Ideological Frame in Facebook Digi-talks: Mo-Salah's Injury A Cross Eco-linguistic Analysis[(*)]

Sara Samir El-Daly
Lecturer, Department of English,
Faculty of Arts, Menofia University

Abstract

This study approaches the eco-linguistic field in light of cognitive semantics and social semiotics. It attempts to depict and evaluate the eco-textual and linguistic landscape concerning the story lived by people (i.e. MoSalah's injury) posted on Facebook walls, creating what is known as 'construal'. In Saeed (2003), construal is defined as the active alternative characterizations of daily scenes focusing on conventionalized knowledge that is available across cognitive, social, and cultural processes (p. 376). The story representations' represent the discoursal features; linguistic as well as socio-semiotic devices in a multi-modal analytic approach (Kress, 2010, p. 22). The bottom-up analysis of the Facebook memes reflect the Facebook users' ideo-space that refers to the standard socio-political, socio-religious, and socio-educational de/construction process that appears to be a result of; a) the Internet ease access; b) the Internet anonymity; and c) the people's implicit intentions to change and move on creating a new level of uniformity that suits the digital environment where new apparent ideologies are established, liked, conceptualized, and prevailed. The multimodal discourse approach deals with; a) frame semantics to address the three main levels of analysis; predicate; construction; and pragmatic components in text-based data (Fillmore, 1982); and b) social semiotics to address the landscape memes; following Lidov's (1999) and Kress and van Leeuwen's (2006) social

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semiotic approaches. In fin, facebook shows a highly transformative interpretive discursive medium of communication.

Keywords

Construal, Schematicity, Social semiotics, Frame semantics, Construction Grammar, eco-linguistics, and Argument-structure, visual design, and Facebook statuses

الملخص

تتناول هذه الدراسة دراسة المجال اللغوي البيئي في ضوء الدلالات المعرفية وعلم الدلالات السيميائية الاجتماعية. فهي تحاول تصوير وتقييم المشهد البيئي واللغوي فيما يتعلق بقصة مر بها الناس (إصابة محمد صلاح الكروية) المنشورة على صفحات الفيس بوك، وإنشاء ما يسمى بـ "المعتقد". وقد عرف سعيد (٢٠٠٣) "المعتقد" بأنه التوصيفات البديلة المحدثة للمشاهد اليومية التي تركز على المعرفة التقليدية المتوفرة من خلال العمليات الإدراكية والاجتماعية والثقافية (ص.٣٧٦). تشير إعادة تمثيل القصة (الإصابة) الميزات الخطابية والمقاربات السيميائية الاجتماعية في منهج تحليلي (كريس، ٢٠١٠ ، ص ٢٢). يعكس التحليل اللغوي لميمات الفيسبوك المساحة المحددة لمستخدمي فيسبوك التي تشير إلى عملية البناء/الهدم الاجتماعية- السياسية والاجتماعية- الدينية والاجتماعية- التعليمية التي تبدو أنها نتاج: ١) سهولة الوصول إلى الإنترنت ؛ ٢) القدرة على إخفاء الهوية على الإنترنت؛ ٣) نوايا المستخدمين الضمنية في التغيير وخلق شكل جديد من التناسق الذي يناسب البيئة الرقمية؛ حيث تكوين أيديولوجيات جديدة مفهومة وشائعة الاستخدام تنال الإعجاب. يتعامل المنهج المتبع مع نوعين من البيانات ؛ ١) دلالات الإطار اللغوي لمعالجة المستويات اللغوية الثلاثة الرئيسة النحوية حيث الإسناد؛ النحو البنائي؛ ومكونات التداولية في البيانات النصية المكتوبة من خلال (فيلمور،١٩٨٢) ؛ ٢) منهج السيميائية الاجتماعية لمعالجة الصور الطبيعية وميمات الفيس بوك من خلال منهجي (1999) (Lidov's) و (2006) (Kress and van Leeuwen's). وقد أوضحت الدراسة أن الفيس بوك يمثل موقعًا إيضاحيًا تحويليًا وتفسيريًا ناقلًا للمعلومات للتواصل الاجتماعي.

الكلمات المفتاحيه

المعتقد، التخطيط الإدراكي، السيميائية الاجتماعية، دلالات الإطار، قواعد البناء، اللغويات البيئية، بنية الحجة، تصميم مرئي، الفيس بوك.

1.1 Theoretical Background and Statement of the Problem

Nowadays, communication, across the Internet a/synchronous modes and Social Networks (SNs), depicts the discoursal community organizational dynamics; the initiated stories, the performed skills, the gained experience, and the constructed personal and linguistic identity that may be affected by different social factors; gender, age, social class, and education (Treem and Leonardi, 2012, p. 144).

This study attempts to approach the story of 'injury' lived by, on one of the SNs applications, namely, Facebook walls. SNs applications offer a new life style (Mao and Qian, 2015, p. 2480); that is approached by affordance and referential theories (Treem and Leonardi, 2012, pp. 145-146). The affordance theory renders the Internet users equitable chances for discursive interactives; and the referential theory depicts the availability and easiness of transferring any initiated story regarding the absence of the physical body and conventional socio-cultural boarders (p. 144). Accordingly, an apparent interactional behavior deploys the participants' perception, performance and experience (pp. 146-168). Generally, SNs clarify the notion of 'what about you'; the Facebook shows some apparent informality toward the story's users statuses. Thus, the vernacular creativity notion comes into existence due to the various daily speech representations on the Facebook walls (Burgess, 2006, p. 5).

In this sense, all textual and/or landscape story representations are displayed through Computer-Mediated Discourse/CMD that may be described as digi-talks. The CMD reflects Communication Adaptation Theory (CAT) (Cai and Rodriguez, 1996, p. 31) across the newly digi-discoursal features. Given the nature of CMC and CMD, plenty of generic extended representations may appear to reflect how a story is perceived, experienced, and construed through the story original script. The expressed schema of the story represents the cognitive personal traits of the senders. That cognitive power, dominates the various socio-cultural layers, and assumes about the apparent dominated identity as well (Padilla and Perez, 2003, pp. 41- 42). So, identity, in a broad socio-cultural sense, is never static (Mao and Qian, 2015, p. 2468); creating an ideo-space zone of the Facebook users to express their projected inner world.

Due to the socio-cultural ground, the 'injury' story's representations relate the 'ecology' of the original 'injury' event to the represented constructions of Facebook statuses. The eco-factors are divided into; a) the natural eco-elements describing the non/verbal human behavior and the natural landscape. And, b) the man-made eco-elements (i.e. device) across man's use of the computer and the Internet applications. The eco-established relations between the human being and the device within the story itself design the transactional processes frame. The transaction, displays the social group common conceptualization, results from the participants' mind control over others when approving a belief and/or generalizing a generic knowledge that is derived from credible sources; e.g. education, media, military, and/or instituational organizations so as to produce the story extensions (van Dijk, 2003, p. 357). Story extended networks appear in different linguistic forms creating the conceptual integration; single word, fixed expressions, clausal constructions, e.g. resultative, diatransitive, and the caused-motion construction, nominal compounds, adjective-noun compounds, and morphological combinations in a single word as in Table 1. The employed linguistic devices function as; a) a structured inventory of the user's knowledge (Mackey and Polio, 2009, p. 13); and b) creative competence as a schematic outcome of the working memories (pp. 13-14).

Table1

Conceptual Integration of Linguistic Forms

Conceptual Integration Linguistic Forms	English Examples	Arabic Examples	Transliteration/translation
Single word	Champions	بهدل	Bahdil/mistreat
Fixed Expressions	Forbidden arm-lock	الف سلامة	?lf salamah/wish you speed recovery
Resultative	Was Salah's injury a result of a dirty play by Sergio Ramos…	خروج محمد صلاح ...وأفقد المبارة جمالها	-xrug Mo Salah… afqad almubarah gamalha… -Mo Salah's exit..and the match loses its charm …
Diatransitive	We've seen	يخرب بيت دي	-Yaxrib bait dy li'bah

	what Salah can do this season	...لعبة تجيب القهر	tigiib al?ahr … -Damn that game that stirs our nerves….
Caused-motion construction	Ramos has to change his mobil number after reciving several death…	بعد كل سقوط بتقوم أقوي من الأول يا صلاح...	- Bitqum aqwa ba'd kul suquut -You got up/show a stronger leg..
Nominal Compounds	Ramos un gracious player	سلامتك	-salamtak -In safe
Adjective-noun compounds	Dirty play/ worst player	دخلة غشيمة	-daxlah ghashimah -Dirty game.
Morphological combinations	Wanted	...أستحضريها 5morphemes	-?stahDriiha -call her
Counterfactual	Where the whole world cried	-طارق حامد يدخل دخلة غشيمة من بتوعه علي راموس	-Tariq Hamid yudxul daxlah ghashimah min bitu'uh 'la Ramos - Let Tariq Hamid attack Ramos in a dirty manner.

Transliteration adapoted from Kamel, Gindi, and El-Kholi (2009)

The grammatical constructions of the conceptual integration blend meaning and cognitive power reaching the construal (Turner, 2007, p. 378). The conceptual integration links the inner world of the participants to the outer world, establishing the stories the people live by (de Oliveira, 1998, p. 8); where both the mental abilities and the social knowledge constitute new language frame networks that are set for examination cognitively and semiotically.

1.1.1. Cognitive Semantics: Frame Semantics

Cognitive semantics, as a part of cognitive linguistics, reflects the role designed for all language performances (Lemmens, 2017). Cognitive semantics shows the meaning levels of cognitive domain (p. 1). In Fillmore, (1982), frame semantics presents a practiced approach that deals with the available meaning/s of the word in a motivated context; establishing a word frame (pp. 111-112). Frame, according to Fillmore, refers not only to surface-

syntactic features but also to the grammatical behavior that is practiced across functioning word classes or grammatical categories (p. 112). Frame semantics is about two natures; a) the cognitive that deals with the schematic scenes and the ways in which verbs are indexed and/or evoked (pp. 115-116). And b) the interactional nature where the frame is on the interpretation/s of the actual communicative situation (p. 114). Accordingly, the speaker/writer selects the frame structure where the word/s may be applied to establish a grounded motivated context. Accordingly, the two natures help to employ the lexical as well as the grammatical observed material that evokes relevant structures in mind (p. 123); and the coherence of a text that appeals to other interpretive frames. Thus, the types of frame semantics starts with the word polysemous features to the taxonomic categories of the lexical repertory of language (pp. 124-130); to uncover the word categorizing functions in a motivated context (p. 134).

Semantically, the word-to-word base meaning depends on the meaning of its lexical root (Cruse, 2000, p. 88); or the literal meaning (Yule, 2010, p. 113). Literal meaning may be altered in any speech event due to the social practices (Deppermann, 2011, p.116). Literal meaning sociability for Saeed (2003, p. 38) and Verhagen (2007, p. 49), along with the encyclopedic knowledge, creates the construal; with reference to its structural and landscape component (Geeraerts and Cuyckens, 2007, p. 14). Generally, the more given number of construals are, the more classified details and items are stated. The more publicity the construal is, the more hierarchies are operated and discussed through. Now, the construal is reflected in two major stances; a) conceptualization, schematization, and discourse manipulation; and, b) the grammatical construction seen through the semantic properties of predicates and phrasal constructions that convey socialized meanings (Hsiao, 2003, p. 197).

The construal is built by conceptualizer (i.e. Facebook users) who takes the responsibility of posting the story's updates on the Facebook statuses (Tuggy, 2007, p. 60); showing the core commonalities that represent the conventional knowledge of the social groups, namely, schematicity (Tuggy, 2007, p. 51). Schematicity, for Langacker (2007), points to; a) the situational taxonomy of new invented terms that are based on the users' inferred propositions that appear through language use (p. 83); and b) image

schema that re/presents the action performed by the participants' created script (Yule, 2010, p. 150). Situational inventory terms as well as action script present the heightened excitations of the participants that create the full/partial scematicity of the story (Tuggy, 2007, pp. 86-87).

In an elaborated manner, full schematicity refers to the complete coincidence between the mental standard and the target structure (p. 86), while partial schematicity displays extended networks that lead to a new subsuming schema (p. 87). This subsuming schema facilitates the process of communication accepting various cognitive conceptual structures that; a) are kept and retained in mind (Hudson, 1996); and b) display the conceptualizers' vantage points. With the socio-cognitive base, schematicity reflects the apparent 'identity of culture' of the Facebook participants' (Eagelton, 2000, p. 115). The identity of culture proceeds to set a social 'frame' representing the story's construction; transmission; and cultural value elaboration (Tannen, 1992, p. 10).

In this study, the schematic representation of the construal, namely, 'injury' is approached across both the micro- and macro- levels that are interpreted in light of frame semantics components. This semantic focus requires an identification of the phrase semantic components to figure out the construal's content that is structured in language performance in terms of frame semantics' predicate; the Construction Grammar/CG; and the pragmatic component (Hsiao, 2003, p. 197).

Analytically, the predicate component represents; a) the modern syntactic theories; b) the logics beyond the syntactic use; and c) performance of particular forms rather than others (Halliday, 2014, pp. 104-106). Hsiao (2003) goes hand in hand with Halliday (2014) in classifying verbs into three parts to serve the logics' use reaching the mental structure: a) the 'cognition' category that presents verbs of thinking, knowing, or understanding; b) the 'affection' category that presents verbs of liking, disliking, and fearing; and c) the 'perception' category that presents verbs of seeing, hearing, or perceiving (p. 107). Additionally, the Construction Grammar (CG), aims at integrating morphology to syntax (Goldberg, 1995). The morpho-syntactic categorizations (i.e. listemes) determine the initiated story's form and function of the argument structure accompanying them. The arguments structures in Table 2, are taken from (Goldberg, 2013, pp. 437-439).

Table 2

Goldberg's Argument Structure Categories

Goldberg's Categorization/functions	Verb examples	Categorization forms
Diatransitive	X causes Y to *receive* Z	Sub V Obj Obj2
Caused motion	X causes Y to *move* Z	Sub V Obj Obj
Resultative	X causes Y to *become* Z	Sub V Obj (complement)
The Way-Construction	X creates Y to *move* at Y	Sub V Obj (way) Obj
Conative	X directs *action* at Y.	Sub V Obj

X=agent; Y=receiver; Z=goal

Verbs, in the argument structure, reflect the extent with which the polydicity of a given lexeme can be achieved (Sag, 2012, p. 16), across the various extended argument structures. The argument structures are explained in terms of the speaker's intended meaning practiced across various generic forms (Saeed, 2003, p. 343). As a result, the construal is constructed in light of a set of experienced polydic lexicals that are widely distributed among communities. The existential commitment of the construal relates the grammaticalization of the simple word to its inflections reaching its socio-functional effect (p. 344).

Finally, the pragmatic component of frame semantics is conducted across prototypicality that aimed at describing the construal's hierarchical classifications; offering the ideal patternized image designed by the social groups members (Hudson, 1996, pp. 79-80). Moreover, Taylor's (2006) description of the pragmatic nature of the prototype word hierarchies, is in line with Fillmore's (1982) description of prototype function as a human categorization main function (p. 117). Thus, word is submitted to cognitive-pragmatic processing function. Firstly, the cognitive processing frames the concept by its descriptive features (i.e. cultural, social, and/or religious). And, the pragmatic processing is related to the memory-work where these descriptive features are experienced as docu-drama, e.g., drawings, movies, and/or figures that represents the concept extensions. Thus, 'lexical' prototypicality is regarded as an innovative set of descriptive classifications determined by the working memory and functional pragmatism in terms of the symbolic meaningful interactionism (Goldkuhl, 2006, p. 3). Therefore,

the three frame semantic components along with the image-based statuses elucidate the apparent identity of the Facebook users and shape the social groups ideology.

1.1.2 Landscape Interaction and Social Semiotics Design

To start with, social semiotics design is the attempt to keep the individuals' interests in the stories lived by (Kress, 2010, pp. 22-23). Design operates upon the participants' projected world planning for a particular purpose deploying the ability of selecting the suitable design for the intended aim (pp. 23-28). In an elaborated manner, design is cognitively processed upon to frame the story selected. The text- as well as landscape statuses reflect the socio-cultural power inherited with the individuals (p. 28). Therefore, the linguistic landscape design representing the story physical reality, for both Lidov (1999, p. 205) and Kress and van Leeuwen (2006, p.154), works upon the consciousness of social semiosis.

Analytically, these semiosis are driven from groups' constructed values and shared beliefs. So, the manner in which the 'scene' is represented in the life world is unlocked depending on the pictorial aspects of this scene (lidov, 1999, p. 205); the modality concept (Kress and van Leeuwen, 2006, p. 156); and vantage points (Langacker, 2008). The social semiosis render a sense of reality/ies to the image scenes. This reality requires perceptual articulation of deeper regularities (p. 158), which shows the social speech communities' complex practical activities; that turn to be a motivated sign where the values and beliefs are transmitted across. In this sense, the photorealism notion is created as lidov (1999, p. 206) and Kress and van Leeuwen (2006, pp. 158-159)); where a mental link between the real or the imaginary object and its articulation is created to correspond the interpretive landscape to the real thing.

Socio-semiotics deals with the construal and its perception as a core commonality (Kress and van Leeuwen, 2006, p. 110). Semiotics, in a multimodal manner, attempts to cover the textual as well as the visual interpretation of the mental processes re/presented in discursive discourse (Lidov, 1999, p. 3). Interaction landscape of the story's image pictorials is represented in the form of gestures, images, shapes, or figures (Wilson and Landon-Hays, 2016, p. 5). The mental representations are seen through images (Saeed, 2003, p. 43). Visual representations' meaning depend on

mimetic elements (e.g. size, shape, color, and texture) (Lidov, 1999, p. 205). The visual communication is reflected either in a narrative or in a conceptual manner (Kress and van Leeuwen, 2006, p. 79). The narrative structure presents the participants; and, the conceptual structure covers the spatial, temporal, class, structure and/or meaning relations.

The facebook landscape construal conceptualizes the 'image schema' in the minds of the Internet users. Three elements are involved in interpreting the image representation; depiction; inflection; and modality (Lidov, 1999, pp. 208-209). Depiction interprets the grammar of vision representing persons and/or objects. Inflection refers to color, gestures, feelings, and motion. Moreover, modality entwines the construal to its global interpretations as it permits an innovative interpretative process that depends on the apparent scene (i.e. the angle). The apparent scene reflects a particular meaning, and the hidden part gives the chance to the viewer's imagination for more interpretations. The given meaning and the imaginative one create a sense of counter/weight (p. 211). Accordingly, an integrated unitary sense of the image; a) the original script to the new conceptualizations; and b) the apparent edge to the hidden one are established. Furthermore, this unitary sense is fulfilled when the features of the construal landscabe are approached. Gaze of the image participants can be interpreted alternatively; participants may gaze at the viewer; at other participants in the image; or at landscape where no other participants are found. Angle is interpreted according to the position of the construal on a high or low eye-level (i.e. the viewer eye-level when looking at the construal). Color, also, refers to the degree of saturation (i.e. dark and/or light) for and/or about the construal. Finally, distance refers to the extent the image is taken by the camera. It elucidates the image meaning as long, mid or close shot of the construal. Each of these subordinates along with the discoursal components cover the construal meaning from its cognitive initiation to its socio-cultural and ideological implications.

1.1.3 Ecology Perspective/Eco-linguistics

Ecology, in general, is defined in terms of the living subjects' interaction with the environment. The eco-linguistics reflects the relation between ecology dimensions and language practices in a broad sociolinguistic perspective. The eco-linguistic approach attempts to examine

the phatic function of communication; where the sociability of interaction and the state of ecological art is the main foci; not communicating with the intensity of information (Senft, 2009). Generally, the eco-linguistic theory approaches interaction across four main dimensions; symbolic ecology, natural ecology, socio-ecology, and cognitive-ecology (Steffensen and Bundsgaard, 2000, p. 9 & Steffensen and Fill, 2014, p. 6). In particular, the natural eco-context refers to the naturalness of; 1) 'symbolic ecology' represents the pictorial elements (e.g. facial expressions, crying, tears, tongue biting, eye-look, gazing at landscape, arms lock from different angles; 2) 'natural ecology' represents across 'the human bodies' that cause the injury; 3) 'socio-cultural ecology' represents the nature of the human mentalities' control or be controlled by the computer as a man-made device; and 4) cognitive ecology realized across the 'eco-inferences' about the displayed group ideology.

The previous eco-dimensions deepen our insights of the human sensorimotor system, the external directional, and the terrains of the whole speech event (Stibbe, 2015, p. 7). The eco-natural features of landmarks (e.g. landscape references, movements, temperature, sounds, and textures) are given more precise interpretation as well as the linguistic human behavior (e.g. power relations) when produced across its domain (Rawlings, 2016, p. 268). The ecological features are known as the 'conversation inhabitants' that function as the eco-meaning carriers in a situation (p. 269). The more diverse the linguistic practices are, the more the eco-linguistic interpretations are produced. The more bi/multi lingual speakers represent the story, the more inter-related cultural, social, and experiential interrelated acts are performed. The more linguistic symbols employed, the more mental conceptual realizations are widespread. The more conceptualizations are apprehended, the more produced construals and accordingly the more semantic 'frame Net' hierarchies are employed. Thus, in this study, the eco-linguistic analysis produces a semi-form of construal eco-encyclopedic cover so as to cover the features that serve the eco-lexico-grammatical motivated functions. To conclude, frame semantics analysis, under the tenet of eco-linguistics dimensions, helps to examine construal sub/scripts that may be framed in face-to-face and/or via CMC.

Furthermore, the eco-perception of the landscape affords vantage points' transfer between conceptualizers due to their different ethnicity,

languages, and gender to perceive the unhidden part of the layout which is hidden for you and vice versa (Gibson, 2015, p. 191). This eco-perception information of the layout is supported by the structured ambient optic array (Gibson, 2015, p. 58). The structure ambient array is a motionless point that is composed of solid angles surrounding the point of observation. Therefore, the perception of the angles' ambient array depends on the natural perspective (i.e. perspectiva) (p. 63). Perspectiva works for and about the angles' relational information of the environment with all its subdivisions and details; measured in degrees, minutes, and seconds. The angles set the sphere surrounding the point of observation regarding it as a transparent film or a shell (p. 60). The angles' representation treats the image as a motionless static point of observation. Thus, the perception is designed for the restricted scope of a frozen optical structure of the point of observation. That perception may be altered due to; a) the path of the observer locomotor system that affects the optic array; and b) the portion of the un/hidden parts of the point of observation (p. 65). In this study, the path of the observer goes hand in hand with what Lidov (1999) states about visual perception in terms of (i.e. mid, long, close shot). Thus, the observation process of any apex acts upon the included ecological space relations; places, positions and locations (pp. 59-60). Consequently, the occlusion concept of the opaque and/or the cluttered environment stresses the fact that the cluttered environment renders earth its unobstructed view in both an apical and curved layout (pp. 70-71). In this sense, the photographical-processed shot of any transactional process is perceived in terms of being a frozen shot, un/hidden scene, and locomotor path.

Most of research done in the area of Facebook as a medium of SNs has focused on two dimensions; language learning activities and how language is affected by the multilingual feature of multiple users' participation (Ong'onda et al., 2013; Sen, 2016; and Warner and Chen, 2017); and the second dimension is on language use producing innovative features (Dino and Gustilo, 2015; Herring, 2012; and Magwaro et al., 2018). So, it seems that there is no adequate investigation of ideological frame from a cognitive frame-semantic employing the argument structure.

Concerning the grammar of the visual design in interaction landscape, it is worthy noting that the social semiotic approach reading visual images is

employed to describe image information serving different functions following (Kress and van Leeuwen, 1990&1996); a) cultural transfer across different linguistic features used via facebook; b) determine the subjectivity of knowledge; and c) practice visual leaning through website acting as a visual tutor, promoting the visual grammar analysis (Rattanapian, 2017; Roberts and Philip, 2006; and Wilson and Landon-Hays, 2016). However, it is quite obvious that the reading images research across the SNs has not dealt with the sport 'injury' as a construal. Thus, the significance of the study stems from the need to fill the gap of the cognitive semantic as well as socio-semiotic language representations on the SNs language performance.

1.2. Aim of the Study

This study aims at uncovering the textual and visual ideological frame of Facebook users concerning the sport story of Mo Salah's injury in one of his international matches. This ideo-frame is constructed, in both Arabic and English, as a result of the users' language performaces that appear across the textual and the landscape face statuses. Moreover, the transactional process between the story's different agents is approached from an eco-linguistic perspective that starts with the eco-cognitive power to the socio-cultural related features of the story as experienced.

1.3. Research Questions

This study attempts to answer the following questions; 1) Textually, by frame semantics and visually, by socio-seiotics, How has the story been constructed on the Arabic and the English Facebook walls?; 1.a) For textual representations, what are the mostly prevailed argument structure features across the Arabic and the English statuses?;

1.b) For linguistic landscape representations, how has the visual design of social semiosis been employed?;

1.c) Textually, how has the construal schematicity been represented across both the Arabic and English statuses?;

2) How the text-and visual-based statuses can be interpreted according to the eco-linguistic approaches?; and

3) Has the ideological frame been achieved or not?

1.4 Description of the Study

1.4.1 Framework of Analysis

The cognitive approach to media communication studies is followed to investigate the social meaning of the discoursal structure (Cotter, 2001, pp. 417-419). Thus, the social meaning, with its mental structuring and eco-representation, has been represented to form subsuming construal extended networks to be examined both textually and visually. Firstly, the text analysis has adopted the Goldberg's construction grammar approach, in light of Fillmore's (1982) frame semantics, to examine the lexico-grammatical interrelations established across the argument structures. This approach deals with structures not only as the abstract word knowledge but also with that word rendered experience. Thus, it links semantics, syntax to pragmatics. In this sense, it evokes the cognitive linguistic frames that designate the human performed experience so as to represent the inherited knowledge. Secondly, the landscape statuses are analyzed following an integrated approach of Lidov's (1999) and Kress and van Leeuwen's (2006) social semiotics. Natural images modality concept is adopted from kress and van Leeuwen (2006); and the natural image schemata from Lidov (1999). Finally, both the textual and landscape extensions are submitted to Gibson's (2015) eco-interpretive perception.

1.4.2 Database

The data of this study represent the social use of language on Facebook walls; that is to say, it is not dedicated to a particular social group. The data are the widely distributed textual and landscape Facebook memes that are posted by famous as well as common people.The collected data are written in both Arabic and English to show the spread of the construal among the two societies. The data are collected from the researcher's personal account new feeds and selected depending on number of likes, shares, and comments that appear at the end of each post. Out of the apparent Facebook users' profiles, it seems that the Arabic data are posted by the Egyptians. Given the anonymous nature of the Facebook profiles and the easiness to change the account information, the accounts' apparent names render a proof of the assumed nationality. The collected data reflect the political and social docu-drama. There are 51 Facebook statuses; 30 written in Arabic and 21 written in

English. The data are text-based, image-based and textual-visual/tele-cinematic statuses (i.e. eco-toons).

1.4.3 Procedure of Analysis

The collected data are analyzed in terms of the textual and the landscape levels. The Arabic and the English Facebook users' statuses share the same necessary bits and sufficient knowledgable conditions of the 'injury' story (Saeed, 2003, p. 35). For the textual analysis, the invetigation of the text-based statuses is divided into three basic steps; identification, classification, and counting the frequencies of occurrence of the linguistic features. Firstly, for the identification step; a) the predicate component is approached focusing on the verb classification; b) the CG component displays the argument structure employed across the Arabic and English statuses; and c) the pragmatic component is conducted focusing on the prototypicality of the 'injury' story. All in all, the related lexico-syntactic, lexico-semantic and lexico-pragmatic devices are examined to cover the three frame semantics' components. Moreover, for the linguistic landscape, the social semiotic approach under the eco-perception tenet is employed to interpret gaze, angle, color among other non-verbal features. The landscape statuses are; a) the natural scenes of the story participants; and b) the docu-drama eco-toons.

1.5. Results and Discussion

The analysis of the collected statuses goes beyond two steps; the first step presents the results of the Arabic and the English facebook text-based statuses in terms of frame semantics. The results are tabulated referring to the recurrence of each linguistic feature. Then, the second step deals with the image design. The visual design compositional recurrecnces are tabulated for further interpretation across the four dimensions of the eco-approach. All the analyzed memes are found in Appexdix 1.

1.5.1 First Step: ArabicTextual Analysis

1. a. Predicate Component of the Arabic & English Facebook Memes

The results of the predicate component reflects the facebook users' use of two categories of the verb system rather than the stative verbs that concern with pointing out the cognitive status (See section1.1); dynamic verbs have been employed adding poly-dynamicity reference to the story. These verbs

have been employed to represent the schematic injury story in all the Arabic and English text-based memes in Table 3.

Table 3

Arabic and English Dynamic-Verb in Arabic and English Statuses

Facebook statuses	N. of Dynamics	N. Phrasal verbs	Examples Dynamics + phrasal verbs
Arabic	23	8	تجري/tigry/run + يهربوا/yahrabu/run away
English	18	2	Win + Subbed off in tears

The results of the Arabic facebook textual memes show a significant preference to the category of dynamic verbs. Dynamic verbs are employed to render an activity providing information about an ongoing experience or a real nature (Berk, 1999, p.108). The re/activated ongoing represented experience results from the various degrees of different socio-cultural conceptualizations on the facebook walls as presented in the following examples; in Arabic

بعد كل سقوط بتقوم أقوي من الأول.

Bitqum aqwa ba'd kul suquut…

You **got up/show a stronger leg** than before, after each fall down.

Arabic Formula/SVO →S= Mo Salah; V. get up; O. As before

And in English;

Sergio Ramos had to **change** his mobile number after receiving several death threats phone calls.

English Formula/SVO→ S=Ramos; V. Change; O= Mobile Number

The underlined verbs refer to the dynamicity of the action verbs employed in the Arabic and English statuses. Similarly, the English verb 'change' in Table 4b has an eco-relation to the mobile phone. Moreover, the referential prepositional phrase points to Mo Salah's previous achievements is expressed in (من الأول/min ?lawal/before).The attribution causality between the semantic roles in the sentence is determined by the action verb selection reflecting the agent-patient relationship. Action verb sentences, with an

agent-patient schema, reflect a Low consensus-Low distinctiveness schema/LL; where the conceptualization of attribution is achieved. In a more elaborated manner, the LL schema point to the agent's conceptualization which may/not be followed by others. The propositional inference is built across the agent-patient relational sense that accepts no more factors; therefore, it is described as low consensus schema.

In a compaitable manner, the second employed verb category, in both Arabic and English, is the state verbs that is presented in Table 4. The stative verbs are known as psych-verbs (Berk, 1999, p. 108). It is descriptive-embodiement of the facebook users' mental state and conceptualized content to express a belief, epistemic knowledge, or an opinion. Given the easiness of access to the facebook, a variety of opinions are expressed and displayed.

Table 4

Arabic Stative Verbs

Facebook statuses	N. of cognitive	N. Affective	N. perception	Examples
Arabic	6	2	2	ميعرفش/ may'rafsh/ Don't know; بكره / bakrah/ Hate; شافك/shafak, see you
English	3	8	3	Consider, think+support, dislike + say

The stative verbs, as the examples display, draw the attention to sensory verbs as 'hate' in the Arabic example. The sensory verb is experienced by the conceptualizer. This sensory conceptualization is transmitted to all the facebook users for elaboration and more extensions. As for the English example, the stative verb is experienced by the conceptualizers employing 'have' as a semantically empty verb (Berk, 1999, p. 109), where its direct object specifies the nature of the performed activity (i.e., Mo Salah's football playing) as presented in the following examples, in the Arabic

باكره الكوره باكره الكورة...

I hate football I hate football;?na bakrah alkurah

Arabic Formula/SVO→ S=I; V=hate; O=Football

And in the English,

-….We 've seen what Salah …many of them are considered

English Formula/SVO→ S=We; V= have seen; O= what Salah…

The Arabic sentence 'I hate football' consists of the experiencer 'I' and the state verb 'hate' that renders the inner power of constructing the sentence in the active voice, while the English sentence 'we have seen…' refer to the general state of thought represented in 'we'. The 'state' verbs point to the experience result is from the stimuli; and practiced by the experience (Semin and Marsman, 1994, p. 837).

Given the results of the stative verbs, it seems that the cognitive verbs render the intuitions of the facebook users and their emotional status towards the story itself. This mentality is designed in terms of the representations of the construal. The facebook users'focused attention is directed towards their epistemic self-vantage points. The stative verbs serve the polyfunctionality as being employed in various argument structure. Moreover, the recurrence of stative verbs stresses the affectionate and cognitive tendency that appears across lexico-syntactic relations.

The verb selections' preferences show that the well-employed verb category, in both Arabic and English, is the 'dynamics' category that reflects a sense of activity while the rest of categories (i.e., cognitive, affective, and perceptive) belong to the static category of verbs that stem from the mind and/or heart of the speaker. They indicate an immediacy of action when used in the present continuous tense. Moreover, the dynamic verbs' selection results in inducing subject inferences; and the stative verbs' selection results in inducing object inferences (Semin and Marsman, 1994, p. 836). The subject/object inferences affect the general perception of the sentence that shows the causal attribution. The causal attribution has the structure SVO construction where two semantic roles are to be employed, namely, the agent and the patient (i.e. the doer and the receptor of an action); while the stative

verb selection indicates the stimulus (i.e. cognitive power). Given its origin sensory feeling, the state verbs lead the experiencer human followers to be affected by him; to make the same selections and performances due to its psych-content reference. Therefore, the state verbs show a High consensus-High distinctiveness/HH. The distinctiveness results from the various extensions produced by those followers.

2.a. Construction Component of Arabic Facebook Statuses

The grammatical structure is represented mostly across the conative argument structures. They have been employed in both the Arabic and the English injury argument following Goldberg (1995) classification in Table 5. The results of the frequencies of occurrence of the argument structure display the preference for directing action at the reciepent or the landmark (lm) of the event (Goldberg, 1995, p. 4). The facebook users direct blame, pray, sarcastic tones against Ramos and for the sake of MoSalah.

Table 5

Argument structure across Arabic and English Facebook Statuses

Argu. Stru. Types	Diatransitive	Way to construction	Resultative	Conative
N. of Arabic frequencies	1	1	1	10
N. of English frequencies	3	--	1	8

Out of observation, the employed constructions are semantically interrelated; that is to say, the semantic properties of each individual lexical unit are similar to other constructions creating the profile and the scope of the event (i.e. the injury). This in its turn involves the derivational change of the morphological base of the lexeme. So, moving through the argument structures that are recuured across text-based/text-image statuses may give a sense of interelations between the statuses and their lexico-semantic and/or lexico-grammatical small components.The individual lexeme in its bare existence is a constructed morpheme that bears pairs of meaning in itself (Goldberg, 1995, p. 4). Thus, the constructions of lexemes and their distributions depict a high degree of awareness of the surrounding/conventional knowledge of the socio-cultural inheritance embodied in these lexemes; creating a knowledgable pattern and a prototype structure. The simplicity and naturalness of the argument structure reflects

the human experience involved in the situation (p. 5). There would be an exemplified illustration of each argument structure both in Arabic and English.

The conative argument structure which is greatly employed in the Arabic and the English statuses is exemplified in the following:

يا أيها اللعنة الماكنة عند الفراعنه والمستقرة في هذه المومياء <u>حلي لعنتك</u> ... <u>وجهي غضبك</u>..<u>نحو</u> راموس بسلام

- Ya ?yuha la'nah almakinah 'nd alfara'nah wa almustaqirah fi ha<u>dh</u>hi almumya? <u>h</u>li l'natik …wajihi <u>gh</u>aDabik …na<u>h</u>w Ramos bisalam …

- Oh! Pharonic curse, damn Ramos and <u>direct</u> your anger <u>at</u> him in peace

And in English, the conative is represented in a semi-meaning text-image-based post,

- Egyptians get angry and <u>uses the pharaoh's curse.</u>

The composite structure in this example is conative + aim that remains constant through almost all the statuses that bear in its meaning the aim of taking revenge from Ramos as the doer of the 'injury'. In both the Arabic and the English, the senders direct an action with a particular aim in the form of the vocative at Ramos.

The diatransitive argument structure which is also employed in this Arabic text-image post is exemplified as:

تواصلت مع <u>ابن مصر البار</u> وابني <u>محمد صلاح</u> لاطمئنان عليه بعد اصابته ...وكما توقعت وجدت[ه] [بطلا] [أقوى من الاصابة] و[متحمسا] لاستكمال مسيرة...

- tawaSalt m' ibn Msar albar Mohammed Salah lil?iTminan 'alih b'd iSabatu..wa kama tawq'at wajadtuh baTalan ?aqwa min al?iSabah wa muta<u>h</u>amisan listikmal masirat…

- I have contacted <u>Mo Salah</u>, <u>the Egyptian good son</u>, to rest aussured his health after the injury… 'he was <u>a strong hero</u>, <u>more powerful than the injury</u>; <u>ready</u> to complete his path…' as predicted…..

The four objects are underlined.

And for the English diatransitive, the text-based post is directed against Ramos,

- Ramos's smile as Salah was leaving [the field], [with a dislocate shoulder], [in tears], [says everything about him as a person].

The four objects are underlined.

The Arabic as well as the English diatransitive argument structure depicts three main claims; a) the conventional nature to get a common belief of the illocutionary force of the intended purpose of calling Salah to rest assure his health, given that all the fans want to do the same. So, the meaning is associated between the virtual discourse community group reaching the intended transfer sense (Goldberg, 1995, pp. 141-142); b) the reciepent must be an animate figure; and C) allowing two nonpredictive noun phrases to occur after the verb, namely, object 1 and object 2. Therefore, a highly semantic constraints are constructed with a need of an evidence to create more semantic extensions (p. 141). The eveidence is the construal, namely, the injury itself. The semantic relational extensions varied because of the various senders and the volitional participant role selected by thoses users.

The resultative construction refers to expressions cover a resultant state (p. 181). The resultative construction is represented in various exemplified representations in the Arabic and the English text- or text-image-based statuses;

a) direct object

باكره <u>الكوره</u> باكره الكورة...

- ?na bakrah alkurah
- I hate [football] I hate football

And in English statuses;

- Salah:" I don't think Ramos' tackle on me was by accident. He clutched my arm as I was going down, and then put his entire weight on it…..i'm very <u>disappointed</u>…..

B) In the form of passives which correspond to acceptable activities as in the underlined Arabic and English verbs:

-بفكر أقوم العب بلايستيشن بليفر والريال <u>وأحوط علي</u> راموس الكلب ...

-bafakar a?uum al'ab bliver wa alreal wa <u>ahawaT</u> 'ala Ramos alkalb…

- I think I can go for playing playstation in Liverpool and <u>attack</u> Ramos…

And in English;

- Salah: " …if this is how Real Madrid <u>wins</u>, I don't ever want <u>to join</u> them."
  [via xHamster]

        The underlined verb bears an activity in its meaning. It indicates the fans' intention to revenge Ramos. Besides the number of shares and likes a long with the extended hierarchical representations render the semantic association of that result after the 'injury'.

 C) Resultative constructions in the form of particular intransitive verbs in both Arabic and English:

راموس بيمثل الجانب القبيح في كرة القدم... ريإل مدريد هيكسب في الشوط التاني... بس بجد <u>تخسر</u> <u>بشرف</u> أحسن ما تكسب بالشكل ده.

- Ramos byma<u>th</u>il alganib alqabii<u>h</u> fi korat al qadam…real Madrid hayksab fi al<u>sh</u>uT al<u>th</u>any…bas bigad <u>tixsar bisharf</u> ahsan ma tiksab bi<u>sh</u>akl dah.

- The worst side in football is embodied in Ramos… Real Madrid but to <u>lose</u> with honors is much better to win in this manner.

And in English;

- Ramos is <u>the worst</u>! Having a smile when Salah got injured.

        In these examples, the resultative construction does not contain the accusative, namely, the object. So, it is completed with either the adjective or the prepositional phrase indicating the state the senders have reached; and the manner they reject what happened by Ramos to reach his goal and win.

        Finally, the way to construction in general describes the motion entailment of the semantic representations of lexemes in the Arabic example. That would be exemplified by the prepositional phrases as follows:

- أشوفك <u>متقطع</u> تحت عربية عربية نقل <u>علي الدائري</u>...

  - Ashufak <u>mitqaTa'</u> that 'arabiah naql <u>'la adda?iry</u>…

  - May I see you cut into pieces under a truck <u>on the Ring Road</u>…..

The underlined derived adj. of the verb stem used in this example along with the prepositional phrase/PP render the same associated sense of anger from Ramos. That PP creates a conceptual spatial sense indicates the space and motion that might take place on the Ring Road. The intransitive argument structure in English is presented as:

- SMILING ASSASSIN
- Ramos <u>pictured LAUGHING</u> as Salah subbed off in tears.

And in English, the gerund derived form of the verb stem reflects the 'dirty play' effect on Ramos after causing the 'injury'.

Generally speaking, Goldberg (1995) CG facilitates the way argument structures are designed either syntactically or semantically. Each of the VPs, NPs, and PPs has gone beyond the path the argument has followed. However, the employed syntactic as well as semantic relational constructions express the extent the facebook users can serve the function of the vernacular/non-standard speech in written discourse. Vernacularism results from using more idiosyncratic idioms in statuses or employing lexicals from salient idioms (Warren, 2005, pp. 38-390). Consequently, vernacularism spreads in the facebook mode of communication as a result of the idiomaticity function with its less schematic original meaning and its variant acquired contexts (Warren, 2005). That would be in line with Fontanals (2000, pp. 2-3) and Ramonda (2014, p. 60) claims about language vernacularism as operating upon the monomorphemic word to a full sentence; where the semantic value across the various syntactic structures of the sentence is given (Ramonda, 2014, p. 61). The use of NP, VP, and PP to reach vernacularism is fulfilled with the pragmatic prototypicality.

3.a. Pragmatic Approach in Arabic Facebook Statuses

The pragmatic component refers to how the concept can be represented in different ways displaying various levels of scenes categorality resulted from various vantage points. These descriptions operate upon the mental (information-processing) and its experienced function in society. Thus, it works upon the mentality (i.e. conceptualizations) and functionality (i.e. pragmatism) that depends on the encyclopedic knowledge inherited in the

socio-cultural context. The socio-cultural encyclopedic knowledge constitute the conceptualized archetype of the construal (Langacker, 2008, p. 103). In other words, the schematicity as well as the prototype level function for representing the conceptualized archetype of the construal. A prototype gives all the possible non/verbal hierarchies of the scene employing nouns, verbs, subjects, objects and possessives (p. 103). A prototype might not include all the sufficient set of fixed features (Geeraerts, 1999, pp. 141-142) of a phrase or a word. Prototypicality is presented in Table 6a and 6b, shedding the light on who did what, for what reason, and by which form in the form of create-move, creator-theme, and the createe-aim. These semantic hierarchies reflect the negotiated experienced mode of communication (Widdowson, 2007, p. 26) referring to the social inheritance attitude that results from integrating different aspects of knowledge.

Table 6a

Arabic lexico-semantic and –syntactic Construction Representation

Sem.	Create-Move <creator-theme <createe-aim		
	↓means Forbidden Arm lock movement. Implicit move out of the given story	↓ راموس Ramos; the offender	كأس العالم /Kas il'alam/ The world cup; the target beyond this injury.
Syn.	Adjective phrases	Noun-phrase	Object, noun phrase

Frequently, most of the constructed attitudes are against Ramos for the sake of Mo Salah. The representations of the construal are determined by the lexico-semantic structures; that have been re/created; re/presented and widely construed across the two communities employing idiomatic expressions, oaths, and colloquial terms. The prototype in the Arabic facebook statuses is represented through the verb phrase/VP. The verb archetype prototype is characterized with; a) energetic interaction; b) depends on the location of its paticipants which is diffuse in space; and c) the event becomes conceptually dependent since the trajectory (tr) and landmark (lm) have been conceptualized. Table 6a shows the attitude towards Ramos that reaches its excited level as appears in Arabic (حرقت دمنا/ḥaraqt damina/stir up our nerve) and leads to insulting him; 'كلب/Kalb/dog' (see appendix I). The verb

prototype cognitive force creates a relationship prototype construal that are interconnecting the entities to set a group that is positioned at the higher level of conceptualization. Accordingly, the function of the verb prototype serves the function of reaching the highest conceptualized level (Langacker, 2008, p. 105).

Table 6.b

English Lexico-semantic and -syntactic Construction Representation

Sem.	Create-Move <creator-theme< createee-aim		
	↓means 1- Dirty play; Explicit statement 2- Wanted	↓ Sergio Ramos ↓ Fans	Mo Salah Ramos
Syn.	adjective phrase	Noun-phrase	noun phrase

Similarly, in Table 6b, the English statuses show the same attitude of 'the dirty play'. However, the prototype in the English facebook statuses is represented through the noun archetype. The linguistic prototype level is approached through the Noun phrase/NP components; [article+adj. + N.]. The noun prototype here is functioning through the conception of a physical object. The noun archetype prototype is characterized with its; a) independent conceptualization to be used and employed individually; b) residing primarily in space; and c) possessing a particular location (Langacker, 2008, p. 104). The noun prototype gives the chance of proving viable across permitting the use of similar synonyms that render the equivalent delimited meaning (pp. 104-107). In general, the previous steps on text-based analysis try to put a linguistic frame scope around the construal depicting the extended networks to achieve either the full/partial schematicity and the energetic or technical viable sense.

1.5.2. The Construal Schematicity
1.5.2.1 The Construal Schematicity in Arabic Facebook Statuses

The constual schematicity across Arabic and English facebook memes is experienced through the participants' contributions creating extended networks that depend on meaningful composition semantic units. Full schematicity reflects the complete representations of construal; while the partial schematicity shows the new subsuming schema, representing others' evaluation of the situation (Tuggy, 2007, p. 86). The subsuming networks result from the available networks due to the affordance of representing networks. The following examples represent the full/partial schematicity in Arabic memes. For full schematicity,

Full Schematicit	S →T
	ابوصلاح،يانجم،أبو مكه، الاصابات، تشارك مع، المنتخب، بسيطة، ان)شاء اللة(
	Transliteration→?bu Salah, ya nigm, ?bu Makkah, ?liSabat, tusharik m', Almuntaxab, basyTah, inshallah.

And for partial schematicity,

Papartial SchematicityS →T

Injnjury→ Arabic poetic words that are not related to the construal.

The lexico-semantic features widen the concept experience (the construal distribution. The network is conducted by the sports man (الحضري/AlhaDary) who has use the; a) NP (الف سلامه/?lf salamah/wish you speed recovery); vocatives (أبو صلاح/?bu-Salah; and /Hashtag ?bu Makkah ?qwa min ?aliSabat/ Abu Makkah is more powerful than all injuries /هشتاج أبو مكه أقوي من الاصابات; b) VP (participate/ tusharik/تشارك); and c) the PP (with the national team/ ma' Al muntaxab Al waTany/مع المنتخب الوطني), setting a full script that present almost all the related sport lexicons of the initiated story. The VPs, NPs, and PPs represent the standard structure of the construal regarding the relation between the human cognition and heightened excitation (Tuggy, 2007, p. 86).

On the other hand, partial schematicity refers to the non-standard representation/s of the construal. The non-existantial commitment, to any of the standard situational factors, establishes a new subsuming schema (p. 86).

The Arabic partial schematicity presents a new scenario that enriches the construal representations re/activating the users' mental abilities to innovate new sub-networks (p. 86-88). In the partial schematicity, the construal has been represented in generic form of metaphorical poetic words.

Similarly, there is an evidence of presenting full and partial schematicity across the English statuses; as in the following examples, for full schematicity,

Full Schematicity   **S →T**

                                  Injury→(forbidden   arm   lock,   champion, football, technique, win, league, technique)

For partial schematicity;

Partial SchematicityS→T

  Kids,girls, world

The English full schematicity depicts a comprehensive interpretation of the situation by describing the 'injury', the way it is performed, and the motive beyond performing it. On the other hand, English partial schematicity is presented across four ecotoon shots with simple adverbial phrases of 'where'/wh transitional word; that are called space builders; creating the mental space (Saeed, 2003, p. 367). The items given in the partial schematic image symbolize the 'construal'; providing an emotional eco-script of the whole world emotional status. As a result, the encyclopedic cover of the 'injury' construal is created across either the full and/or partial Arabic and English schematic linguistic construction.

1.5.3 'Frame Semantics' General Findings

The frame semantics, with its three component; predicate, construction, and pragmatic approaches along with the full and partial schematic construction serves the function of the cognitive and socio-cultural ecology dimensions. Accordingly, a textual as well as image-constural frame chain of categorized hierarchical practices is created (Stibbe, 2015, p. 60). The frame chain passes across the practices of the old-aged as the younger, and the educated as well as the un-educated; starting from the under developed stages, passing through equitable development of both the Arabic as the English.

The results of frame semantics three component-approach may be seen in light of the degrees of specificity, focusing, prominence, and perspective for the interpretation of the 'injury' phenomenon. Firstly, specificity elaborates taxonomic relations of conventionally recognized domains or develops extended networks across social domains; political, dramatic and/or humorous. The 'injury' has been represented in grammatical regularities (i.e. arguments), natural classes (i.e. verbs), and combinatory patterns (e.g. passive constructions). The existential of such grammatical components reflect the facebook users' ability to behave on a well-formed cognitive linguistic ground (langacker, 2008, p. 57).

Secondly, the affordance of re/creating various scenarios in various domains reflects the well-received conceptualized portions of the story information; that stresses the congnitive efficacy of the facebook users (Langacker, 2008, p. 57). Apparently, the docu-drama methods to document the story establish an encyclopedic view, knowledgable frame, and fact/fiction realities that re/activates; a) the linguistic eco-event for further subsuming networks (Kress, 2010, pp. 24-25); and b) represent the dominated cultural practice across the broad conventional meaning. All the users' behaviors reflect their background knowledge that paves the way for the foreground knowledge for the construal. This means that, the foregrounded structure may serve the backgrounded base for more subsuming networks. That area of background, foreground, and re-background across SNs permits the Current Discourse Space/CDS; given that the original background discourse represents the original mental space of each user. CDS incorporates Gidden's concepts of self-reflexivity and narratives of self-identity in online interactions (Lewin-Jones, 2015, p. 71).

The CDS of the construal includes; a) the composite symbolic structure and a frame scope. Firstly, the composite symbolic structure of the 'injury' refers to all the lexico-grammatical hierarchies to access the individual meaning of each separate word 'reaching' the novel composite conception (p. 60). The successive use of various argument structure to reach the analyzability of composite structures follow a particular semantic map or semantic space, which is developed to reflect the compositional paths preferred by the users (Auwera and Plungian, 1998, p. 86). The semantic map determines and/or describes language use in this given space regarding

a/synchronic sense of the event. Moreover, it approaches tense, aspect, evidentiality, conditionals, voice, counterexpectations, notions of coming, going, returning, and indefiniteness. These features may be included either in some or all the argument structure to compose a mini-map or a path which will be developed and extended for more network extensions (p. 87). The mini-map can be developed into other maps as well as it represents meaning, it will be described as semantic path that sets the epistemic possibility telling any information relevant to the lexico-semantic and lexico-grammatical relations of language use (pp. 89-90); and determine the way selected to look at the construal (Langacker, 2008, p. 62). Therefore, the analyzability of the construal argument structure indicates the individual salient conceptualized symbolized components that reach in advance a degree of socio-cultural polyfunctionality, implicitly reflectling the dominant personal and linguistics identity as well.

Concerning the visual design frame scope of the construal as set by Langacker (2008, p. 62), the spatial representation of the construal is achieved evoking a particular conceptualized content that suits the conventional socio-cultural knowledge or the generalized region of attention. The results of the argument structure preference as well as verb selection frequencies depict the actual given spatial expanse to the 'injury' across the Arabic as well as the English statuses. The spatial expanse delimits the broad representations of the construal to what appeared on the SNs. In a more elaborated manner, the facebook users make significant linguistic extensions of the construal that make it applicable to situations observable at any scale, namely, reaching the maximal scope (i.e. full schematicity) and immediate scope (i.e. partial schematicity) (p. 63). The developed virtual chains of designing a construal regarding the 'injury' reflects layered degrees of representing the construal.

As for prominence, it stresses the non-individual self explanatory of the construal representation. The face book interactive mode activates the in-group share of pathos and logos; the emotional-status, pity-feeling, sarcastic-tone, comic-sense as well as the syntactic and semantic features reaching an evaluative sense of the story influence (i.e. affecting and being affected). The behavior employed-pathos and/or logos are expressed in two sorts of prominence; profiling and trajector/landmark alignment (Langacker, 2008, p. 66). The profile focuses on the 'construal' in its immediate scope referring to

the conceptual base given the innovative sub-scenarios. Sub/scenarios evoke either full/partial schematicity employing various synonyms or antonyms to build 'thing' or 'relationship' prominent focus (p. 67). The different substructures evoke different generic relational networks; some statuses draw the attention to the 'arm lock attack' as profiling the 'thing' which is the 'injury' in its abstract meaning. Moreover, the preferences of the dynamic verbs define the spatial path of the motion event as identified 'relationship' between the mover (Ramos) reaching his goal, namely, the 'injury'.

The 'relationship' profiling raises another type of focal prominence that is reflecting through; a) the most primary focus is called trajectory (tr) and the secondary focus is called a landmark (lm). Due to our apprehension of the event of 'injury', prominence on the (tr) or the (lm) is given so as to create a particular status and its organizing structure that will be divided into substructures and more organizing levels (Langacker, 2008, p. 73). In this study, the noun phrases/NPs play a significant role showing the subject and the object. At the SNs, the sentences are simple and short that depict the attentional focus of the (tr) and/or the (lm). Even the prepositional phrases/PPs are used to set a spatial relationship between the (tr) and the (lm). In sum, the focus of the facebook relationship representations stresses the active role of the (tr) and the (lm) rather than any other activated roles.

Finally, on perspective, dynamicity is the core focal point that arranges viewing the conent of the conceptualized representations (Langacker, 2008, p. 73); thus facebook is regarded as a dynamic interactive mode of communication. The 'injury' has been resulted from a (tr) motion against (lm) in few minutes. The processing arrangement of the 'injury' has been documented by various docu-drama perspectives, as the 'injury' itself evokes all the retained epistemic knowledge of the surroundings. In this sense, the conceptualizers reflect their competent awareness of the different eco-surroundings. The eco-surroundings evoke the perceived hypothetical zone where virtual, imaginary, blended, abstract, and/or internally contradictory relations are created (p. 74). This hypothetical zone opens the gate for assumed vantage points that are codified linguistically displaying the established group practical performance; fictively or factually (p. 76). Therefore, the facets result from the salient contributions of the facebook

users, namely, chains or hypothetical vantage points and mental paths reflecting social layers experiences.

Generally, the previously mentioned four descriptive construal frame features seem to be eco- received, -perceived, -realized, -experienced, eco lexico-semantic and eco lexico-syntactically expressed to reflect; a) the extent people manage language use on the SNs; b) the construal cognition-set across the Arabic and the English discourse communities; c) the extent the hypothetical fictive-world of the facebook users; and d) the argument structure reflects a typical account of grammar use on the SNs. Analytically, the employed grammaticalization paths can be interpreted in terms of; a) the employed paths; b) the prominent pronouns' path role of the (tr) or the (Lm); and c) the recurrence of an intended path rather than others.

The grammatical constructions achieves the easiness of the The Internet interactions reaching the core of the accessability theory due to the conscious awareness (van Hoek, 2007, p. 893). The micro-analysis of argument structures refers to; a) employing a telegraphic syntactic structure (Herring, 2012, p. 5); b) resorting to 'emotes' (i.e. referring to the third person by his name in a comment or pronoun change) that depicts the degree of familiarity and solidarity. Cognitively, the grammatical construction analysis, provides an explanation of the facts presented through the employed structures (van Hoek, 2007, p. 892). The facts about the injury are the selected and experienced generic hierarchies that create a 'conceptual distance' (van Hoek, 2007, p. 895). That conceptual distance is skipped by the employed linguistic features that invite a high degree of attention and adaptation to the onstage world.

1.6. Second Step: Linguistic Landscape/Visual Approach

1.6.1. Results of Image-based Statuses

The English and Arabic image-based statuses that present the injury are divided into two parts; a) the naturalistic images that present the story between the (tr) and the (lm); and b) the eco-toons that display the various representations across the docu-drama. This division facilitates the identification of the story extended networks. The frequency of recurrences are presented in Table 7

Table 7

The Recurrence of landscape in Arabic and English Image Statuses

Arabic Naturalistic image-based statuses	Arabic Eco-toons	English Naturalistic image-based statuses	English eco-toons
10	10	14	3

This table shows that the Arabic facebook senders use both the naturalistic as well as the eco-toons memes. Moreover, the Arabic facebook memes are more than the English ones that show the English preference for the naturalistic rather than the eco-toons. So, the English senders extend the story without focusing on the socio-cultural perspectives.

To start with, the analysis of the scene aspects aims at interpreting the compositional elements of the image design that are concerned with; a) angle with its three various degrees; low eye level; high eye level; and eye level. B) distance that envisualize the shots as close, mid, or long. C) color saturation to draw the attention to the light or dark colors. And finally, D) gaze which is divided into viewer and participant (i.e. to whome the image (tr) or (lm) is gazing at; to an external viewer or to another participant within the same image and/or simply crying out of the tough 'dirty play' rendering a non-verbal reaction. Moreover, the examined landscape presents the story across the narrative line and the representational manipulative scenes across the English and/or Arabic speech communities' widespread socio-cultural conventional knowledge; pointing out the senders' projected world.

1.6.2 Discussion and Findings of Visual Approach

The naturalistic images' linguistic landscape presents the included compositional elements that display; (a) the relation between the whole and the part (Kress and van Leeuwen, 2006, pp. 47-50); (b) the representational manipulation; and (c) the apparent on-line identity. The processes in naturalistic images, where the semiotic and semantic features are embodied, serve the natural and symbolic ecology dimension. The visual analysis is approached through two dimensions; the narrative and the conceptual representation. The narrative representation is experienced through the roles played by the participants, recreational processes, speech process, conversion process, and circumstances (Kress and van Leeuwen, 2006, pp. 63-73), providing an answer to what, when, who, and for what purpose the speech event has taken place (p. 77). Moreover, the conceptual representation introduces the story in terms of the social hierarchy regarding the dominated

power relations; that power is practiced across class, structure and meaning between the participants to set a classified relational taxonomy where the image components stand for the conceptualized extended networks (pp. 79-82).

1.6.2.1 Narrative Dimension of Visual Analysis

The transactional structure of the construal across the narrative visual dimension is told by its participants and circumstances (Kress and van Leeuwen, 2006). Concerning the role of participants in the naturalistic images between Ramos and Mo Salah among other eco-features; the participants establishes the 'phenomena' of the construal (p. 67); depending on both the path schema and the force schema (Saeed, 2003). The path schema points to the movement/s of the entities; initiating the starting point; the end; and the sequence of directions. In this sense, the intended purpose is achieved (i.e, to win the match and/or to 'injury' MoSalah). Additionally, the force schema, where the vector reaches the complusion force on an entity (i.e. Ramos acts on Mo Salah) (pp. 355-357). These schemas re/create the interpretive process of the close shots of the story that represents the transactional process.

The transactional component narrates the story in terms of the relation of the part to the whole to present meaning out of simplified and complex details (Kress and van Leeuwen, 2006, p. 67). The deep gaze shots are represented between the participants each other as in image 1a (See Appendix I). In this case, the transactional process seems to be a reflection of a real fact. Additionally, some other images reflect the colored look of the vector over an entity; Ramos or MoSalah where the gaze is at the viewer; giving the viewers a contextualized chance to interpret these looks due to their vantage points. This in turn creates a mental space between that 'look' as being captured (i.e. entity) and the mental representation (i.e. reference) (Saeed, 2003, p. 345). That mental eco-space given to the Internet users provides them with a sense of representational manipulation (Kress and van Leeuwen, 2006, p. 68). Consequently, the chain of 'information', namely, 'relay', relates the letters to spaces reaching the conversion process. This process proves the role played by the interactive eco-motion between the vector over an entity that appears across the green grass, the ball, the stadium fence, the coach, the

eye-tears, and the scream, all draw a pictorial image that present a cycle of eco-actions.

Thus, the meaning of the construal is enriched in various ways; a) the construal reflects the eco-relation between the story entities and Facebook users; creating their own sense of motion in the eco-context; this sense of motion paves the way to an eco-equitable perception of the story standard as it is. Generally speaking, to move in a certain way, to emit certain words, and to change body positions among other natural movements adds a realiability to the story; facilitating the perception of the construal (Gibson, 2015, p. 59). This perception depends mainly on the conveyed information across sound, color, movements, taste, touch, and scent. And b), the occluding edges' principle (Gibson, 2015, p.72) along with Saeed's (2003) container schema (p. 354) are approached to get the meaning depending on the concealed/apparent parts of a body in a movement; due to the various vantage points, each viewer may focus on some parts rather than others creating the prominence of the story's climax or the point of observation, leading to a variety of reactions that appear later on the eco-toons.

Moreover, Halliday and Matthiessen (1999, p. 519) state that the integration of the circumstantial element/s to the story's participants can be interpreted as an indefinite scope that appears in the form of prepositional and adjective phrases accompanying the images. The prepositional and adjective phrases are found in both Arabic and English; the English prepositional phrases (*in the world*) and in the Arabic *(ع/'la الدائري*
Alda'ry/Ring Road) convey the conceptual spatial information of the facebook users' comments; where the spatial containment schema is created in relation to spatial prepositions (Saeed, 2003, p. 358). Because the relation between the entity and the container is displayed by the users' comments or it might be seen as their perceptual desire against Ramos. This desire converts the schema from its external reference (i.e. the world, the Ring Road) to its internal emotional status (Saeed, p. 364). Moreover, the Arabic as well as the English post focus on Ramos with his gaze at the viewer/s and his scream of success; conveying a hero-status.

1.6.2.2. Conceptual Representation Dimension of Visual Analysis

The visual conceptual representations deal with the interactants' conventionalized retained eco-factors taken from various generic fields across docu-drama or folk experienes (Widdowson, 2007, pp. 19-20). The various story linguistic landscape representations is known as 'play' which is rehearsing an Internet activity act (Danet and Herring, 2007, p. 12), or it may be seen as 'language ludicity' (Crystal, 1998). Frequently, the close up zoom of pictorial memes rather than others reflects the Facebook users' apparent identity since the visual structure re/produces the social structure (Kress and van Leeuwen, 2006, p. 47). Moreover, visual reading of the story displays the senders' manipulated-cognitive ability for innovation.

Some of the linguistic landscape are close up zoom of two famous Egyptian dramatic action series; *(Scene 1a: Silsal id-dam/Blood Bleeding series)* and (*Scene: Al?usTurah/the legend*) (See Appendix I), reflect the temporarily aggressive behavioral tendency that appears on the facebook users. Humour, is represented by Facebook users to 'disjoin' themselves from the actual social sense (Attrado, 1994, p. 86). The function of 'jokes' serves the collapse the 'real' meaning and extend another meaning 'by reference, addition, and elaboration' in the sense of the narratology nature of humor function (p. 85).

Furthermore, the jokes or 'comic words' are dealt with as gathered from the 'folk'. These jokes are derived from shots around the folk practices (Segal, 2006, p. 8). The folk's conversion of the dramatic event into comic/humotous formula goes hand in hand with Halliday's (2014) theory of the structure of 'projection', where the complex relational mental clauses are expressed (p. 432). The conceptualizers make a designed-linguistic structure shift from the dramatic ballon of thought into a humorous reflection of their conventional behavioral manner. In this balloon, the content is linked to human practices across the transactional process depending on projective mental verbs and expanded relational clauses. Therefore, the selection of docu-drama shots is guided by a mental process and not haphazardly uploaded. As a result, the frame-chain process; from where the cognitive initiation process begins to take place and while the Facebook users are under-developing their statuses is composed. In this sense, all the procedures that are taken by the

participants posting Face memes refer to the valuable growing progress in interpreting the story given the circumastanial transivity.

To conclude, the visual value and content of the construal have a progressive nature across the Arabic/English network extensions due to; 1) the containment schema (Saeed, 2003, p. 354); where the image (container) presents the two players within the abounded location (playground&natural landscape) that affects the obsevers/viewers toward the story itself either by improving or blocking the view itself. And, 2) Facebook allows different users to express the equitable development; due to the absence of the physical nature of face-to-face communication. This absence renders an anonymous nature to the cyber-space world (Peddle, 2001); leading to an assumed apparent linguistic identity under the linguistic practices performed under cross-, neutral-, pesudo- gender name. Therefore, all the accounts' uploads seem to be equal. Due to this equality, the eco-affordance theory is gradually achieved since a group of various stimuli realized, gathered, moved, and integrated to re/represent the story in a new scenario. All in all, the nature of the Facebook memes is a reflection of the gestalt structures (Saeed, 2003, p. 355).

Basically, landscape content is a central resource for creating an online impression among social groups (Herring and Kapidzic, 2015, p. 5). The SNs non/verbal online behavior, that is responsible for this impression, differs from the behaviors found in face-to-face and/or a/synchronous modes of communication (McFarland and Ployhart, 2015, p. 1653). The social groups' apparent ideology reflects their inner cognitive power to manage; personal's perception, personal share, personal like/comment; group perception, group share, and furthermore group widely distributed conception. The idealized social interaction offered by Facebook reflects the interrelation between cognition, behavior, language, and the ecological elements that create the omnibus environment representing the human well-constructed virtual context that combine the information strings of the physical world to the digital world (p. 1656).

Moreover, the physical proximity of face-to-face communication that is absent in Facebook, can be ecologically apprehended; given the relations between the users' interactional process and pictorial selection images. This in turn, plays the role of societal digital barriers transferring the socio-cultural

content and value in a semi-comprehensive manner to the larger community (p. 1658). This is compatible to what Gibson (1979) (cited in Wise, 1999, p. 1225) states about the HCI (i.e. human-computer interaction). The HCI discusses how perception is transferred and experienced by the observer. Additionally, this is in accordance with the established cross-relation between ecology and the participants (Halliday and Matthiessen, 1999, p. 513). The participants play the direct role in the communication process and the eco-factors play the indirect role in the same event. The two processes are embodied as; the physical world (i.e. doing an action); and the consciousness world (i.e. sensation of an action) which is seen in light of the rapport between the mental (addressing the mental consciousness of human) and the material (addressing the outside world) (p. 514-516).

Generally speaking, the interpretation of the image- and/or text-based memes are interrelated to each other. The function of the employed semantic, syntactic, and pragmatic units are in relation to the symbolic reality; that is to say, interpretation is a socio-semiotic process that relates the abstract natural world to the socio-cultural world of the investigated event (Halliday and Matthiessen, 1999, p. 424). That is because reality accompanys any constructed meaning depicts the experience performed, represented, and constructed. The experienced acts reflect the 'projected world' of the experiencer which is a blend of carefully unified social frameworks represented in terms of experienced processes that lead to a well-crafted 'construal' (p. 423). The notion of the 'projected world' of Halliday and Matthiessen (1999) refers to the self-generated content that practiced on the web (Barton and Lee, 2013, p. 3); given that the participants' linguistic biography is performed on the web (p. 4). Accordingly, this construal sheds the light on the participants' practices; to represent the discursive exchanges of the metaphors we live by (de Oliveira, 1998, p. 8); to shape the identity and to frame the ideological practices as well or to deploy the self in different scripts (Barton and Lee, 2013, p. 4). The organizations given to the social activities are achieved by the local and global world meaning negotiation (Halliday and Matthiessen, 1999, p. 422).

Moreover, the landscape perception goes back to Gibson's notion of the disappearance of the old puzzles. These puzzles represent the old retained information regarding a particular subject. This information is applicable to mental change and shift when experienced in the ambient eco-world affecting

the 'information processing' (Fodor and Pylyshyn, 1981, pp. 140-143) with a newly eco-sufficient information packaging. And as well as the information amount might be constrained, the inference processing is highly produced; introducing more tangible representations of the story. Furthermore, this inference/s fall/s under two main conditions. The first addresses the notion of 'light' that is used to widen the scope of the interpretative instances of the subject, movement, and/or event. The second condition addresses the spatio-temporal eco features surrounding the event that arouse the viewers' eyesight and perception to infer and approach the intended meaning (pp. 141-142). All about the eco-information chain and the properities ambient array facilitate not only the direct perception of the object but also the eco-visual perception of this object. In this study, the 'injury' story is embodied in a multimodal manner reflecting texture, definite shapes, illumination, resistance, ground, horizon, grass among other features of color and saturation. These definite eco-features create a set of eco-interpretation; relative to the users' spatio-temporal positions. Therefore, the eco-qualities of the surrounding world should be represented in a meaningful way to fulfill the needs of the story and the observers (p. 148).

Moreover, the results of the study are in line with the notion of pragmatism (i.e., meaningful interactionism) (Goldkuhl, 2006, p. 3). To perform an action, there should be sufficient amount of information for interpreting the situation (i.e. functional pragmatism); and about the situation (i.e., referential pragmatism) (p. 4). In this study, the text- and visual-based statuses are pracrised about and for MoSalah's injury (e.g. initiated sport issue among experenired by fans). This effect of the story aboutness presents what Dewey refers to as cultural naturalism or ecological humanism (cited in Alexander, 2009, p. 67).

In general, the text- and visual-based Facebook statuses depict the values about the attribute (i.e. sport injury). The values are presented in various generic levels to reflect how people would behave and react to same situation. Therefore, the concept of 'injury' in its literal sense is found as an action caused by a football player against the other. And the construal of 'injury' is experienced in different scripts as a result of the fans' re/representations of the concept on Facebook walls. These representations show a prompt-interpretive response communicative process that creates a

new-sign that needs an interpretation, at the audience expanse; creating a new message (Kress, 2010, p. 37). The new message when operated upon as a prompt, dealt with attention, engaged with other messages by means of non/verbal communicative tools, selected for design framing, and applied for another interpretive process creating new sign.

Concerning the apparent ideology of the Facebook users either in Arabic or in English, it seems that there is a homogenous atmosphere that overwhelms, dominates and pervades both the Arabic and English Facebook statuses. Given the bi-and/or multi-lingual origin of the Facebook users, there becomes a fluid flow of ambient identities that represent the different off line context layers (Phyak, 2015, p. 1); that appears across docu-drama shots. All these features represent not only the users' linguistic behavior nor the prevailing attitude of managing evidential stories; but also, the cognitive power beyond constructing a new collaborated indigenous platform that includes a major story representation and a minor one as well. This platform points to both the extensive as well as the intensive language networks that reduces the formality embodied in standard language use (i.e. lexical and syntgmatic paradigms); and impose a new sense of informality and homogeneity (p. 6). This imposition is a result of the facebook various groups' participations; where the heterogeneous identities disappear due to the physical absence, paving the way for new generated hybrid lingual ideo-space context (pp. 4-6). The hybrid ideo-space refers to standard socio-political, socio-religious, and socio-educational deconstruction process that appears to be a result of the Internet ease access, the Internet anonymity notion, and the people's implicit intentions to change and move on creating a new level of uniformity that suits the digital environment where new apparent ideologies are established, liked, conceptualized, and prevailed. The new built eco-digital ideology seems to go hand in hand to Phyak's (2015) and Turkle's (1983, pp. 15-19) belief that the Internet interactions allow; super diverse mobility; dynamicity of actions, stories, language, and culture between different users; and new private world. These beliefs depict the computer's constructive as well as destructive nature (Turkle, 1983, p. 15).

1.7. Conclusion

This study attempts to analyze the text-based and the image-based statuses sent on the facebook to represent the conceptualizations of one of the

eco-stories the people live by (i.e. injury) in two systems depending on the convention of knowledge, degree of construal intensity, and types of discoursal representations. Given the previous results and findings, it is worthy noting that the comments of these statuses that have reached a high extent either in textual- or image-based statuses have not been dealt with. Thus, how other facebook followers react, resond, or experience the uploaded statuses have not been examined. In fin, linguistic landscape examination indicates; a) the valuable hierarchical representations of the story that have been expressed through the function served by the simplified grammaticalized conventional knowledge experienced in various argument structure and dominated by the conative structure. The conventional experienced personal-style sets the personal-identity of the sender across the selected self-presentations and uploads (Lewin-Jones, 2015, p. 72). B) the social practical activities in terms of convention interactions where the boundries to stick to the speech event in its sport creats a sedimentative power adherence to the followed genre, figure, and mode of communication (Kress, 2010, p. 23). C) the identical active-like tendency to show up a particular feeling and a certain non/verbal behavior appears through the preference of the dynamic verbs to the stative class. The active-like tendency assumes the male-like dominating linguistic behavior; that asserts the meaning of the free-contextual situational genre is disslouted (Kress, 2010, p. 25). The free-contextual sense motivated the facebook users to employ more and more representations in whatever domain. Furthermore, the non-verbal behavior is represented as a way to override the 'overt content of an act'; this is known as a 'key' in the features of the Internet communication (Lewin-Jones, 2015, p. 72). D) The preferred story conceptualization as well as docu-drama representation along with vernacular creativity upload depict the shallow/funny/serious identity of the senders. That identity shows the way thinking and degree of awareness given the intruded socio-cultural factors. E) Given the facebook senders' preference to employ docu-drama statuses than textual comments or text-based statuses, it is obvious that their preference goes beyond the docu-drama productions of the Egyptian series or movies. Moreover, it signifies the manner these young men may deal with serious matters that may affect their creativivy (i.e. innovation). So, face book functions as the space the senders conceptualize their inner world of interests, critical thinking, and reflection skills. Additionally, the humourous tone as

well as the pity sense overwhelm these cinematic image statuses. It seems that using idioms, as a mode of communication, sometimes becomes sufficient conveying the meaning in an informal manner that suits the nature, easiness, and quasi-anonymity of social interaction via facebook; that asserts the fluidity of text in online communication (Barton and Lee, 2013, p. 3). F) The meaning in online interaction can be formed by representations (i.e. textually and/or visually), interactions (i.e. images), and compositional (i.e. pictorial elements). And, G) The transfer of world sport activity act (i.e. injury) refers to the facebook user' careful following of the event. That transfer in its varios perspectives signifies the consensus common ground has been achieved for the Egyptian football player. Moreover, the chain of hierarchical representations proved the mobility and portability of the event as well (Kress, 2010, p. 28). This portability asserts; a) the affordance beyond the mobility of an event; b) the portability beyond the availability; c) cross-contiguity beyond the accessability; and d) cross-knowledgability beyond sociability. Accordingly, facebook is considered a highly transformative interpretive interactive medium of communication.

1.8. Limitations and Recommendations for Future Research

It is worthy noting that this study is an attempt to approach the socio-semiotic linguistic meanings in light of the eco-representations across English and Arabic Facebook statuses. Thus, the study doesnot present clear-cut distinctions rather than reflecting the linguistic tendencies the facebook users prefer to use in discursive interaction. Nonetheless, the gap of linguistic studies on; a) ideology and social semiotics across SNs modes; b) insults/taboos /flaming on SNs; c) idiomaticity; d) political as well as social visualization and image design modalities; e) code switching; and f) the argument structures, the Construction Grammar/CG, may be applied to various stories in multiple genres depicting specific grammatical relational constructions. These broad topics of investigation approach linguistic perspectives across various methodological approaches. Moreover, the 'injury' story, in particular, may be approached in other generic patterns to uncover the deailed discoursal features.

1.9. Research Implications

The relations investigated between semantics, syntax, and pragmatics along with the social semiotics help to detect the tiny theoretical and practical

relations between individual lexical properties and the recognized lexical chain patterns. Textually, the lexico-syntactic and -semantic pattern specific properties as well as the construction independent principles; and visually, the socio-semiotic design capture the attention to recognize the linguistic-semiotic intercultural variations. That would be of help as a primitive step to idiosyncratize the properties of each lexical component, grammatical construction, semantic domain, and/or semiotic reference (Goldberg, 1995, p. 1). This primitivity pave the way for children's, learners', Second Language Users/L2ers' more cognitive apprehension of language universality, simplicity, and naturality (El Daly, 2017, p. 269).

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Appendix I

Arabic and English Facebook Docu-drama Interactive Landscape Memes

- ## Action verbs in Arabic and English

- ## Stative Verbs in Arabic and English

Image 2a Stative Arabic Verbs	Image 2b Stative English Verbs

- ### Arabic and English Conative Argument Structure

- ## Docu-drama of the Construal

- ## Arabic and English Diatransitive Argument Structure

- ## Arabic and English Resultative Argument Structure

- ## Resultative Argument Structure: direct object

- **Resultative in Arabic and English; passives**

- **Full and Partial schematicity of Arabic Statuses**

- Full and Partial Schematicity of English Statuses

- **Mo Salah and Ramos Recreational Process**

- **Way to construction Argument**

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- **Folk and Humorous Representation of the Construal**