

A Corpus Linguistic Analysis of the Audience's Views on Breast Cancer Campaigns on Social Media

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Article Info	Abstract
<p>Date of Article</p> <p>Received : 2024/4/04</p> <p>Received in revised form: 2024/4/25</p> <p>Accepted: 2024/5/06</p> <p>Available online: 2024/7/10</p> <p>Keywords:</p> <p>corpus linguistics, health communication, opinion-mining, social media campaigns</p>	<p>Media awareness campaigns increase public knowledge of breast cancer care effectively and highlight the existing and potential roles of the media in spreading health awareness. These campaigns have become vital for health communication since they effectively use the internet to spread information and provide intervention opportunities to modify behaviour. This study aims to study the audience views or opinions towards these campaigns that are published on YouTube, which is one of the popular social media platforms. A corpus linguistic methodology and sentiment analysis are applied to examine these interactive views. The data is collected from the audience's comments on five selected videos about breast cancer companies that spread health awareness. In order to empower and persuade individuals, groups, and communities to make healthier decisions, health communication techniques encompass both written and spoken forms of communication. To encourage constructive alterations in attitudes and actions, health communication frequently incorporates elements of several theories and models. Social media health campaigns aim at altering behaviour and saving lives.</p>

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1-Introduction

1.1 Health Communication: Definitions and Scope

Health communication is the science and the art of preventing disease, prolonging life, and promoting physical health and efficiency through organized community efforts for the sanitation of the environment (Berridge, 2016; Essa & Jaafar, 2024). It aims to communicate about the control of community infections, the education of the individual in principles of personal hygiene, the organization of medical

and nursing services for the early diagnosis and preventative treatment of disease, and the development of the social machinery that will ensure to every individual in the community a standard of living adequate for the maintenance of health. Moreover, health communication is defined as "The art and technique of informing, influencing, and motivating individual, institutional, and public audiences about important health issues. Its scope includes disease prevention, health

promotion, health care policy, and business, as well as enhancement of the quality of life and health of individuals within the community” (Ratzan et al., 1994, p. 361).

Health communication covers various communicative activities. It encompasses language used in numerous contexts, involving casual conversations about disease and wellness, online assistance groups, advertisements for healthcare services, discussions with doctors and other healthcare providers, and health documents such as policy papers (Brookes & Collins, 2023, p. 3). Simple and straightforward language is used to communicate health recommendations to people to ensure global spread of the information (Essa & Jaafar, 2024). Thus, this study investigates public views about such awareness with regard to health campaigns.

1.2 Research Questions

The study aims to answer the following questions :

1-How do interlocutors view the social media health campaigns?

2- What are the main themes in the audience interactions and the frequent language patterns about the awareness videos?

1.3 Objectives of the Study

The study aims at:

1-investigating the communicators' general views about breast cancer campaigns on the selected YouTube videos.

2- examining the main themes and recurring language patterns in the audience's interactions related to health campaigns.

Method and Data

The study applies a mixed-method methodology. The integration of both qualitative and quantitative approaches ensures

objective and reliable results. Corpus linguistics techniques make it possible to accurately determine the frequency and patterning of language across large corpora with the aid of technology (Brookes & Collins, 2024). These methods can reveal, for instance, how frequently specific phrases or word chains occur in a corpus and which words, when compared to another corpus, occur with a notably high frequency. Qualitative analysis is performed after gaining results from the quantitative analysis, and it helps interpret statistical results and provide objective linguistic justification (Jaafar, 2014). The method of the study has two phases:

2.1 The Sentiment Phase

The sentiment phase in this study is applied to study the audience's view through carrying out a detailed sentimental analysis or opinion-mining process. Liu (2021, p.11) defines it as “Sentiment analysis or opinion mining is the computational study of people's opinions, sentiments, evaluations, attitudes, moods, and emotions. It is one of the most active research areas in natural language processing, data mining, information retrieval, and Web mining”. Positive and negative views or opinions that are expressed are the primary focus of sentiment analysis. In this context, the problem is defined. Opinion is a broad concept that encompasses evaluation, appraisal, sentiment, and attitude, as well as its associated information, including the opinion objective and the opinion holder. Sentiment, on the other hand, refers exclusively to the positive or negative sentiment that is implicit in an opinion. Sentiments frequently are manifested in terms of polarity, characterized by two opposing extremes, such as

satisfied/unsatisfied, nice/awful, happy/unhappy, positive/negative, and pro/con (Le Lei & Liu, 2021).

This approach helps understand what the audience of health campaigns thinks. The comments that have been written by the consumers of information enable the researchers to grasp their opinions and give an idea about the effectiveness of these health campaigns. Gaining opinions and views from consumers helps to improve how the quality of information in awareness videos so they can reach a wider audience (Pang & Lee, 2008; Ligthart et al., 2021). Opinion mining is one technique for obtaining emotions and sentiments from a text. This approach uses text analysis, biometrics, natural language processing, and text extraction to methodically find, extract, evaluate, and investigate affective states. Discovering the emotional undertone of a text body is the aim of opinion mining (Lopes & Fonseca, 2023, p. 1). Sentence emotion is identified by a corpus-based technique that uses syntactic and semantic patterns. This method starts with a predetermined collection of sentiment terms and their position in the sentence, then looks for similar or grammatical patterns in a large corpus to uncover sentiment tokens and their orientation. It assists in solving a matter of opinion terms having orientations that change depending on the context (Wankhade, 2022, p. 5745). Fundamental sentiment analysis is characterized as a bipolar or multiclass categorization task that determines the essential polarity of a text structure (such as a phrase, a sentence, or a token). To incorporate associated characteristics and facets, such as opinion topics, viewpoint holders, and

subjects not explicitly covered in the text, a supporting line of study expands upon the essential sentiment classification. These methods typically use sequence classification models to decide if the current token relates to a particular sentiment-related aspect. Therefore, finding appropriate parts or aspects of the topic and matching sentiment is crucial to this type of supportive work (Li & Hovy, 2017, p.45).

2.2 The Corpus Phase

The corpus phase in this study aims to identify frequencies, keywords and concordances to support the qualitative analysis. This requires building the corpus of the study and processing it in a computer tool. AntConc 4.2.4 (Anthony, 2023) was used to conduct the corpus study and to examine the keywords, frequencies, and concordances. This corpus tool is feasible to use and enables to gain objective statistics effectively and freely (Oakey, 2022; Jaafar, 2022, 2020; Jaafar, 2019).

The data was collected from five YouTube videos published online in different periods. Four videos were published in 2020 , 2018, and one in 2011. The main selection criterion is based on the high number of views and comments that reached thousands and millions of viewers who posted their opinions and reflections on the content of the videos. The corpus consists of (28228) tokens. The comments are exported through an online website known as YouTube Export Comments <https://exportcomments.com/> .Ethical guidelines have been followed by concealing interlocutors' names and details, though these comments are written in a public mood. The five videos provide awareness tips and the best

protection practices that should be taken to deal with breast cancer. For example, one of the videos tackles *Breast Self-Examination (It can save your life)* (RafflesHospital, 2018). The second one deals with *Breast cancer type and stage: what you need to know* (Breast Cancer School for Patients, 2018). Similarly, information about one of the common tests of breast cancer *Mammogram what you need to know* (Whatley, 2011) is mentioned in the third video. The fourth video covers *The 12 Breast Cancer Symptoms and Signs - What to look for on your Self-Breast Exam* (Cancer Rehab PT, 2020) and presents tips for self-examination. The last video posted on Nucleus Medical Media (2020) that tackles medical treatment about the disease.

3. Analysis and Discussion

In light of the comments provided, the following linguistic patterns and themes are the notable recurring ones in the data under investigation. It is important to note that there are health concerns that the audience share. For example, concerns about breast health are expressed in numerous comments; examples include (lumps, pain, swelling, nipple alterations, discharge, hardness, and sensitivity). Additionally, certain medical conditions such as breast cancer and lymph node enlargement, are addressed. Through other interactions, communicators often seek reassurance or advice from others, especially if they are young and worried about breast abnormalities. The individuals inquire about the characteristics of symptoms, whether it is necessary to consult a physician, and what steps to undertake. Moreover, other themes appear in this study that show gratitude and support. Certain responses express gratitude

towards educational films, medical professionals, herbal remedies, and supportive communities for their ability to reduce anxiety and offer direction. Additional remarks convey appreciation for the assistance provided to communities. However, many commenters express fear, anxiety, and sadness about potential health issues and concerns about pain and discomfort, especially related to breast cancer. Some mention family histories of cancer, adding to their concerns. Examples include

- "I'm so worried about the pain"
- "This is hard, uncomfortable and painful for sure."
- "its so damn hurt.!"
- "I'm nervous as fuck."
- "My boobs are always very tender, so having them squashed in a brutal machine was very unpleasant."
- "This looks horrible"
- "Getting mine done on the 17th.. I'm nervous as fuck.."
- "I had my first one two days ago (I'm 64) and in my case it was extremely painful during and after (and still!)."
- "no sign of cancer thank god i get one every year no cancer or std in my vagina hiv aids test results was negative thank you lord"

Several comments share personal experiences with breast health, medical diagnoses, treatments, and outcomes. These stories often include details about consultations with doctors, diagnostic procedures like mammograms and biopsies, and the emotional impact of health scares. Cultural and personal views are also part of a few comments, including religious or spiritual references, such as prayers, blessings, and mentions of Jesus

Christ, indicating the emotional and spiritual coping mechanisms people use during health crises. Apparently, some comments reflect cultural attitudes toward healthcare, family roles in health monitoring, and the importance of self-examination awareness for example:

- "Please check yourselves I did and noticed something even after 1mqmagram!., felt bigger & hurt Now after going again, 2nd mammogram,, I'm setting up a SURGERY DATE."

This comment highlights the significance of maintaining a self-examination and being aware of changes that occur within one's body. In order to demonstrate the value of self-awareness in identifying potential health problems, the individual took the effort to monitor their own health and swiftly took action when spotting something abnormal. Communicators also appreciate educational content like videos and discussions that raise awareness about breast health, self-examination techniques, and the importance of seeking medical advice. In contrast, some views show that people do not encourage tests for mammograms; they believe these tests are dangerous and harmful in terms of spreading cancer, for example:

- "Mammograms are very dangerous compresses the breast tissue too much and even if you do have some kind of breast cancer there it would only spread it"
- "You are at risk getting mammogram cause if you have a tumor the the machine squashes your breast and breaks the tumor and its cancer it can spread over your entire system and you may 2 or 3 months to live"
- "Never get a mammogram. You are an idiot".

In general, the recurrent linguistic patterns and themes underscore the collective sentiments, anxieties, and experiences pertaining to breast health, medical consultations, and individual trajectories amidst health obstacles such as breast cancer and other ailments.

3.1 Corpus Analysis of the Data

The Word List tool In AntConc (version 4.2.4) generates the words. Determining how frequently the most common keywords occur in the corpus is achieved by excluding function words such as (articles, pronouns ..etc). Lexical words can give an idea about the corpus under investigation. Table (1) presents twenty keywords arranged according to their frequencies. Since the study is sentimental by its methodology, the corpus study helps to locate essential keywords that the audience uses in expressing their feelings and experiences; for example, the word 'feel' occurs frequently in the comments and this is logically associated with specific nouns and adjectives like (pain, painful, scared, worried, hard, hurt)

Table 1. Wordlist of the most frequent keywords

NO.	Rank	Frequency	Words
1.	7	527	Breast
2.	12	370	have
3.	15	287	cancer
4.	28	167	pain
5.	31	152	do
6.	33	143	lump
7.	37	131	left
8.	39	127	feel
9.	45	103	right
10	47	99	scared

11	49	95	know
12	52	84	doctor
13	53	82	thank
14	55	81	get
15	59	79	nipple
16	74	62	help
17	74	62	mammogram
18	83	58	worried
19	86	55	stage
20	101	46	Hard, hurt

Using KWIC (Keyword In Context), or concordance lines, display the search word in the center of the screen with a predetermined number of characters surrounding it rather than an index listing every word's location in a corpus. Concordance lines display a word in its surrounding grammatical and lexical context. The concordance tool is valuable for examining the relationships between different words and their grammatical structures and meanings.

KWIC in Figure (1), shows some context information before and after the word. The word "breast" is a concrete noun. The noun "breast" occurs with 527 hits in the corpus and obtains the highest frequency. In lines (20), (21), and (23), declarative sentences are used to emphasize the value of having a wide range of treatments for breast cancer, such as radiation, hormone therapy, and chemotherapy. For example, "I'm fine. I was diagnosed with a DCIS Stage 1 Breast cancer in June of 2016. I had chemotherapy and radiation." Another example is, "I don't know if that didn't make the chemo worse. I am so thankful that today breast cancer is not automatically a death sentence. Very interesting."

The keyword "lump" is a concrete noun and has 143 hits of the concordance lines. In these lines, "lump" is mainly followed by a prepositional phrase (in my left breast, in my breast). Here, People who communicate frequently ask for knowledge from medical professionals, as shown in Figure 2:

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In these lines, "feel" achieves the frequency with 127 hits of the concordance lines. The keyword "feel" is a stative verb used to express emotion or condition. Health campaigns aim to help educate the local community about early breast cancer identification and mammograms. For example, "don't know where. I feel extremely fatigued and I feel like I'm dyin' never felt this bad before." Another example is "cancer n all peoples have lots of questions with u feel like to share about atypical cell form mammogram n." Additionally, "sometimes but sometimes there are no lumps, but sometimes I feel I'm examine but feeling so many lumps," as shown in Figure 3:

The keyword "help" is a dynamic verb and appears with 62 hits in the corpus. Imperative sentences are utilised. In lines (1), (6), and (15), "help" is a request for assistance. For instance, "any kinda wound...I don't know what to do...plz help me out. I have pain in my both the nipples," And "I move it specifically near my right breast. Can anyone help me? I didn't have my period yet." Similarly, "from my childhood. Even I am scared of needle also. So please help me to reply me. I am 55 yrs. I just," as shown in Figure (4):

The keyword "stage" is a concrete noun with 55 hits of the concordance lines. In line (51)," What you're saying, it sounds like mine is the stage 2 that hasn't attacked any lymph nodes. They haven't." In line (53) "yes, same us my situation about your situation I was stage three had chemo surgery then radiation last was 15 treatments." Declarative sentences are used to

demonstrate that early breast cancer is far more treatable and has a greater probability of survival than later stages, which demonstrates that the cancer has spread to other parts of the body. The health is threatened from this stage, as shown in Figure 5:

Figure 1.

The Keyword in Context Tool of "Breast"

KWIC					Plot	File View	Cluster	N-Gram	Collocate	Word	Keyword	Wordcloud
Total Hits: 527 Page Size 100 hits 1 to 100 of 527 hits												
	File	Left Context	Hit	Right Context								
13	Audience views...	What about the breast cancer that doesnt have a lump?	Breast	Cancer School for Patients I am wearing my breast								
14	Audience views...	I might have it can a 14 year old get it	Breast	Cancer School for Patients4 what kinds of type breast								
15	Audience views...	who I am to you Thanks you lat me know	Breast	Cancer School for Patients How do you determine if								
16	Audience views...	can i do? Is the invasive Brest cancer is harmful?	Breast	Cancer School for Patients No.....I want to learn								
17	Audience views...	and having a burning sensation Can 11 year old get cancer?	Breast	Cancer School for Patients Thank you I have pain								
18	Audience views...	guys if you're under 20 :) Is it possible to have	breast	cancer in both of the breast. What if someone								
19	Audience views...	and I'm so grateful???? Is it possible to have	breast	cancer in both of the breast. What if someone								
20	Audience views...	I'm fine. I was diagnosed with a DCIS Stage 1	Breast	cancer in June of 2016. I had chemotherapy and radia								
21	Audience views...	checked out medically because it might be something serious since	breast	cancer in men are rare but still risky ans								
22	Audience views...	good health and please be strong always ,we got this 283	Breast	cancer is hereditary btw don't worry if you								
23	Audience views...	make the chemo worse. I am so thankful that today	breast	cancer is not automatically a death sentence. Very int								
24	Audience views...	it plz help I'm a very high risk for	breast	cancer is there any other things I should do								
25	Audience views...	video for my nursing research presentation?? Guys, I know that	breast	cancer is very rare in people under 20 but if								
26	Audience views...	at the tip of the nipple I think I have	breast	cancer but I'm scared to tell my mom								
27	Audience views...	might swell. I don't know if this applies to	breast	cancer but lymphoma (another type of cancer) can st								
Search Query <input checked="" type="checkbox"/> Words <input type="checkbox"/> Case <input type="checkbox"/> Regex Results Set All hits Context Size 10 token(s)												
breast Start <input type="checkbox"/> Adv Search												

Figure 2.

The Keyword in Context Tool of "Lump"

KWIC	Plot	File View	Cluster	N-Gram	Collocate	Word	Keyword	Wordcloud
Total Hits: 143 Page Size 100 hits 1 to 100 of 143 hits								
	File	Left Context	Hit	Right Context				
1	Audience views...	Do go again for a second opinion? I have this	lump	in my left breast top center just above the				
2	Audience views...	me anyone. I m 21 and first I had only a	lump	in my left breast and I took medicine for 6				
3	Audience views...	very scared ?? I m 21 and first I had only a	lump	in my left breast and I took medicine for 6				
4	Audience views...	my chest muscles, should I be worried? I have this	lump	in my left breast top center just above the				
5	Audience views...	do? Hi, Im only 21 and I notice a pea-sized	lump	in my left breast. It doesn't hurt or				
6	Audience views...	physical exam on 12/10/2022 and told my doctor that my felt	lump	in my left breast and she quickly ordered Mammogram				
7	Audience views...	is ultra scan for breast Hi...I have found one	lump	in my left breast near nipple which is movable				
8	Audience views...	ease her pain everyday I'm 18 I have a small	lump	in my left breast It doesn't hurt nor				
9	Audience views...	get cysts. Thanks for all you share. Doctor found a	lump	in my breast going in today for a breast				
10	Audience views...	next, but I'm worried. 38 yrs old and found a	lump	in my breast I'm absolutely terrified I don'				
11	Audience views...	out I am 18 and one day suddenly i feel a	lump	in my right lump and the difference between the				
12	Audience views...	stage 2A. Is that before or after stage 2? I have	lump	in my RIGHT breast but its now 3yrs and				
13	Audience views...	but when I did the self examination I notice a	lump	in my boobs is this serious What about the				
14	Audience views...	family then the opioid crisis will be addressed I have	lump	in my breasts When take a looked in my				
15	Audience views...	virus due to covid but on report I found a	lump	in my breat the report states "pleural based iso				

Search Query Words Case Regex Results Set All hits Context Size 10 token(s)

lump Start Adv Search

Figure 3.

The Keyword in Context Tool of "Feel"

KWIC

Plot

File View

Cluster

N-Gram

Collocate

Word

Keyword

Wordcloud

Total Hits: 127

Page Size

100 hits

1 to 100 of 127 hits

	File	Left Context	Hit	Right Context
40	Audience views...	miss!! I'm thirteen years old and female. I really	feel	like I have breast cancer and I'm freaking
41	Audience views...	with mastitis for a second time but I didn't	feel	like I was having that. 3 weeks later after my
42	Audience views...	in 6 months. what do i do 2 years ago Girls I	feel	like a lump on my breast not seeing to
43	Audience views...	don't know where. I feel extremely fatigued and I	feel	like I'm dyin' never felt this bad before.
44	Audience views...	Let's meet together at the heavenly paradise. Amen. ???" I	feel	like im the only one suffering with this if
45	Audience views...	is sending me for an ultrasound because she didn't	feel	like it felt like normal fibrous change. I'm
46	Audience views...	but there is big thing moving like it doesn't	feel	like lump like my hole breast is heavy been
47	Audience views...	herself, she has a history of cysts and it does	feel	like she has a lump, we hope it's
48	Audience views...	that came back normal but I still feel sick. I	feel	like they are misdiagnosing breast cancer as mastitis.
49	Audience views...	cancer n all peoples have lols of questions with u	feel	like to share about atypical cell form mammogram n
50	Audience views...	should i go see a doctor for it ? Even I	feel	I have painin my left breast and have got
51	Audience views...	to do Thank you very much????? Thank You ????? Even I	feel	I have painin my left breast and have got
52	Audience views...	sometimes but sometimes there is no lumps but sometimes I	feel	I m self examine but feeling so many lumps
53	Audience views...	in my right breast I'm getting so scared I	feel	I neglected that part of my body 3 years ago (
54	Audience views...	nodes i have something firm at the base, i can	feel	it from the side and it seems like it

Search Query

☒ Words
 ☐ Case
 ☐ Regex

Results Set

All hits

Context Size

10 token(s)

feel

Start

☐ Adv Search

Figure 4.

The Keyword in Context Tool of "Help"

KWIC	Plot	File View	Cluster	N-Gram	Collocate	Word	Keyword	Wordcloud
Total Hits: 62 Page Size 100 hits 1 to 62 of 62 hits								
	File	Left Context	Hit	Right Context				
1	Audience views...	any kinda wound....i dont know what to do...plz	help	me out I have pain in my both the				
2	Audience views...	parents bcoz they will not be able to take..pls	help	me out I feel lumps when iam lying down				
3	Audience views...	parents bcoz they will not be able to take..pls	help	me out I don't have any pain but				
4	Audience views...	m not on my period just thought other girls could	help	me out I'm scared now I'm only 16				
5	Audience views...	I move it specifically near my right breast can anyone	help	me I didn't have my period yet I				
6	Audience views...	I move it specifically near my right breast can anyone	help	me I didn't have my period yet If				
7	Audience views...	skin is peeling what do I have to do pls	help	me I am so young comment down below Partner				
8	Audience views...	breast just grew slightly bigger than the other one....someone	help	me im panicking right now I want to have				
9	Audience views...	size?? My nipples on the inside or whatever hurts. please	help	me im scared!! Am girl and I have a				
10	Audience views...	breast cancer. I am scared to death. This video did	help	me calm down a bit and understand what's				
11	Audience views...	cancer patients. I needed some thing simple like this to	help	me get my head around it and then I				
12	Audience views...	during chemotherapy for stage 3 breast cancer? Sir good day .please	help	me my wife have a breast cancer , what I				
13	Audience views...	and movable what should i do now...?? Girl's please	help	me out I have these red marks on my				
14	Audience views...	scared and I don't know what to do please	help	me the pain is inside like as if you				
15	Audience views...	from my childhood. Even I scared needle also. So please	help	me to reply me. I am 55 yrs . I just				

Search Query ☒ Words ☐ Case ☐ Regex Results Set All hits Context Size 10 token(s)

help
Start
☐ Adv Search

4. Conclusion

The study aimed at revealing sentimental language patterns to know the views and the common themes of the audience on selected YouTube awareness videos on women's breast cancer. After building the corpus, it has been subjected to two phases of analysis: the sentimental and corpus phase. In general, the sentiment analysis uncovers a diverse variety of opinions and emotions that are exchanged in the comments, including thanks and gratitude to the poster of these videos. Moreover, optimism, support, fear, and anxiety are also expressed. This confirms the significance of incorporating education, awareness, and compassion into dialogues concerning breast health and cancer consciousness. In addition, commentators communicate sentiments of optimism, support, and hope. Promotion of

determination, active pursuit of medical care, and mutual support among participants foster a constructive environment in the communication. To sum up, the study gained useful positive insights about the audience's views and should encourage awareness campaigns to provide more educational videos about breast cancer and general health care.

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تحليل لغوي مدون لآراء الجمهور حول حملات سرطان

الثدي على وسائل التواصل الاجتماعي

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الخلاصة:

تزيد حملات التوعية الإعلامية الفيديوية على منصة اليوتيوب من المعرفة العامة والتوعية للكشف المبكر عن سرطان الثدي بفعالية وتسليط الضوء على الأدوار الحالية لوسائل الإعلام في نشر الوعي الصحي لمحاربة هذا المرض. أصبحت حملات التوعية الإعلامية حيوية للتواصل الصحي لأنها تستخدم الإنترنت بفعالية لنشر المعلومات وتوفير فرص التدخل لتعديل السلوك الفردي والجماعي. تهدف هذه الدراسة إلى التحري عن وجهات نظر الجمهور أو الآراء تجاه هذه الحملات التوعوية التي يتم نشرها على منصات التواصل الاجتماعي. يتم تطبيق المنهجية اللغوية المدونة وتحليل الآراء لفحص هذه وجهات النظر التفاعلية. حيث يتم جمع البيانات من تعليقات الجمهور من خمسة مقاطع فيديوية مختارة حول حملات التوعية من سرطان الثدي التي تنشر الوعي الصحي. من أجل تمكين وإقناع الأفراد والمجموعات لاتخاذ قرارات صحية ، تشمل تقنيات الاتصالات الصحية أشكال الاتصال المكتوبة والمنطوقة. لغرض تشجيع التعديلات البناءة في المواقف والإجراءات ، يتضمن التواصل الصحي عناصر من العديد من النظريات والنماذج. تهدف حملات صحة وسائل التواصل الاجتماعي إلى تغيير السلوك وإنقاذ الأرواح.

الكلمات المفتاحية: اللغويات والآراء ، حملات التوعية الصحية . لغة وسائل التواصل الاجتماعي، علم اللغة المدون.