

Socio – pragmatic Analysis of Informal Telegram Chats

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Abstract

The study attempts to investigate and analyze social and pragmatic features of the informal telegram comments in online chats. The study adopts an eclectic framework of analysis. First, it investigates how telegram as a virtual social platform, has a vital effect on linguistic variation i.e. the lexical and grammatical choices. The data under focus are diverse telegram chats where at the present time people use for effective communication. The study targets social factors relevant for sociolinguistic analysis and these factors are ethnicity, region, social class, gender, as well as age. The pragmatic part involves how these interactions are shaped by the context-sensitive factors surrounding communication, more specifically: power, (im)politeness and culture. The study found that social factors such as age, gender, and region significantly influence the tone, politeness, and directness of communication. For instance, in interactions involving perceived power dynamics (e.g., male-female interactions or adult-minor interactions), participants often adopt mitigating strategies like using polite terms or hedging, reflecting sensitivity to social roles.

Keywords: Socio-pragmatics, Context, Informal language, Social media

Introduction

Nations are represented by their languages. language enables us to understand and address whatever issue relevant to language and attitude or behavior of a community of speakers. Language is a social fact and considered as contract among speakers of any community (Dina, 2021, p.96). A language is a system of verbal signs conventionalized by speakers and by means of which human beings interact. Language is a basic component of the linguistic field which is the systematic study of the human language (Fatima, 2020, p.206). People communicate knowledge about each other using language.

In social media, terms used for communication are: writ, sign, vocal, emoji and video that used to communicate between peoples. Online interaction has completely altered the way of people communicate locally as well as globally (Fatima, 2020, p. 1).

Hypotheses

- The social factors in telegram informal chats have direct impact on the pragmatic factors like impoliteness and power.
- The negotiating of interactional goals in such virtual medium is very careful as it misses real time environmental factors.

2. Literature Review

Social media is a technology that a computer-based which makes easy the sharing of ideas and information via the developing of virtual networks as well as communities. As a design, social media is internet-based and enables users to have quick electronic communication of content (Dina, p.96, 2021). Personal information, documents, videos and photos are included as content. Such interaction features complexity and ambiguity thus it is required to distinguish the online comment behind the commentator's point of view since it differs from face-to-face conversation, hence we

resolve to people`s age, gender, educational background, physical appearance, voice and so on, while in face-to-face communication there is a lack of many signals (Sitti, 2012, p.2).

Online participants engage in social media via various tools as computers, tablets or smartphones joining web-based software or applications for messages (Fatima, 2020, p.2). One of these social media is Telegram which is a well-known sharing social network service with over 500 million active users a day. It enables users to capture their memory in any environment, select an image filter type, moreover, share or forward it with Telegram to other social networking sites such as Instagram and Facebook (Dina, 2021, p.97).

Turning to Socio-pragmatics, it refers to the social use of language. It`s the way language use is affected by culture norms and situations. To put it another way, it involves the study of both the forms and functions of language in a specific social context (Culpeper, 2009, p. 155).

Gumperz, (1982, pp. 28-57). Talks about socio-down to earth examination assessment of casual Wire visits, media talk expects a basic part in framing and reflecting the correspondence components inside this stage. Wire, being a renowned messaging application, fills in as a stand-out space for easygoing correspondence, and taking a gander at the media talk inside these visits incorporates jumping into the language choices, correspondence styles, and important effects.

Language Choices in Telegram Chats: Media talk in relaxed Wire visits is depicted by unambiguous language choices that clients use. Emoticons, shortenings, and casual articulations are all part of this. The language is much of the time acclimated to the mechanized and conversational nature of the stage, reflecting a blend of semantic creative mind and efficiency. Framing of Conversations: Media talk inside relaxed Message visits incor-

porates the framing of conversations. Context, relationships, and common knowledge frame conversations. The framing can influence how individuals translate messages, and understanding these edges is dire for a socio-reasonable examination (Gumperz, pp.75-77).

Context is a very important factor in online communication as defined by Brown et al. (1997, p. 58) ‘[the user’s] location, who they are with, what the time of day it is’, in addition to the season of the year, as well as the temperature. Ryan et al. (1999, p. 269) consider time, location, and temperature or user identity as being the context of situation.

As for (im) politeness, According to Mills (2011, pp.39-40), many views have been put forward to illustrate how politeness and impoliteness are related. Followers of the Brown and Levison’s (1987) framework of politeness argue that politeness should be the main interest of analysts and that impoliteness is the counter face of politeness, others like Bousfield (2008) claim that “impoliteness is very much the parasite of politeness” in politeness research. However, there is a common agreement that analyzing politeness with not regarding impoliteness cannot be justified, since politeness takes its meaning from the potentiality of impoliteness. Impoliteness originates in the earlier works of Brown and Levinson and their theory of politeness. They maintain that any act or behavior which aims to save the interlocutor’s face is polite, whereas any act or behavior that attacks the interlocutor’s face is impolite (Brown and Levinson, 1987). Finally, culture as a macro-pragmatic concept can be seen as the socially acquired knowledge by any community member, while power is a self-explanatory concept which central to the factors affecting communication (Hudson,1999, pp.73, 122).

3. Methodology

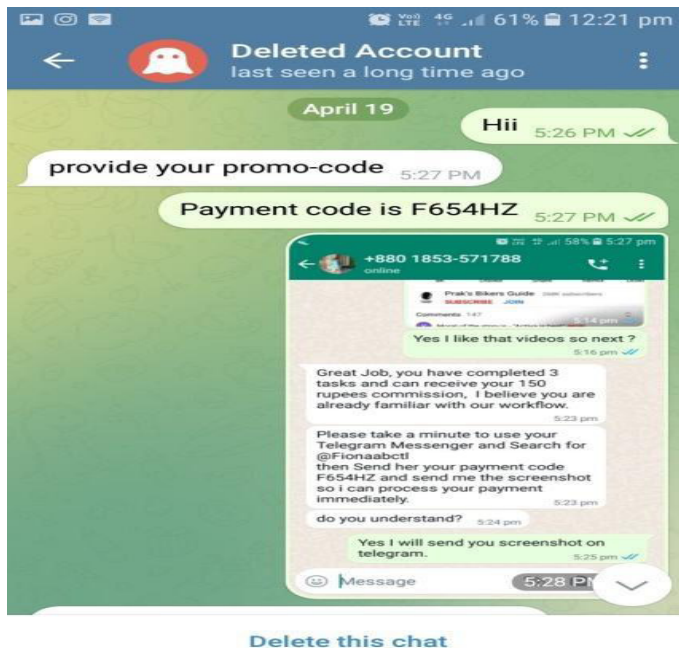
The adopted model involves (Schneider and Barron, 2008, 178), in which five social factors are involved and they are mentioned above. The pragmatic

factor involves all the relevant context-sensitive factors that contribute to the negotiation of meaning in the telegram chats under analysis. The essence and effects of pragmatic factors on communication is done following Culpeper & Haugh 2014). Several informal telegram chats are selected as case studies to be investigated qualitatively and quantitatively. As case examples, some names and titles of the participants are kept anonymous for ethical reasons.

4. The Analytical Part

4.1 Qualitative analysis of case examples

In this section, several case examples of informal telegram chats are presented for qualitative analysis. As mentioned above, the social and pragmatic factors are applied following the eclectic model that is adopted for analysis.



The analysis of social factors

Region: The area code +880 in the contact suggests the participant might be from Bangladesh. However, the screenshot references rupees, indicating the interaction may involve someone familiar with Indian currency or targeting individuals in India.

Social Class: The conversation revolves around completing small tasks for a commission of 150 rupees, which might indicate engagement with individuals of lower or middle-income classes who might rely on such earnings for supplementary income. The tasks seem to be informal or part of a micro-task setup.

Ethnicity: There is no explicit mention of ethnicity. However, the use of English suggests a globalized communication approach that caters to multilingual or cross-cultural participants.

Gender: Gender is not explicitly identified in the conversation. The interaction remains transactional, avoiding any personal indicators.

Age: The language and task-oriented structure foreshadows a younger demographic likely familiar with virtual interactions for instance the familiarity with Telegram and WhatsApp platforms.

The analysis of Pragmatic factors

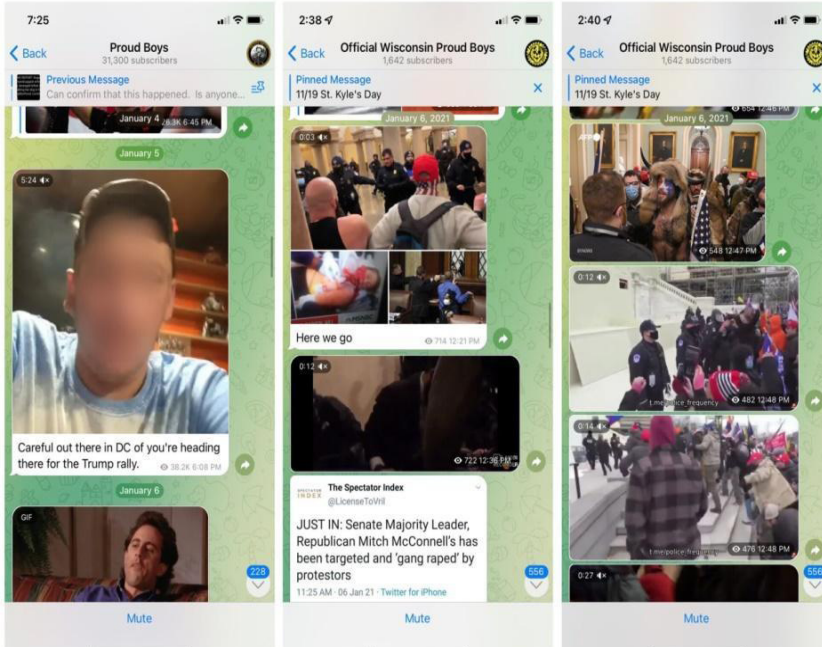
Power: The “Deleted Account” holds authority as they are issuing instructions and a payment code. The tone suggests that the recipient is dependent on following their directives to receive payment, indicating a hierarchical relationship.

Politeness: The deleted account uses minimal politeness strategies; the instructions are direct and to the point, which could be interpreted as either efficiency or impoliteness depending on the context. The message, “Great Job, you have completed 3 tasks...” uses positive politeness to acknowledge the recipient’s effort before issuing further instructions.

Impoliteness: There's a potential subtext of manipulation or exploitation, as the instructions are presented in a transactional manner that requires immediate compliance without providing much security or transparency to the recipient.

Cultural: The reference to Telegram, WhatsApp, and the workflow shows familiarity with online gig or task-based economies, prevalent in certain developing regions.

The transaction relies heavily on trust without providing adequate verification mechanisms.



The analysis of social factors

Region: References to Washington, D.C., and mentions of “Trump rally” indicate a U.S.-centric regional context, particularly tied to political events and movements.

Group names like “Official Wisconsin Proud Boys” suggest specific state-level affiliations within the U.S., indicating regional segmentation within the larger movement.

Social Class: The participants appear to represent a politically motivated subgroup, likely spanning various socioeconomic statuses but united by shared ideological beliefs. The Proud Boys movement historically has participants across middle- and working-class demographics.

Ethnicity: While ethnicity is not explicitly mentioned, the imagery and group affiliation lean towards a predominantly white demographic, which aligns with public perceptions of the group’s membership and ideology.

Gender: The majority of visible participants in the videos and photos are men, consistent with the Proud Boys’ male-dominated membership. The group itself is ideologically positioned as promoting traditional male roles.

Age: Based on visible individuals and language use, participants seem to belong primarily to a younger to middle-aged adult demographic, reflecting generational involvement in activism and online spaces.

The analysis of pragmatic factors

Power: The pinned messages and organized posts suggest hierarchical communication within the groups. Leaders or admins appear to set the tone and agenda, influencing group members’ actions and discussions.

Politeness: Politeness strategies are largely absent; the tone is direct, assertive, and rallying. For example, “Careful out there in DC if you’re heading there for the Trump rally” serves as both a caution and an implicit endorsement of participation.

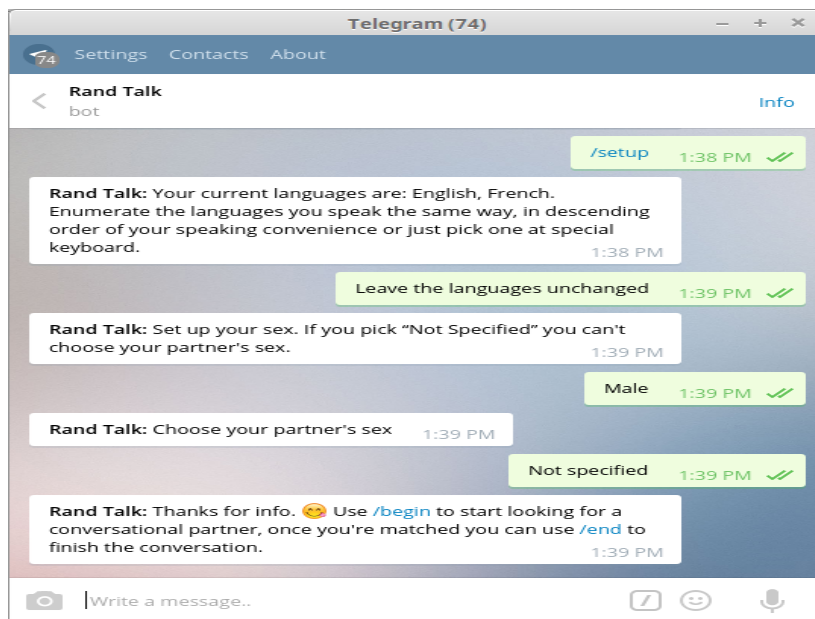
Impoliteness: The shared content, including aggressive confrontations with

law enforcement and provocative imagery, indicates an intentional strategy to inflame passions and inspire action. Impoliteness is used as a tool to challenge perceived opponents and galvanize solidarity within the group.

Culture: The conversation reflects ideological commitment, with shared videos, memes, and comments portraying their stance on the January 6 events. The pinned messages (e.g., “Here we go”) imply an expectation of coordinated action, reflecting strong group identity and alignment with broader political movements.

The screenshots highlight the use of Telegram as an organizing platform, emphasizing the group’s reliance on encrypted, semi-private communication to bypass mainstream social media restrictions.

4.1.3 Case three



The analysis of social factors

Region: The languages specified, English and French, suggest that the user might be from a bilingual or multilingual region, such as Canada, certain parts of Europe, or regions in Africa where both languages are common.

Social Class: Social class is not directly explicit, as the interaction involves setting up preferences in a language-based conversational bot. The accessibility of Telegram and internet-based chat tools might indicate middle or upper socioeconomic access.

Ethnicity: Ethnicity cannot be explicitly inferred from the text, but the choice of English and French may reflect cultural or regional influences where these languages are dominant.

Gender: The user selects “Male” as their gender, while choosing “Not specified” for their conversational partner’s gender. This demonstrates flexibility or openness to engaging with any conversational partner without gender bias.

Age: The interaction with a bot indicates some level of knowledge of modern technology suggesting a younger to middle-aged demographic familiar with conversational AI and Telegram’s interface.

The analysis of pragmatic factors

Power: The bot holds authority over the interaction, guiding the user through predefined steps. However, the user maintains control by choosing their preferences (e.g., language, gender).

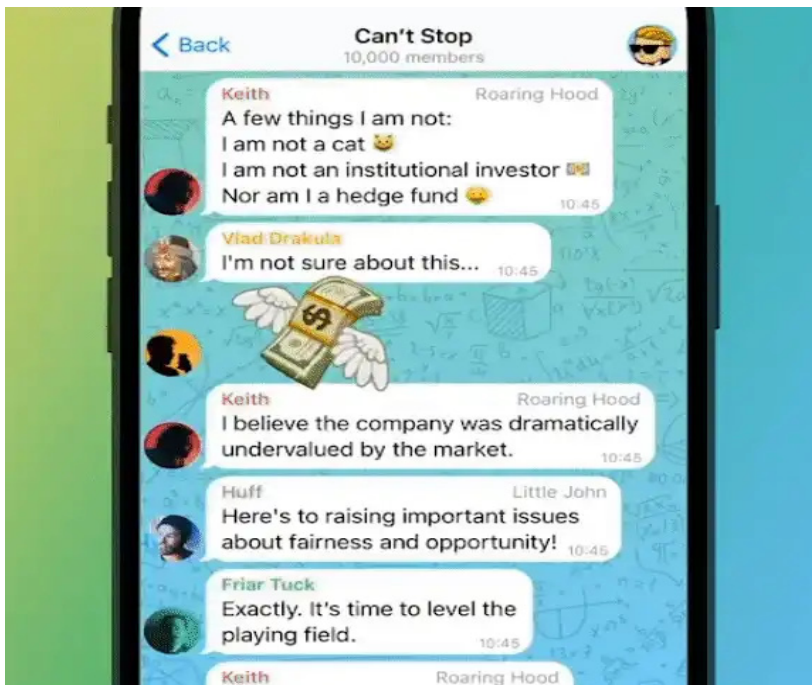
Politeness: The bot employs politeness strategies, such as thanking the user (“Thanks for info 😊”) and offering guidance in a neutral, supportive tone. The use of the emoji softens the interaction, adding a friendly and non-intimidating touch.

Impoliteness: There is no evidence of impoliteness in the exchange. The bot maintains a neutral and efficient tone, ensuring clarity and user-friendliness.

Culture: The bot accommodates multilingual users by allowing them to specify their language preferences. This adaptability highlights inclusivity and reflects an awareness of a culturally diverse user base.

The interaction is transactional and goal-oriented, aiming to establish parameters for finding a conversational partner. The process is structured to minimize ambiguity and ensure a smooth setup for the user.

4.1.4 Case four



The analysis of social factors

Region: The context and style of the conversation suggest it is tied to U.S.-based or Western financial discussions, likely connected to a broader global audience participating in stock market or financial forums (potentially

inspired by the GameStop event or similar occurrences).

Social Class: The discussion focuses on investment and market dynamics, suggesting participants are likely middle-class to upper-middle-class individuals interested in finance. References to institutional investors and hedge funds suggest awareness of high-level financial systems.

Ethnicity: Ethnicity is not explicitly referenced, but the tone and humor in the messages suggest a culturally diverse, internet-knowledge audience engaging in informal but informed discussions.

Gender: Gender is not directly mentioned, and usernames like “Keith,” “Vlad Dracula,” and “Huff” do not necessarily indicate any specific gender. However, the financial and meme-driven culture often leans towards male-dominated spaces.

Age: The humor, emojis, and casual tone indicate that the participants are likely younger to middle-aged adults, who are comfortable with digital communication and internet memes.

The analysis of pragmatic factors

Power: The chat appears to be a peer-to-peer discussion, with no clear hierarchy. Users like “Keith” express opinions and lead the conversation, but others freely share reactions and commentary. This equality reflects a decentralized and democratic dynamic common in online financial forums.

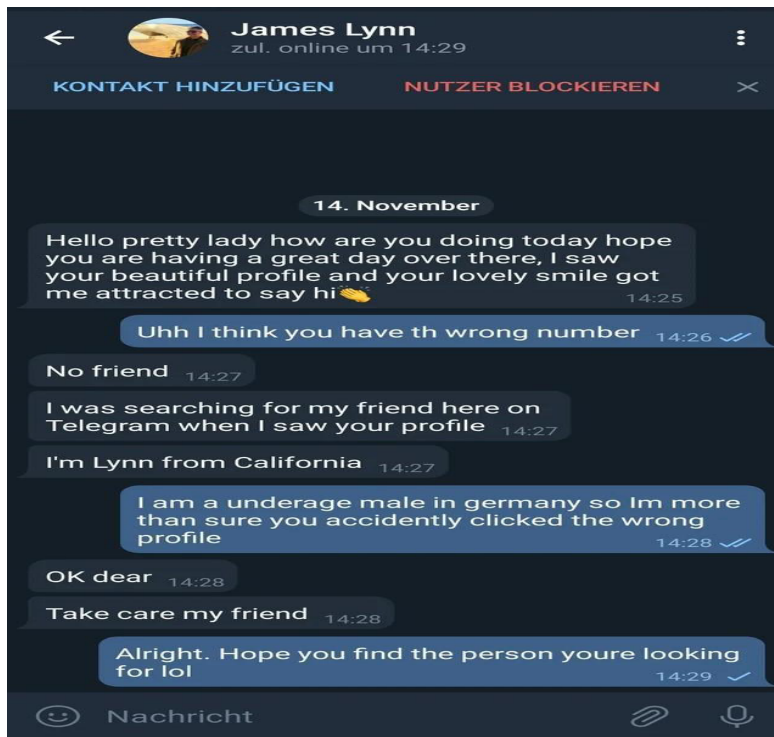
Politeness: The use of humor and emojis helps maintain a lighthearted and inclusive atmosphere. For example: “I am not a cat 🐱” combines humor with self-identification to break the ice and connect with participants. Statements like “Here’s to raising important issues about fairness and opportunity!” reflect solidarity and a positive framing of shared goals.

Impoliteness: There is no overt impoliteness. The humorous tone softens any potential disagreement, and comments like “I’m not sure about this...” are non-confrontational.

Cultural: The reference to institutional investors and hedge funds reflects criticism of perceived financial inequalities, likely inspired by movements aimed at democratizing market participation. Statements like “time to level the playing field” reveal an ideological commitment to fairness and equality in financial systems.

The conversation combines entertainment (through memes and humor) with financial commentary. The goal seems to be building solidarity among participants while critiquing existing power structures in the financial world.

4.1.5 Case five



The analysis of social factors

Region: The sender, “James Lynn,” mentions being from California, indicating they may be based in the United States. The recipient identifies themselves as being in Germany, showing a cross-regional interaction.

Social Class: The social class is not explicitly referenced, but the informal tone and medium (Telegram) suggest accessibility to global digital communication tools, which are widely used across social classes.

Ethnicity: There is no direct mention of ethnicity. However, the use of casual and universal phrases like “pretty lady” and “OK dear” implies an attempt at neutrality in addressing a global audience.

Gender: The sender assumes the recipient is female based on their use of terms like “pretty lady” and comments about the recipient’s smile. The recipient clarifies they are male, creating a disconnection in the initial approach.

Age: The recipient explicitly identifies themselves as “underage,” highlighting a significant age gap between the sender and recipient. This indicates a potential mismatch in conversational expectations and boundaries.

The analysis of pragmatic factors

Power: Initially, the sender assumes a position of control by initiating the conversation with flattery and assumptions about the recipient’s profile. However, this dynamic shifts when the recipient clarifies their identity, leading to an immediate change in tone from the sender.

Politeness: The sender uses positive politeness strategies by complimenting the recipient with phrases like “beautiful profile” and “lovely smile.” This is an attempt to establish rapport but is rendered inappropriate due to the mistaken identity. The recipient maintains politeness despite the sender’s

assumptions, responding with clarification rather than confrontation.

Impoliteness: While not explicitly impolite, the sender's initial message crosses social boundaries, especially when directed at someone underage. This is mitigated by the recipient's firm but polite clarification, which effectively redirects the conversation.

Culture: The sender's approach reflects a potentially cultural or individual assumption that casual flattery is an effective opening in digital conversations. The recipient's response highlights the importance of directness and personal boundaries, particularly in cross-cultural contexts.

The sender's goal seems to be establishing a personal connection or initiating a conversation, albeit based on incorrect assumptions. The recipient's goal is to clarify the misunderstanding and conclude the interaction politely.

4.2 Quantitative analysis

This section presents quantitative analysis in such a way as any information to socio-pragmatic analysis is sorted out and clarified to contribute to the conclusions of the study.

Table (1) Quantitative analysis the data under analysis

Category	Screenshot 1 (Payment Request)	Screenshot 2 (Proud Boys Chat)	Screenshot 3 (Rand Talk Setup)	Screenshot 4 (Stock Chat)	Screenshot 5 (Stranger Flattery)
Message Count	6	15+	6	7	7
Turn-Taking	3:3 (equal sender/receiver split)	6+ distinct users	4 bot vs. 2 user	4 users (balanced)	5:2 (sender-dominant)
Emojis Used	0	2	1	4	1
Politeness Markers	Minimal (1 polite request)	None	Neutral tone	Supportive comments (3)	Flattery in 1 message
Topic Control	Equal	Dynamic	Bot-driven	Collaborative	Sender-dominated
Emotional Tone	Neutral	Assertive, action-oriented	Neutral, formal	Cooperative, optimistic	Flattery, neutral at end
Power	Balanced	Group-driven	Bot-controlled	Equal	Unequal (sender-led)

It can be seen that Screenshot 2 has the highest number of visible messages, reflecting active group participation. Screenshots 1, 3, and 5 are shorter exchanges with limited participants.

Screenshot 1 has balanced turn-taking between sender and receiver. Screenshot 3 is dominated by the bot (66.7% of messages). Screenshot 5 shows sender dominance (71% of messages).

Screenshot 4 features the most verbose conversation, with messages averaging ~11.4 words each. Screenshots 2 and 5 have shorter average word

counts, reflecting informal group chats and rapid exchanges.

Screenshot 4 uses the highest number of emojis (4 total), reflecting humor and emotional engagement. Screenshots 1 and 2 use few or no emojis, aligning with their formal or action-oriented tone.

Screenshot 1 features a polite, formal request, while Screenshot 3 has a neutral, service-oriented tone. Screenshot 4 displays cooperation and positive reinforcement. Screenshot 5 uses flattery as a politeness strategy.

Screenshot 3 is clearly bot-controlled, following a predefined script. Screenshot 5 is sender-dominant, with the recipient reacting passively. Screenshot 2 shows a collaborative group-driven topic structure.

Screenshot 4 has the most positive tone, characterized by optimism and humor. Screenshot 2 is assertive, focusing on action and urgency. Screenshot 5 shifts from flattery to neutrality as the conversation progresses.

Screenshots 1 and 4 show balanced dynamics. Screenshot 3 places power entirely in the bot's control. Screenshot 5 highlights sender dominance, with the recipient eventually re-establishing neutrality.

Conclusions

Social factors such as age, gender, and region significantly influence the tone, politeness, and directness of communication. For instance, in interactions involving power, participants often adopt mitigating strategies like using polite terms or hedging, reflecting sensitivity to social roles.

Pragmatic choices are heavily influenced by the immediate context of the interaction. For example, in professional or task-related conversations, the discourse is goal-oriented and concise, while in casual or social exchanges, it often includes humor, emoticons, or indirect language to establish rapport.

Regional and cultural backgrounds shape how social norms and expectations influence pragmatic behaviors. For example, in certain regions, formal titles and expressions of deference may be more common, while in oth-

ers, casual language and directness are more prevalent. These norms guide how participants manage face and politeness in conversations.

The nature of the platform (e.g., Telegram chat groups or bots) affects pragmatic strategies. Text-based digital interactions often involve explicit clarifications, emojis, or shorthand to compensate for the lack of non-verbal cues, reflecting adaptations to the medium's constraints.

Power relations, whether implied or explicit, influence conversational roles and strategies. For instance, in professional or hierarchical contexts, one party may use formal or deferential language, while the other may exercise dominance through directive speech acts or task assignments.

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تحليل اجتماعي تداولي للردشات الغير رسمية في التليكرام

اقبال مجيد حميد

المستخلص

تحاول الدراسة دراسة وتحليل السمات الاجتماعية والتداولية لتعليقات التليكرام غير الرسمية في المحادثات عبر الإنترنت. وتعتمد الدراسة إطاراً انتقائياً للتحليل. أولاً، يبحث في كيفية تأثير التليكرام كمنصة اجتماعية افتراضية على التنوع اللغوي، أي الاختيارات المعجمية والنحوية. البيانات التي يتم التركيز عليها هي محادثات التليكرام المتنوعة يستخدمها الأشخاص حالياً للتواصل الفعال. تستهدف الدراسة العوامل الاجتماعية ذات الصلة بالتحليل اللغوي الاجتماعي وهذه العوامل هي العرق، المنطقة، الطبقة الاجتماعية، الجنس، وكذلك العمر. يتضمن الجزء العملي كيفية تشكيل هذه التفاعلات من خلال العوامل الحساسة للسياق المحيطة بالتواصل، وبشكل أكثر تحديداً: السلطة، (عدم) التأدب والثقافة. وجدت الدراسة أن العوامل الاجتماعية مثل العمر والجنس والمنطقة تؤثر بشكل كبير على لهجة التواصل وأدبه ومباشرته. على سبيل المثال، في التفاعلات التي تنطوي على ديناميكيات القوة المتصورة (على سبيل المثال، التفاعلات بين الذكور والإناث أو التفاعلات بين البالغين والقاصرين)، غالباً ما يتبنى المشاركون استراتيجيات تخفيف مثل استخدام مصطلحات مهذبة أو التحوط، مما يعكس الحساسية للأدوار الاجتماعية.