

E-Semiotic and How they are Negotiated on Social Media

Suhluli, Abdullah Ali

Lecturer, Marketing Department, College of Business Administration Jazan University Al Maarefah Rd, Jazan 82817-2820 Saudi Arabia.

Alameer, Mohammed Ismail

Lecturer, Marketing Department, College of Business Administration, Jazan University, Al Maarefah Rd, Jazan 82817-2820 Saudi Arabia.

Khalufi, Nasser Ali

Lecturer, Marketing Department, College of Business Administration, Jazan University, Al Maarefah Rd, Jazan 82817-2820 Saudi Arabia.

Abstract

This paper includes the relevance of pictorial signs, visual representations, audio, and other kinds of data that are circulated on social media. Semiotics is the analyses of the sign that has been received from the sender, it can either happen through face-to-face interaction or traditional media approach. However, the e-semiotics refers to the predetermined process and tools for the outset and requirement to know the data and other information that are circulated in web 2.0. This paper also aims to cover the factors related to negotiations of semiotics that are done on different social networking sites to mislead or change the thought processes of the user.

Keywords: E-semiotics, modern, social media, negotiation, traditional media.

1. Introduction

The previous decade has observed an enormous growth in the usage of internet. The web is universally accessible now and its complete potential is utilized by commercial houses and, educational institutions, and individuals. There is an increasing globalization and evolution of technological development in every sector of human advancement. (Blommaert, 2010) is accountable for the invention of a sociolinguistic world which is made up of self-motivated, movable, unbalanced, yet synchronized procedures and occurrences, disorganized but also random at the base but comprehensible on an intense point. As a result, a disconnection and breakdown of the conventional viewpoint on groups that prevails as movement, intricacy and excessive multiplicity that gives birth to eminence which is one of the prime factors of the contemporary age. The introduction of the internet as the symbol of the present era has simultaneously led to growth and popularity of social media networks, inadvertently, starting an online community that goes beyond the corporeal and conventional ideas of language society.

Internet is not only a source of information but also a strong social domain that interlinks people all over the world. The social media sites like Facebook, Twitter, Instagram, LinkedIn, and other immediate messaging apps like WhatsApp, Viber, and IMO, while video-conferencing services like Skype, that are functioned through web, has become a widespread medium of interaction. It has been noted that there is an emerging way of people to be in touch with their loved ones, friends, colleagues, contemporaries, etc. (Veronica and Samuel, 2017). In the chase of staying in touch, imagination and modernization are common societal actors that communicate and display through the best course of means. We can witness a form of communication that is multimodal in nature. The complication related to communication that are transparent on the internet and social media on one side, and the components that lead to the same, stretching the flow of knowledge connecting spaces on a different side, are the characteristics of the connected universe whose baseline is a process of universal villages. Even though the web and social networking sites have been praised for their potential and its indispensable nature in the modern times, techniques of addiction have evaluated in literature, constantly offering a huge scope of enquiry.

Semiotics refers to the study of signs. It is dated back to the history of Greek Philosophers, Ferdinand de Saussure, Charles Sanders Peirce, Joseph Schumpeter and many others. Multiple phenomenons can generate signs. (Hess-Lüttich, 1986) in his study 'Theory of Semiotics' created a diverse topics in semiotics that consists of formal linguistics, scripted languages, theory of texts,

mass communication and other topics. Consequently, symbols pervade interaction. Furthermore, semiotics happens among explicit subjects that include for instance, semiotics in the medical field and economics, like Schumpeter's scrutiny of entrepreneurship and business that accordingly equaled Peirce's semiotic research. Nevertheless, you can also derive signs from non-linguistic information. For instance, (Stockinger, 1993) say that semiotics is utilized to keep a track of different kinds of signs. It can be utilized to examine noticeable "symptoms" of actions and proceedings. Culler (1981) states that as an element of semiotics, an individual can scrutinize symbols as secret code of previous reasons and search to rebuild an array of happenings. "Symptoms" offer "signs" of latent grounds of actions and proceedings. Hence, slight alterations in these "symbols" can be regarded as signs. There is a breakdown of "things" in semiotics, but more stress is given on the sign than on the "things". Symbols are never considered as the substitute for their objects but are the medium for the formation of objects.

2. Literature Review

2.1 Relation of E-semiotic signs with Social Media

There is a significant role of the media in our regular lives as they affect us through their various functions and covers a majority of the population. On a serious note, the evolution in media has been excellent and is also led to multiple academic researches with the application of various approaches like experiential, theoretical, quantitative, and qualitative (Marcel, 2000). 'Semiology' is termed as the quantitative technique of exploration that was productively shifted to the study of media by the explorers who wanted added studies to elucidate media occurrence. There are modern semiotic doctrines that worked on the process of analyzing the sign systems and demonstrate the strength of non-verbal and how it welcomes explanations with the help of connotative terms. In this study, we aim to illustrate that how "Semiology" is a process taken from the field of linguistics and is widely utilized in the analysis of media qualitative studies (O'Leary, 2012).

Usually fact-loaded things are documents of any kinds such as texts, images, graphics, material, etc., by means of which societal association creates, utilizes, stores, and disseminates know-how and information about its own self, its activities, its goals, and objectives, and also about its competitors. The other types of information-loaded objects are known as "structured objects" such as databases, files and, and particular computer files like information agents. These objects consists of objects of social activities and connections that manifests itself in a stereotypical way relics of different kinds of or various form of social space that restrains people to show respect to the given unambiguous or customary rules. These were important groups of "information-loaded" objects that consist of the area of proficiency related to portrayal and assessment of semiotics that are navigated by the common theory and methodology of structural organization of signs and their usage (Jensen, 2002).

The term 'new media' is a complicated concept to explain. There are no clear views as to when it came into existence and it's also not clear exactly what it means. For instance: a thought about new media can give birth to a bunch of questions, such as how is it different from old media? Does the difference vary totally or marginally? It also raises questions about the relevance of new media. Understandably, the 'new' in new media fundamentally relates to the introduction of modern computer technology in the conventional non-computerized media forms. The term 'media' can be related to the old forms of media such as graphic design, fine arts, film, and other fields. Therefore, the amalgamation of these two provides an understanding that the conversion from the prior non-computerized media to new computerized media (Wolf, 2003).

H1 E-Semiotic signs has positive relation with Social Media

2.2 Semiotic Technology Importance for Social Media

According to (Chappman and Routledge, 2009) "Semiotics" also known as "Semiology" was initially termed by the Swiss linguist Ferdinand de Saussure as "the science of signs". "Semiology" is a discipline and is linked to the word "semiosis" which is used in the semiotics to assign the creation and understanding of a symbol (Busmann, 1996). Other researches also announced that "Semiology" targets to consider any process of symbols, matters and confines; pictures, motions, harmonious tone, substances; these signs comprise a structure of eminence. Even though Saussure hypothesized "Semiology" as a common discipline of symbols of that linguistics would only make a fraction, other researches asserted that "Semiology" is a simple division of linguistics.

Therefore, semiotics is about the system of signs, for instance: written language and spoken language, drawing and painting, photography, music and film. Its main objective is to analyze the process of sign systems with regards to the method in which they convey meaning. However, semiotics is about getting to know how an individual can both produce and understand difficult signs, messages, and texts. (Threadgold, 1997) state that semiotics follows the rule that texts can be created in any medium that can be arranged to in order to communicate a meaning. For example: The sheet music is a visual text which is read and translated by the musician for producing music. In the same manner, the music that has been composed by the musician is a text for the people to hear it and interpret it. A very crucial factor of semiotic analysis is to recognize the connection between particular kinds of signs within structurally arranged groups of signs to scrutinize that in which manner the meaning are analyzed by the author and the reader. Initially, in linguistics, this nature was termed as an encircling structural view that mainly stresses on analyzing the rules of creation and reception of signs. Though, "semiotics" has shifted its base from it and structuralism is still a vital point, post-structuralism has accelerated the requirement to focus on the connection between sign systems and the contexts in which they have been originated. These contexts not only comprises of upcoming sign systems of manifold simultaneous media, but also the signs from the social, cultural and political field that originate, maintain, and that produce, maintain and suppress various

meaning, and activities. So, “Semiotics” is an important theory that discovers every sign making and translating activity in copious media domains.

Mikhaeila and Baskerville (2019) explored that semiotics is very influential and powerful toolkit for research if it is structured properly. It was observed that social media face challenges in analyzing the data and face representational complexity. Communication through social media advertising are extremely complicated in terms of meaning, form and content. Advertisements involve unstructured data with rich in social meanings and are as complicated as the occurrence they represent. It means that data which is of multimedia nature may represent different meaning. Semiotics as pragmatic science provides a base for analytical method and can be accepted with other techniques. With semiotic approach, qualitative insights and core information can be obtained.

H2 Semiotic Technology has positive connection with Social Media

2.3 Social Semiotic aspects on different social Networks

When we say “Internet of Things”, we usually refer to the feeling that a lot of things such as devices, people, and data, are linked with the internet and hence connected with each other. These “Things” can be independent, semi-independent, and not autonomous. It can include sensors, databases, RFID tags, and different devices, software or even any piece of information from social media like Twitter or Facebook. “Things” can gain any news or knowledge from other “things”. Since they are connected, and interact with other “things” they have the right to be more independent in their approach. (Khalufi, Shah, & Iqbal, 2019). Therefore, the combined set of connections and “things” can remain beyond single “things” as the effects of set-up created among them. For instance, (Jewitt, and Oyama, 2001) analyze different notion of the growth of an independent supply chain that amalgamate many data sources and capabilities.

When you hear a crash of a cymbal, you experience the sound as a feeling that has no meaning. Possibly it is identified as a noise produced by hitting a metal object. The use of media literacy and semiotics in the context of producing music Media, this crash can resemble the sound of thunder or a blast or emblematically stand for a poignant expletive in-between other sounds. In the same manner, the mass communication media offers contexts mixing signs and sign systems that denote a common meaning reflected through the nature of the media and a restricted denotation discussed between the framing of illustration and the discernment of the provided text (Jewitt, et. al., 2012).

The emergence of web 2.0 has helped conceive a meta-medium. Semiotics in the form of data that is promoted through user generated content. The social media users can ideally share any type of mediated pictorial sign on their respective social media profiles and newsfeeds. Therefore, visual communication on Facebook is not restricted to the category of people who are likely to use the internet more, but also consists of prevailing visual signs for other media platforms. On the social networking sites, one can easily search for canned and digital versions of artistic paintings, old advertisement posters, music, journalistic information, and other audio, visual, or written signs. In addition, these do not add the option of embedded videos from famous online video platforms such as Youtube, and also the other signs of visual communication that are not created by users but are a part of this system (Erdmann, 2015).

Without any doubt, media is a mandatory part of our lives, and many previous studies and pragmatic researches all around the globe show the major relevance of media. We can find an unending sequence of texts mainly in the outline of illustrative images which is a linguistic signal to be examined. Therefore, there should be an urge to learn and evaluate these images on media semiologically just to recognize how these symbols can be used surrounded by the meaning in them. (Bignell, 1997) recommended that the denotative and connotative’ stages of understanding’ affect the study of imagery symbols. Therefore, analysis of Semiology is a vital factor that needs and to create connotations that links to the socio-cultural and intimate relations for the next stage of implication that is nuance. “Semiology” that is included in the subject of media in order to understand the media texts such as movies, serials, comic strips, and advertisements. Additionally, the reader is the receiver in semiotics and has a crucial function in the understanding and the derivation of understandings that are hidden in the media texts and are exposed to multiple elucidations.

The conceptualization of social media (Nosko, Wood, and Molema, 2010) can be linked to all the websites that work on web 2.0 technology that leads to intense social communication, creation of community and grounding and accomplishments in projects. (Manovich, 2001) states that social media is open web-based service that facilitates users to make their own space, and link with others of their choice, learn and react to posts that are created by users, and send or receive messages either personally or publically. (Krampen, 1997) stated that social networking sites are the various groups of social media where users can make their separate profiles, communicate with friends on chat, and link with people who share common interest. Moving ahead, it has been argued by different researchers that social networking sites are seen to be a universal consumer phenomenon with a huge surge in usage as recorded in the last decade. Therefore, social networking sites are accountable for the spread of information among the trans-local, transnational and trans-global community through a virtual space.

The outcome of the social media addiction for an area like the linguistics have altered the level and intensified communication that proficiently and successfully fulfills the purpose of the presenter. This particular process lays the foundation of imagination and modernism in communication as the users navigate the online setting. The inspiration for presenters remains in the occasion of the second, to inexpensively converse, with fewer words, which is faster and more efficient. It is argued that to know linguistics interactions, the captivation to social networks - specifically WhatsApp has transfigured communication in the modern epoch. Under semiotics, codes are also adopted as ‘supervernacular’ as referred by (Sebeok, 1991). It is known as the descriptor of the fresh forms of semiotic codes that are generated within the framework of technology-driven process of modernization with special

orientation towards codes for mobile texting, prevalently acknowledged as Short Messaging Systems (SMS). However, at this juncture it refers to the system that drives the entire social media platform including Facebook and WhatsApp(Watt and Watt, 1997).

The addiction for anything is regarded as a bad habit as it has always been look down with negative thoughts. A lot of researchers denote addiction as a problematic or pathological issue if seen from a social and personal point of view; while for some it is usual, helpful or even preferred (Kuss and Griffiths. (2011).For the ones who have knowledge about linguistic interactions, the notion that the dependence has led to a modern and ground-breaking way to communicate is a great field for research. It also focuses on the fact that even without territorial rigidity and corporeal closeness, sociolinguistic elements like the mentioned societal semiotic codes can prolifically thrive all due to the addiction of social sites. It is specifically so as the social sites enable senders to come in touch with the interlocutors whom they cannot meet in person and whose civilizing, communal, political, and linguistic background can be miles be way different.

Nevertheless, even with the creativeness and modernism at play, the new glossary is challenged by the fact whether its revolution or deformation. Particularly, (Colapietro, 1993) states that codes in semiosis are regarded anti-orthography, mainly by the supervisors and guardians of the adolescent severe users of that code. It is also researched that when we cannot position these principles in a recognizable word formation system, the creation of meaning is a mandatory part of it. Therefore, (Fulton, 1998)have focused on the fact that majority of the arrangement applied generate the social networking lexicon should be regarded as ‘pseudo’ word arrangement procedures that have the capacity to enhance or disfigure the linguistics activities done by the users. The researchers corresponds with the proposal that common semiotic codes are powerfully normative as they sometimes make use of semiotic baseline and never try to distort but change optimistically. So, it can be concluded on the note that these codes are just like other forms languages that are used to send signals to other people. It is a process that works on the basis of meticulously functional regulations, a little deviation is expected but it is not restricted and always comes with relevance.

H3 Social Semiotic has positive relation with Social Networks

2.4 Influence of E-Semiotic on Social Media Advertisements

This paper also covers some of the incidences related to semiotics that are negotiated on social media. The process in which the advertisement aims to psychologically place its audience is scrutinized minutely, in comparison to the process in which the linguistic purpose of language requires deed by its receiver as mentioned by (Erdmann, 2013). It was also elaborated at the time of the flow of study, that multiple texts that are communicated through the advertising medium can stimulate the observer to take up a detailed path of action, along with the provocative feelings of ambition and desire within them (Authenrieth and Klaus, 2011).

He and Shao (2018) examined the dynamic influence of social network advertising on the basis of semiotic point of view. Semiotic triangle i.e. signs, its thought and its indication as activities of human cognitive helps in interaction. According to semiotic triangle, advertisements on social networks results in better interaction among sign, referent and thought that is an active practice. Semiotic provide insights of mental activity or level of users on advertising in social network. In social networking advertising, communication process like comments, praises, forward message etc. need semiotic triangle to explain and understand mentally activity of users. Semiotic underline the process that happens between advertising and users in understanding and development of meaning.

Semiotics is mandatory in determining the true image of advertisements shown to the consumer. The images used to display and attract viewers and leave them in the state of thought that the promoted product perfect for them. These were labeled as aspirational as the semiotics as the receiver has the feeling of getting the products that can enhance their life.

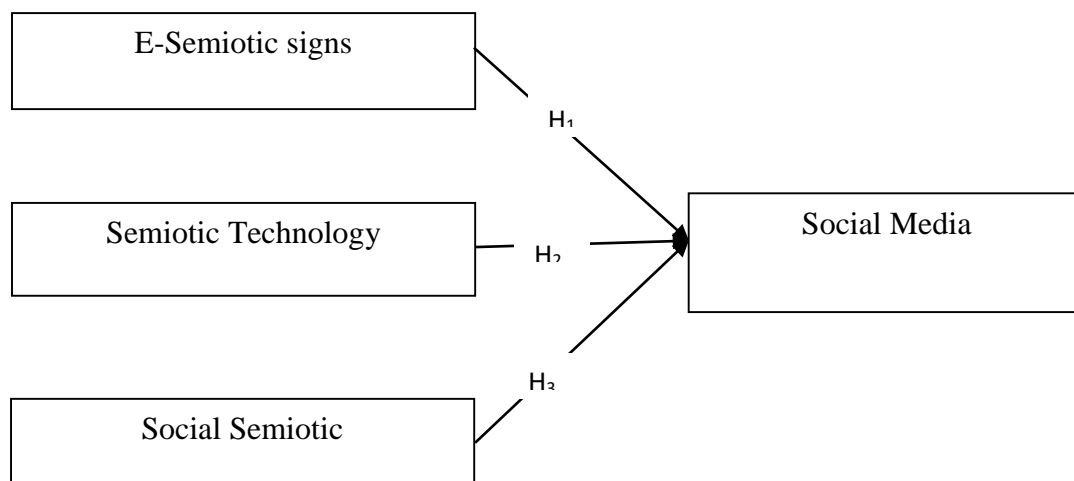


Figure 1 Theoretical Framework of the Study

Conclusion

Additionally, to the medium-based learnings and elementary questions of illustration and significance with respect to media or specifically of the system of signs that are used in media. We can find specific fields that semiotics of media have experienced all through the years. The words in the media are progressively exemplified by intertextuality and intermobility, correspondingly, which are also known as the field of indisputably semiotic investigation. There are exploration topics proximately linked to intertextuality are queries of reflexivity and media texts self-awareness. The specific rise in the progressing amount of self-reflexive texts in media, which are the texts dealing with, and irregularly condemning, their self foundation along with its rules and regulations, methods of creation and occasionally also reflects the status as a text medium. Different field of semiotic investigation that covers several medium consists of topics, and the narrative. Therefore, semiotics does not only deals with syntactic and semantics, with official queries, and with structural features of texts in media (Kirik, Arslan, Çetinkaya, and Gül, 2015). From the commencement of the semiotic endeavor, there has been a concentrated spotlight at the realistic aspect of symbol system along with their function inside the socio-cultural background. To sum it up, it's a socio-semiotic vision based on the subject. Considering the growing privatization of media in the world, and the function of the universal interaction and media through texts or data, play in the modern society, it makes semiotics a very important feature for the present era and also for the upcoming era (Nöth, 2003). The pragmatics are concerned about sign work, its creation, treatment of texts, and also about the utilization and mistreatment symbols and its process, regarding the conceptual repercussion of the exchanged messages, and also the process in which people can be skilled to handle. The social media has the power to mould the transmitted signs in a way it wants to convey it to the mass. Therefore, even if semiotics depends on the receiver but e-semiotics has a different approach. It is largely controlled by the modern day media texts to make an impression in the mind of the user.

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