual Register.

## **Oratorical Function of Register**

It is also called frozen function of register because it pertains to ancient language or communication that is intended to remain unchanged, such as a constitution or prayer, this type is frequently referred to as the static register. Furthermore, oratorical is a register that indicates that the discussion is frozen, similar to how orators speak in their speeches.

## **Consultative Functions of Register**

The consultative function of a register is one that has something to do with trading or business. Instagram influencers frequently use this register in their captions to promote businesses online. When dealing with someone who has specialized knowledge or who is offering advice in online space, this register is used.

## **Research Methodology**

### **Research Design**

To analyze the data, the researcher uses discourse analysis of the captions and registers on Instagram according to the Halliday's concept of register. It will start from the analysis of the use of register in captions of Instagram such as content, words, phrases and sentence. Therefore, discourse analysis is widely used method for the purpose of analyzing different content in online space. It helps to study deep meaning embedded in content, images and language because the context in which they are being used is modified and continuously changing in online space (Oprea, D. 2019).

### **Data Collection**

The researcher uses the captions used as register and then the researcher will interpret the collected data under the selected framework.

## **Analysis and Discussion**

The focus of the study is to analyze functions of register that are incorporated by various ways in the selected captions of Instagram influencers. The data suggests that Instagram influencers use code mixing and code switching, according to the findings of the study. They use deliberate register and the purpose of deliberate register to make the message more formal. This is done to draw in more viewers from all walks of life and ages. Let us return to the concepts of register in order to categorize certain types of register used in captions of Instagram. It appears that none of them can be grouped together under the umbrella of sociolect. The majority of them should be regarded as registers because they are linked to specific situations that necessitate certain communication components. This primarily relates to written sub types such as corporate rules, laws, and statutes, as well as the language of press writings on Instagram and the language of Instagram's Internet-based portals. Instagram caption language has register-like qualities rather than sociolect ones. Influencers have evolved a distinct language with numerous distinguishing characteristics.

It is used by influencers because the current context necessitates the selection of specific language pieces for communication. Because the meanings conveyed are very minimal, the language of Instagram captions, which is now restricted to set formulas, could be classified as a closed register. Similarly, the language of Instagram influencers depends on whether they are sharing general information on Instagram or captions or have specific meaning embedded in the message. It appears that the language of regular Instagram users could be classified as a sociolect. For a variety of reasons, this sub variant should be viewed as a register example once more.

In fact, Instagram influencers have evolved their own language, which they largely utilize in professional settings. The properties of this type of language are those of an action-oriented register. It would be reasonable to use the term sociolect to describe this subset of Instagram language if we limited it to the hyper groups of specific team of the influencers. Unlike regular or mainstream followers, these groups form subcultures, with language serving as a key identifier. However, we must keep in mind that this sociolect is quite variable, since it incorporates a number of highly specialized elements, such as those used by advocates of certain items marketed through a catchy caption.

## Findings

This section contains the research findings and discussions. Intimate function of register, deliberate function of register, casual function of register, oratorical function of register, and consultative function of register are the five key functions of register that is the outcome of the present research study. According to Kortman (2005), different communication conditions influence the speaker's choice of a language variety based on situational considerations. Registers are different sorts of speech that 'operate' in different conditions. As a result, a register is a language variety that is considered appropriate for usage in a specific communication setting. A specific speech circumstance is frequently associated with a specific register. Legalese, or legal language, is an example of a register used exclusively in the realm of law and justice. Situational variation refers to the choice of register in various sorts of speaking contexts. Actually, the function of each phrase and term that is classified as a register used in Instagram caption is analyzed by the researcher.

In Instagram, influencers are aware of language register at least unconsciously and hence they are using intimate register deliberately for the purpose to gain viewership, likes, and comments to get the job done by selling the targeted products. In Instagram captions, a caption may be forced to move between several, if not all, degrees throughout the trend and the viewer's adherence to the right register in each context will determine the influencer's success in part.

The examples of Intimate function of register in the selected caption "So I received this amazing PR package by @menupakistan. It included various menu items than you so much @menupakistan for sending this box my way" The examples of intimate function of register are Chicken pakora, Nuggets, Kofta, Chapli kabab, Plain paratha, Chicken mince, Chicken drumsticks, Table mat, Jaam-e-shirin etc. These examples are categorized as code mixed words. There are other examples of Intimate Function of Register concerned with slang in the captions of Instagram. "These @gulahmedfashion outfits are so pretty.....in stores and online at [www.gulahmedshop.com](http://www.gulahmedshop.com)

For instance, “the collection specially designed keeping the new brides in mind!” shows the intimate functions of register because of the intimacy and nearness depicted by the influencer with brides. This function of register also indicates an informal way of communicating. In terms of captions writing, Instagram captions are replete with such kind of informal intimate functions of register such as in the caption: “I cannot tell you how lightweight and warm these Sherpa Rasayes & blankets are Ash Sherpa Throw, Bedset # 3, fully Embroidered White, Bedspread “Get one on my recommendation and you won’t regret! Perfect for winter nights”. Actually, this sentence is all about informal intimate function of register.

The captions of Instagram for professional or business purposes incorporate deliberative registers as analyzed in the current study. For instance, here these sentences from the caption of Instagram. “You can never go wrong with black! Jewels.

“However, you want and look your best self in it” shows a deliberative function of register. As a matter of fact, colloquialisms, contractions, and first-person pronouns like “I” and “We” are not used in deliberative functions of register. Informal speech is more relaxed and spontaneous.

As for as causal function of register is concerned, it certainly the one that comes to mind when you consider how you communicate with others, especially in a group context. In web-based media, specifically in Instagram captions, the influencers use expletive registers in various situations, and slang, contractions, and vernacular grammar are also widespread. The main reason of using this is the reading speed of the viewers because the readers feel ease by reading casual register based stuffs. The researcher explored 7 registers as causal function in captions of Instagram. The examples of causal functions of register in the selected captions “thinking of straightening your teeth?.....Clear path, our clear choice! In this caption the word “hus” for husband, and “sis” for sister are casual function of register. Another caption is. “If you are trying to loose weight but can’t enjoyed a healthy weight loss drink. The word “cal” for calories is casual function. In Instagram captions there are many example of the frozen/oratorical function of register. In the caption, “ZAP is Pakistan’s first company to introduce pepper sprays..... Thankyou so much for sending me this amazing product. Let me insert here the appropriate conventional way of saying the precautionary measure used by one of the influencer in the selected caption, “keep out of reach of children please”. Furthermore, oratorical is a register function that indicates that the discussion is frozen, similar to how orators speak in their speeches. Only three registers are categorized as oratorical/frozen, as seen in the table below.

Instagram influencers frequently use consultative functions of Register in their captions because of business purposes. The researcher explored both the polite and impolite functions of this register in the captions of Instagram. For example in the caption : “these outfits are so pretty,..... in stores and online at [www.gulahmedshop.com](http://www.gulahmedshop.com)” Nayee Naveli collection. “A thorough face cleansing session using..... Lmk if you have any other questions” so refreshing for your skin, feels great on the skin, “i cannot tell you how lightweight and warm these .....embroidered white, bedspread” perfect for winter nights, “thinking of straightening your teeth clear path our clear choice !” the only FDA approved aligner. “ZAP is Pakistan’s first company.....for sending me this amazing product” must keep one in your purse

etc. These are the example of both polite and impolite consultative functions of register in captions of Instagram. People may hesitate or interrupt one another, and slang may be employed. There are 35 registers with a consultative role, in the captions of Instagram as shown in the table below.

**Table 1:** *Number of functions of register used in captions of Instagram*

<u><i>Functions of Register</i></u>	<u><i>Number</i></u>
1)	27
2) <i>Deliberative</i>	19
3) <i>Casual</i>	7
4) <i>Oratorical</i>	3
5)	35

### **Formal and Informal Registers Used in Captions of Instagram**

The majority of caption readers are accustomed to an informal, casual, welcoming, and conversational tone of registers. If an influencer is writing for a company, though, he or she might want to use a little more official tone but in case of Instagram captions, it is an open space and an influencer has the choice to use formal or informal register. Almost definitely, captions are supposed to be written in formal language. It is possible for a influencer to use pre-made templates, emoji's and informal shapes in captions of Instagram as the current study explored. Invoices may be included in the category of informal register. Actually, an informal register is more natural, there are no set standards, and the influencer can devote all of his energy to providing high-quality content while ignoring practically all formalities. This technique is more user-friendly and appears to serve as a stimulant while the readers are reading the viewpoint of someone more specialized, but the near proximity between them does not guarantee a good status, implying a more engaged interaction.

The use of informal register is higher than formal in caption of Instagram. For instance, as analyzed by the researcher the informal register phrases include: so i picked 3 outfits from @beyondeast\_pk, Lmk if you have any other questions, recommendation and you won't regret! feeling all the filming vibes in these beautiful outfits from @shopfarasha new, 2 teaspoons of sugar and has only 3cal they're also offering 40% etc. Secondly, the formal use of register in the Instagram captions include: All the products are mentioned

in the video, I love how there are no hard and fast rules for fashion these days, Changing bedsheets on my bed is a whole army's job, Few days back I received these pepper sprays etc. As discussed above, the researcher examined various formal and informal registers and categorized them in the table below.

**Table 2:** *Formal and informal registers used in Instagram captions*

<i>Formal Words</i>	<i>Informal Words</i>
<i>Received this</i>	Facial
<i>Wanted to</i>	Filming
<i>Look forward</i>	Lmk if you
<i>Designed for people</i>	Oily
<i>Sensitive</i>	Can'
<i>As a replacement</i>	Sweet
<i>Make sure to use</i>	Enjoy the
<i>Keep out of reach</i>	Calorie

*I cannot*

*Perfect for*

*Great review*

*Various*

*Menu items*

Sending this  
  
my wayGrape  
  
fruit  
  
Enjoyed the healthy  
  
weight lossHash tag  
  
healthy diet  
  
Get a meni pedi  
  
donePampered  
  
me  
  
Comforted my one month  
  
old babySpecially new

## Conclusion

Based on the findings and discussion, the current study revealed that intimate function of register is used 27 times. Moreover, deliberative 19 times, casual 7 times, oratorical 3 times and consultative 35 times. As a matter of captions and the use of register, keeping multiple register based functions in view at the same time can be difficult task for the influencer of Instagram. However, it was traced that the influencer pays more attention to consultative function of register because of the convincing agenda through which customers can be attracted. It was found by the researcher that informal words are given more preference in the selected captions. Furthermore, the findings of the current study unveiled that caption readers are used to be relaxed, easygoing, friendly, and conversational with the use of informal register. However, if an influencer is writing for a company, he or she may wish to use a more formal tone, whereas Instagram captions are an open place where influencer can use either formal or casual register. Captions are always expected to be written in formal language. When people are around friends, intimate acquaintances, coworkers, and family, they utilize the Casual mode. Halliday (1978) asserted that when you think about how you communicate with others, especially in a group setting.

The findings of the study are given in the form of table above. It showed that influencer in web-based media, particularly Instagram captions, use various types of registers in a variety of settings, as well as slang, contractions, and vernacular language. The basic purpose for doing that is to increase the viewers' reading speed because casual register-based content makes them feel at ease and easy to grasp. It is crucial for an influencer to be aware of the type of register he or she is using. If an influencer understands the application and function of register in Instagram captions, he or she can market his or her advertisement with ease with maximum results.

It is also found that the oratorical function of register refers to old language or communication that is intended to be preserved as the examples are given. Many examples of the frozen function of register can be found in Instagram captions. A register's consultative role is one that has something to do with trading or business. For business objectives, Instagram influencers regularly use the register capabilities in their captions. The goal of purposeful register is to formalize the conversation. This is done in order to attract visitors using Instagram and they have access to it through personal accounts. Furthermore, the findings of the research study revealed that many terms relating to deliberative registers are incorporated in Instagram's selected captions. An influencers of Instagram are tied to certain contexts that need certain language components, the bulk of them have considered registers in their captions. This mostly applies to written forms such as company rules, laws, and legislation, as well as the language of Instagram press releases and Instagram's Internet-based concerns. The language on Instagram captions displays register-like characteristics rather than semantics. The study further recommends that there is a huge gap regarding stylistic analysis of the captions of Instagram.



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