

Discourse portraits of Instagram users

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Abstract:

The findings from this qualitative study provide a comprehensive typology of Instagram users and elaborate their discourse portraits through analyzing Instagram posts, comments, and profiles. This study explores the ways in which Instagram users express themselves within the digital landscape. By analyzing the interplay between visual and textual elements, the semiotic mechanisms that users employ to convey their personal and social identities are uncovered. The discourse portraits of Instagram users are shaped by their choice of language, in particular, the selection of the appropriate role, time and space deixis reflecting the three types of Instagram users – creators, attractors and participants. Through the application of profiling method in linguistics and critical discourse analysis, this research identifies key themes and patterns in user-generated content, revealing how the identities are articulated on Instagram social media platform. This integrated approach allows for a nuanced understanding of how Instagram users construct and maintain their online identities. This investigation aims to enhance the understanding of the dynamic and performative nature of online identity in contemporary digital culture. The study also highlights the role of Instagram as a platform for social interaction and identity performance, where users navigate the tensions between self-expression and audience expectation. This paper contributes to the understanding of digital identity construction by demonstrating how the profiling method in linguistics provides a framework for analyzing the dynamic and complex ways in which users engage with and contribute to the evolving discourse on social media. Ultimately, this research underscores the importance of considering both linguistic and visual elements in the study of online communication and the construction of contemporary digital identities.

Keywords: attractor, creator, discourse portrait, participant.

INTRODUCTION

In the age of digital communication, Instagram has emerged as a pivotal platform for self-expression and identity construction. Users engage in a complex interplay of visual and textual elements to craft their online personas, reflecting and shaping social values and cultural narratives. This article delves into the multifaceted ways in which individuals present themselves on Instagram, examining how language and imagery converge to form distinctive discourse portraits. By integrating linguistic profiling (Labov, 1972; Gumperz, 1982) with critical discourse (Fairclough, 1995; Johnstone, 2008) and thematic methodologies (Braun & Clarke, 2006; Boyd, 2014; Marwick, 2015), this study offers a comprehensive exploration of the diverse typologies of Instagram users. It reveals how these digital identities are not only personal expressions but also participatory acts within a broader social media landscape, influenced by trends, norms, and audience interactions.

The typology of personalities on Instagram is closely linked to general trends in social media (Jin & Muqaddam, 2019; Khamis et. al., 2017), where the emphasis on self-branding, community building, and engagement strategies shapes how users present themselves. Influencers, micro-influencers, brand advocates, lifestyle bloggers, and everyday users each develop unique online identities that align with broader social media trends, such as the pursuit of authenticity, visual storytelling, and participatory culture.

This study is dedicated to examining the individual characteristics of Instagram users in terms of their value orientations. It specifically focuses on the scientific method of profiling to determine human personality traits. The selection of this research topic is driven by the growing interest in sociolinguistics and psycholinguistics, particularly in the formation and self-presentation of individuals during speech interactions. It addresses the problem of speech individualization and creation of a discourse portrait within the online communication process.

The relevance of this research stems from its linguistic and epistemological significance in the linguistic identification of speakers. The object of the study is the verbal and non-verbal representation in Instagram posts by popular personalities and the comments of their followers. The subject of the study is the structural and communicative organization of these Instagram posts and their associated comments. This research is conducted within a broad anthropocentric approach to linguistic phenomena, emphasizing the interdependence of language and humans and their role as verbal beings in understanding language processes.

METHODOLOGY

The analysis of the collected data involves multiple layers of examination, drawing on established methodologies in discourse analysis and visual semiotics. The linguistic content of Instagram posts and comments is analyzed using critical discourse analysis, as formulated by Norman Fairclough (1995). Critical discourse analysis allows for the exploration of how language constructs social identities, relationships, and systems of knowledge. Key elements analyzed include: 1) lexical choices – analysis of word choice, including the use of slang, jargon, and emotive language, to understand how users craft their online personas (Fairclough, 1995); 2) hashtags and emojis – following the work of Zappavigna (2015; 2024), hashtags and emojis are analyzed as non-verbal features that convey meaning and foster community building.

The visual components accompanying Instagram posts are analyzed by using the principles of visual semiotics, based on the work of Roland Barthes (1977) and Gunther Kress and Theo van Leeuwen (2006). This analysis focuses on: 1) denotation and connotation – understanding the literal and implied meanings of images (Barthes, 1977); visual grammar – examining compositional elements such as framing, color, and salience to interpret how visual elements contribute to meaning-making (Kress & van Leeuwen, 2006); intersemiotic complementarity – analyzing the interaction between text and image to understand how they work together to create a cohesive discourse (Martinec & Salway, 2005).

The Instagram posts are transcribed and analyzed using Thematic Analysis, a method outlined by Braun and Clarke (2006). This process involves: 1) coding – initial coding of Instagram posts to identify significant patterns and themes; 2) theme development – organizing codes into broader themes that capture the essence of the data, focusing on users' motivations, audience engagement strategies, and self-presentation tactics; 3) interpretation – interpreting the themes in the context of existing literature on social media communication, drawing on the work of Boyd (2014) and Marwick (2015).

The study employs a combination of general scientific research methods, including deduction and induction, generalization, synthesis, and analysis of practical material.

Research Questions

The purpose of the article is to analyze and distinguish the basic linguistic features of the value-oriented profile of English-speaking Instagram users; and establish the typology of personalities based on these features. The set goal motivates answering the following questions:

1. What is the relationship between the personalities' type of consciousness and their speech?
2. What is the concept of profiling in modern linguistics?
3. What are the basic value-oriented criteria for the typology of Instagram users?

4. Is Instagram communication considered as a form of self-representation of Instagram users' portraits?

FINDINGS & DISCUSSION

In this section, a systematic analysis has been conducted within the context of research questions.

Profiling method in linguistics

The concept of profiling individuals by analyzing their verbal and non-verbal behavior has long fascinated researchers. This approach is intertwined with the worldview of specific linguistic and ethnic groups and the prevailing trends of particular historical periods. Profiling serves to uncover a person's individual characteristics, intentions, competence, potential risks, and more. The origins of scientific profiling can be traced back to criminal profiling in the early 1800s, with contributions from pioneers such as Jacob Fries (1811), Cesare Lombroso (1876), Alphonse Bertillon (1896), Hans Gross (1893), and Ernest Kretschmer (1921). Although their work significantly advanced the field, it is challenging to classify them solely within the domain of linguistic profiling.

In the realm of linguistics, profiling has evolved to focus on the detailed analysis of linguistic behaviors to understand deeper cognitive (Gumperz, 1982) and social (Tannen, 1990) aspects of individuals. Linguistic profiling examines how language use varies among individuals based on their socio-cultural backgrounds (Labov, 1966), psychological states (Shuy, 1993), and communicative goals (Svartvik & Eades, 2002). This includes analyzing speech patterns, lexical choices, discourse structures, and non-verbal cues within communication. By applying methods such as context-interpretive analysis, paradigmatic analysis, and qualitative-quantitative data processing, researchers construct comprehensive profiles that illuminate how language reflects and shapes personal identity and social interaction.

Moreover, linguistic profiling has practical applications in various fields, including sociolinguistics, forensic linguistics, psycholinguistics, and artificial intelligence. For instance, in forensic linguistics (Butters, 2009; Broeders & Verheij 2020; Solan & Tiersma, 2020), profiling can help identify authorship and detect deception. In sociolinguistics (Grant & MacLeod, 2020; Coulthard & Johnson, 2021; Krzyżanowski & Wodak (Eds.), 2021), it aids in understanding language variation and change within communities. In psycholinguistics (Olsson & Luchjenbroers, 2021; Turell & Solan (Eds.), 2020), it provides insights into cognitive processes related to language production and comprehension. In AI (Luyckx & De Paepe, 2021), linguistic profiling informs the development of more sophisticated natural language processing systems. Overall, the study of profiling in linguistics offers a rich and multifaceted approach to understanding human behavior through the lens of language, contributing to both theoretical knowledge and practical applications across diverse disciplines.

Types of Instagram Users: Creators, Attractors, and Participants




Instagram, as a social media platform, hosts a diverse range of users who engage with content in various ways. Social media, situated at the intersection of personal interactions and mass broadcasting, mirrors the substantial changes in communication technologies (Simsek & Bozdag, 2024; Herrero-Gutiérrez, 2024). These users can be broadly categorized into three types based on their interactions and roles: creators, attractors, and participants (Author, 2023). Each type plays a distinct role in the Instagram ecosystem, contributing to the platform's dynamic and interactive nature.




Creators produce original content and are often referred to as influencers, bloggers, or content creators. They are characterized by their ability to generate engaging and high-quality posts, stories, and videos that attract large audiences. Creators are crucial for setting trends and driving engagement on the platform. They often collaborate with brands and are pivotal in marketing campaigns. Their content includes anything from lifestyle and fashion to tech reviews and travel experiences.

Attractors are adept at curating content, sharing posts, and engaging with others' content in a way that generates significant attention. Attractors might not create as much original content as creators, but they are highly influential within their networks. They often act as intermediaries, bringing visibility to creators' work by sharing it with their followers. Attractors help in spreading trends and amplifying the reach of content.

Personalities presenting creators and attractors type of Instagram users were selected from the list of most-followed Instagram accounts (Contributors to Wikimedia projects, 2024) as of July 6, 2024. The basic criterion for the selected influencers is the number of followers not less than 80 million (Table 1):

Table 1. Instagram accounts used as the illustrative material of the article

Num ber in the list	Username	Owner	Follo wers (milli ons)	Profession / Activity	Country
13	@kendalljenner	Kendall Jenner	292	Media personality	 United States
16	@virat.kohli	Virat Kohli	270	Cricketer	 India
21	@mileycyrus	Miley Cyrus	215	Musician and actress	 United

					States
22	@katyperry	Katy Perry	206	Musician	 United States
39	@vindiesel	Vin Diesel	102	Actor	 United States
47	@davidbeckham	David Beckham	88	Former footballer	 United Kingdom

Participants are the everyday users who engage with the content posted by creators and attractors. They interact through likes, comments, and shares. Participants are crucial for the ecosystem of Instagram as their engagement metrics (likes, comments, shares) are often used to measure the success of content and the influence of creators and attractors. While participants may not post frequently, their activity and interactions are vital for maintaining the dynamic and interactive nature of the platform.

Recent data shows that Instagram has around 2 billion monthly active users globally. The distribution of these user types can be inferred but exact percentages are challenging to pin down due to the fluid nature of user engagement. However, creators typically make up a smaller percentage of the total user base, attractors form a more substantial portion due to their significant role in content dissemination, and participants constitute the largest group given the platform's extensive reach and engagement levels (*2024 Instagram Demographics: Top User Stats for Your Strategy*; *75+ Instagram Statistics Marketers Need to Know in 2024*).

Creator

Role deixis, referring to the use of pronouns and other expressions that anchor utterances to the speaker and the participants involved in the discourse (Goffman, 1959; Fillmore, 1971), plays a significant role in shaping the discourse portrait of a creator's personality. Through the strategic use of role deixis, a creator can convey identity, establish relationships with the audience, and create a sense of presence and involvement in the narrative. First-person plural pronouns (*we*, *our*, *us*) help to include the audience or community in the discourse, fostering a sense of belonging and shared experience. By using *we*, creators build a collective identity, positioning themselves as part of a group with shared goals or values in Instagram space:



Fig. 1.

(1) To be back on the track training... where we filmed our emotional flashbacks in 2019...

Surreal.

Grateful and blessed... (Diesel, 2024)

In the provided example, Vin Diesel (Fig. 1), an American actor and film producer, uses role deixis to indicate the participants involved in the events described and in expressing his personal relationship to these events. The pronoun *we* (*where we filmed*) indicates that the creator was the part of a group involved in the filming. This helps to create a sense of collective memory and shared history. The possessive pronoun *our* (*our emotional flashbacks in 2019*) reinforces the shared nature of the experience. It signifies that the emotional flashbacks belong to the group that includes the creator, emphasizing joint ownership or participation in those memories.

Role deixis connects the speaker to the events described, making the narrative more personal and intimate. It shows that the speaker has a direct and personal involvement in the events, which adds depth to the emotional expressions (*Surreal. Grateful and blessed...*).

Time deixis is a powerful tool for creators on Instagram to construct their discourse portrait. By using temporal expressions to establish a timeline, reflect on experiences, create urgency, and contextualize events, creators build a coherent, engaging, and relatable persona that resonates with their audience. By strategically employing temporal markers to reflect on the past, express present emotions, and project future aspirations, the creator constructs a narrative that is engaging and reflective of the personal growth and experiences:

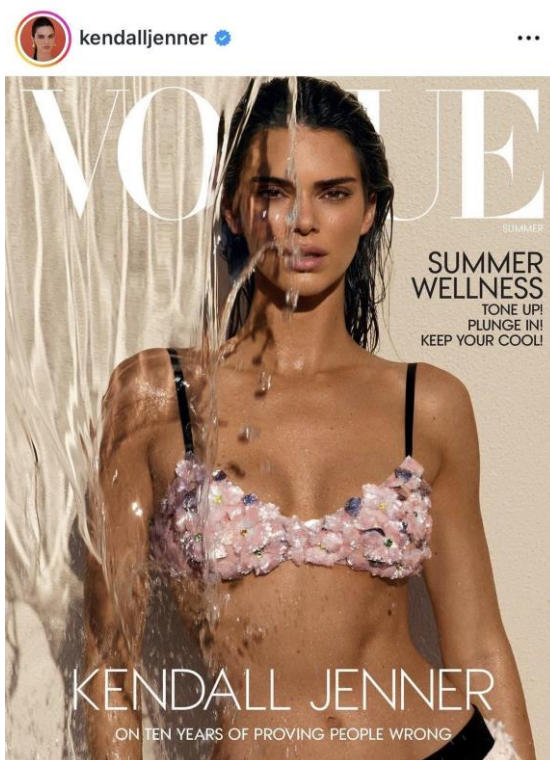


Fig. 2.

(2) 10 years since i started my journey in this industry and i'm feeling all the emotions, but mostly, gratitude. i came into it young, nervous, excited, eager and also, unsure of how it would all turn out. i've seen the world and met so many incredible humans/creatives. modeling has changed my life. i am so grateful for the people who have believed in me along the way. proud of myself for working hard, staying true to me and taking care of my wellbeing. thank you Vogue and Anna for being constant supporters. i'm living my dream. if i could go back and start all over i would do it again and just give my 17 year old self a hug and tell her it's all gunna work out! i'd be so lucky to experience another 10+ years. the journey isn't over
❤️ @voguemagazine (Jenner, 2024)

By using various temporal markers, Kendall Jenner (Fig. 2), an American model, media personality, socialite and businesswoman, establishes a narrative that highlights her journey, growth, and reflections over the past decade. The expression *(10 years since I started my journey in this industry)* sets a clear temporal marker, establishing the starting point of her career. It highlights the length of her experience and invites followers to appreciate the decade-long journey she has undertaken. Jenner uses past tense *(I came into it young, nervous, excited, eager and also, unsure of how it would all turn out)* to reflect on her initial feelings and state of mind at the beginning of her career. This not only adds depth to her narrative but also allows followers to see her growth over time. By shifting to the present tense *(I'm feeling all the emotions, but mostly, gratitude; I am so grateful for the people who have believed in me along the way)*, Jenner conveys her current emotional state.

This transition from past to present helps followers connect her past experiences with her present feelings, creating a coherent and relatable narrative. The influencer uses a hypothetical future perspective (*If I could go back and start all over I would do it again and just give my 17-year-old self a hug and tell her it's all gonna work out!*) to convey advice and reassurance to her younger self. This temporal shift allows her to express the personal growth and confidence gained over the years. Looking ahead (*I'd be so lucky to experience another 10+ years*), Jenner expresses her hopes and aspirations for the future. This forward-looking statement not only signals her commitment to her career but also keeps her followers engaged by sharing her dreams and goals. Ending with this present continuous phrase (*The journey isn't over*) reinforces the ongoing nature of the model's career and life journey. It leaves the narrative open-ended, inviting followers to continue along with her.

Space deixis involves linguistic expressions that anchor discourse in specific physical or conceptual spaces relative to the speaker. In the context of constructing the discourse portrait of a creator, spatial deixis provides essential cues about their environment, movements, and the places they hold significant:



Fig. 3.

(3) *When I first started this club I dreamed of weeks like this... from Leo and Luis inspiring our next generation at the Youth International Cup, to off field success with TWO Sports Business Journal awards, this club continues to make me so proud* ❤️ 3 points on the road keeps us top... VAMOS @intermiamicf #FreedomToDream (Beckham, 2024)

Spatial deixis used by David Beckham (Fig. 3), an English former professional footballer, the president and co-owner of Inter Miami CF and co-owner of Salford City, in referencing to various locations and contexts (*Youth International Cup; off field success with TWO Sports Business Journal awards*) depicts the creator as connected to multiple domains – sports, business, and community engagement. This multi-dimensionality enriches their discourse portrait as a dynamic and influential figure. The creator's use of spatial deixis to link their emotions (*make me so proud* ❤️) and motivations with specific events and achievements ([@intermiamicf](#); [#FreedomToDream](#)) illustrates a deeply personal and inspirational character. This personal anchoring enhances the relatability and motivational aspect of the creator's discourse portrait.

Attractor

Attractors, who are adept at engaging with and amplifying the reach of creators' content, use personal deixis to establish their identity, create intimacy with their audience (Abidin, 2016), and position themselves as influential intermediaries (Marwick, 2015; Boyd, 2014). Attractors often mention other users, brands, or creators by name, which not only gives credit but also shows their network and influence:



Fig. 4.

(4) *II Most Wanted* is out now on the new [@Beyonce](#) album [#CowboyCarter](#)
I've loved Beyoncé since long before I had the opportunity to meet & work with her.

My admiration runs so much deeper now that I've created along side of her. Thank you Beyoncé. You're everything & more. Love you. To everyone who spent time making this song so special thank you from the bottom of my heart. Sincerely, Miley (Cyrus, 2024)

In the example above, Miley Cyrus, an American singer, songwriter, and actress, establishes her identity, emotions, and relation to others (Beyoncé and the audience) through the usage of role deixis in her post. Miley Cyrus constructs a discourse portrait that reveals her deep admiration for Beyoncé (Fig. 4), her personal involvement in the project, and her gratitude towards everyone involved. This helps to create a vivid and relatable image of Miley's personality and emotional state for the audience. Moreover, the possessive pronoun *my* (*my admiration; from the bottom of my heart*) highlights her personal feelings and deep emotional investment in the relationship and the project.

Time deixis is instrumental in constructing the discourse portrait of an attractor. Temporal markers like *today* and specific past moments create a narrative that is immediate, emotionally rich, and relatable. They help build a continuous, authentic story that engages followers and situates the attractor within a broader cultural and communal context. This strategic use of time deixis is essential for crafting a compelling and influential persona on Instagram:



Fig. 5.

(5) Today I told my mother that the day I realized how much she loved me is the day I had my own daughter, Daisy Dove... there is nothing like a Mother's love... never

take it for granted... Happy Mother's Day to all the mothers and caretakers — any way you come ❤️ [...] (Perry, 2024)

In the given example, Katy Perry (Fig. 5), an American singer, songwriter, and television personality, utilizes time deixis to ground the narrative in specific temporal moments, creating a sense of immediacy and emotional depth with her followers. The use of *today* provides a present temporal anchor, situating the post in the immediate present and creating a sense of real-time communication with followers (*Today I told my mother*). This immediacy helps attractors engage their audience by making the content feel current and relevant. The phrases (*The day I realized. The day I had my own daughter, Daisy Dove*) refer to a specific moment in the past, creating a personal narrative that links the present to a significant past experience. By referencing this particular day, the attractor emphasizes the importance of the moment and its lasting impact. The congratulation (*Happy Mother's Day*) situates the post within a broader cultural and temporal context, marking a specific annual celebration. It ties personal reflection to a widely recognized event, fostering a sense of shared experience and community among followers.

By using spatial language, the attractor creates a sense of accessibility, proximity, and convenience around themselves and the products or services they advertise. The right use of space deixis can influence consumers' perceptions and behaviors towards the product or service:



Fig. 6.

(6) *We've all just got saved from this heatwave by O'cean Fruit Water. They've launched cool summer flavours like Strawberry Lime, Tropic Pineapple and Lively Lychee. Each one bursting with incredible taste and a much required boost of Vitamin C. Along with essential vitamins and minerals, of course. Find your favourite flavour, and dive right in. Available at www.oceanbeverages.in. Also available at your nearest stores and leading e-commerce platforms. 🛒*
[#SuperiorHydration](#) [#Summerflavours](#) [#Newlaunch](#) [#OceanBeverages](#)
[#OceanFruitWater](#) [#Hydration](#) [#OceanDrinks](#) [#FruitWater](#) [#ad](#) (Kohli, 2024)

Virat Kohli (Fig. 6), an Indian international cricketer and the former captain of the Indian national cricket team, creates a sense of proximity and accessibility to the product he advertises in this Instagram post. Phrases (*your nearest stores; leading e-commerce platforms; the website link www.oceanbeverages.in*) and hashtags ([#SuperiorHydration](#) [#Summerflavours](#) [#Newlaunch](#) [#OceanBeverages](#) [#OceanFruitWater](#) [#Hydration](#) [#OceanDrinks](#) [#FruitWater](#) [#ad](#)) indicate specific spatial locations where the product can be found, making it seem readily available to the audience. This spatial information is crucial in constructing the discourse portrait of the attractor, as it positions the product they advertise to the audience as easily accessible and within reach.

Participant

Participants, who primarily engage with content created by others through likes, comments, and shares, use role deixis to express their identity, build connections, and participate in the Instagram communication process. The usage of role deixis promotes establishing the participant's individual identity and presence within the Instagram community:

(7) *Fabulous! I love that you two are working together! I love you both!*
 ❤️❤️❤️❤️❤️❤️❤️❤️ (Cyrus, 2024)

(8) *Congrats mom, i wish you the best* 🎁🎉 (Perry, 2024)

By using first-person pronouns, participants make their engagement more personal and authentic (*I love that you two are working together! I love you both! i wish you the best*), which can lead to more meaningful interactions.

The direct interaction fosters a sense of community and belonging, which is essential for the social aspect of Instagram:

(9) *I thought she was having another baby* [(Perry, 2024)]

(10) *That's nice. Experiencing motherhood is a gift. It sucks when that gift is snatched from someone, along with their own life. I had a friend like that. Makes me hug my grown kids a lot more than normal* (Perry, 2024).

Addressing other users directly with second-person pronouns *you*, *your* helps participants to build connections and engage in conversations:

The direct address (*You my idol*) makes the interaction feel more immediate and personal.

(13) 🤝🤝🤝🤝🤝🤝🤝🤝🤝🤝🤝❤️(Beckham, 2024)

(14) "I live my life a quarter mile at a time, nothing else matters. For those 10 seconds or less... I'm free" Dominic Toretto (Diesel, 2024)

Time deixis constructs the participant's discourse portrait by highlighting their emotional vulnerability, anticipation for future interaction with the influencer, and dependency on the other person's emotional support:

(15) Miley I got bad news baby. My fathers in da hospital his doing okay now. I just miss you I wanna hear your voice it makes me feel so much better. I guess call me when you get a chance sexy. I love you talk soon I know your busy baby. 🥰🥰🥰❤️❤️ (Cyrus, 2024)

The use of near future markers (*call me when you get a chance; talk soon*) shows the participant's anticipation and hope for future interaction. This indicates a reliance on the influencer's (Miley's) emotional support, portraying the participant as someone who looks forward to future communication to alleviate their current distress. The participant's mention of the importance of hearing her voice (*it makes me feel so much better*) reflects an emotional dependency. This use of implied recent past and present feelings constructs a discourse portrait of someone deeply connected and emotionally dependent on an influencer's presence and reassurance.

Space deixis indicates the physical and ideological spaces that the participants are aligned with, which in turn informs their perspectives and stances. By referencing specific places, participants demonstrate their support or opposition to certain geopolitical entities, constructing their discourse portraits as individuals deeply engaged with and concerned about these issues:

(16) *Promoting your new album in Israel with the genocide? You are a joke* (Cyrus, 2024)

(17) *I stand with Israel* (Beckham, 2024)

(18) *IRIRIR ❤️ PPSPPS* (Beckham, 2024)

(19) #whereispeace #whereishumanity #whereishumanrights
#whereischildrenrights #saverafah #savegaza #freepalestinePS
#palestinianlivesmatter #palestinianlivesmatterPS #palestinianchildrenlivesmatter
#gazanlivesmatter #ceasefirenow #stopgenocide (Perry, 2024)

The spatial verbal references (16; 17) or supravocal expressed by emojis (17; 18) or hashtags (19) help in constructing a more comprehensive identity of the participants, showcasing their political and social affiliations and their active participation in global discourse. The use of emojis and emoticons on Instagram enhances communication by making it more engaging, efficient, universal, and expressive. They help the participants to convey emotions and reactions quickly and effectively, align with social and cultural trends, and increase the visibility and appeal of their comments.

The table (Table 2) below summarizes the core characteristics of Instagram users that construct their discourse portraits:

Table 2. The core characteristics of Instagram users that construct their discourse portraits

Deixis / User	Creator	Attractor	Participant
Role	second-person	third-person	first-person,

	plural pronouns	pronouns	second-person pronouns
Time	Past, Present, Future	real-time communication	temporal interaction
Space	multi-dimensionality	proximity and accessibility	specific places

CONCLUSIONS

The type of consciousness profoundly influences speech by shaping the cognitive, emotional, and social frameworks through which individuals perceive and interpret the world. Conversely, speech acts as a medium through which these frameworks are expressed, providing insights into an individual's type of consciousness. A personality's type of consciousness significantly shapes their Instagram communication by influencing the content they create, the language they use, and the way they engage with their audience. Instagram, as a platform that blends visual and textual elements, provides a rich medium for these expressions, allowing users to construct and project their identities in ways that align with their cognitive, emotional, and social frameworks.

The appropriateness of critical discourse analysis, thematic analysis, and the profiling method in linguistics lies in their ability to uncover the underlying structures and patterns in user-generated content. Critical discourse analysis reveals the power dynamics and ideologies embedded in user interactions, while thematic analysis identifies recurring themes and motifs that define different personality types. The profiling method helps categorize users based on linguistic and behavioral patterns, providing a comprehensive understanding of the diverse typologies present on Instagram. Together, these methodologies offer a robust framework for developing a nuanced typology of Instagram users, capturing the complexity of their digital identities and their alignment with broader social media trends.

The basic value-oriented criteria for categorizing Instagram users into creators, attractors, and participants are the following. Creators focus on innovation, quality, consistency, and engagement in their original content. Attractors leverage charisma, authenticity, trendsetting, and social proof to draw a large following. Participants prioritize engagement, community building, support, and content consumption, actively interacting with other users' posts. These criteria highlight the different ways users express their values and engage with the platform.

Each type of Instagram user – creators, attractors, and participants – contributes uniquely to the Instagram platform's ecosystem. Creators drive content production and innovation, attractors curate and amplify content, building communities, and

participants engage with and sustain the vibrancy of the platform through their interactions. Understanding lingual and non-lingual attributes of these roles helps in appreciating the diverse ways people interact on Instagram and the various dynamics that make the platform a thriving social media environment.

Role, time, and space deixis play significant roles in the design of discourse portraits of creators, attractors, and participants on Instagram. Creators often use role deixis to position themselves as experts or influencers, employing first-person pronouns to highlight personal experiences and achievements; and second-person pronouns to identify themselves and other participants in the described events, create a sense of shared experience and personal connection. The use of *we* and *our* not only clarifies who was involved but also emphasizes the collective nature of the memories and emotions, enriching the narrative with a sense of unity and shared significance. The use of various temporal markers by creators is a crucial element of their communication strategy, helping to structure their content, engage their audience, and reinforce their personal brand on Instagram. Spatial deixis significantly contributes to constructing the discourse portrait of a creator by anchoring their narrative in specific times and places, highlighting multifaceted achievements, and connecting emotional experiences with physical or conceptual spaces.

Attractors, on the other hand, use role deixis to foster relatability and connection, frequently using inclusive pronouns like *we* and addressing their audience directly with *you*. They effectively engage their audience and reinforce their influential position in the social media ecosystem with the help of third-person pronouns. Attractors utilize time deixis to create a sense of immediacy or anticipation through real-time communication, often referencing upcoming events or trends. Space deixis in their discourse highlights locations that resonate with their followers, such as popular spots or relatable everyday settings.

Participants effectively establish their identity, build connections, and enhance their engagement within the Instagram community through the strategic use of first-person and second-person pronouns, proper nouns, and possessive pronouns. This not only personalizes their interactions but also contributes to the dynamic and communal nature of the platform. The present tense markers underscore the immediacy and urgency of participants' current situation, while near future markers reflect their hope and need for emotional connection. This portrayal aligns with the participant's role in digital discourse, emphasizing real-time engagement, emotional expressiveness, and the desire for supportive interaction. Space deixis in Instagram comments not only situates the participants within a specific geopolitical context but also helps in constructing their identities as politically aware and engaged individuals with clear stances on current world situations or problems.

Instagram communication is considered a form of self-representation of Instagram users' portraits. Through their posts, captions, comments, and interactions, users create and project curated versions of themselves, highlighting aspects of their

identity, values, and lifestyle. This self-representation involves both visual elements (such as photos and videos) and textual elements (such as captions and comments), which together construct a comprehensive and often idealized portrait of the user. By engaging with followers and other users, individuals on Instagram continuously shape and refine their online personas, making Instagram a dynamic platform for self-representation and identity construction.

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