

DIALECTAL VARIATIONS IN INSTAGRAM COMMENT SECTIONS: A STYLISTIC ANALYSIS OF MALE AND FEMALE LANGUAGE CHOICES

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Abstract

This study aims to explore the gendered variation in Instagram comment section discourse related to beauty standards. The present study uses qualitative discourse-stylistic approach to explore lexical choices, emotional language and interactional styles in comments shown under beauty-related Instagram posts. The current research collects information from user's comments on makeup looks, creative appearances, and skincare performance on publicly available accounts. By exploring those comments, the study goals to find linguistic patterns in how language is used to show assessment, encouragement, and appreciation. The research bases its analysis on the Gender Performativity framework to study the stylistic features like intensifiers, emotional expressions and discourse markers. This theoretical viewpoint allows the study to find out how gender identities are created and promoted through online interactions. The results show that female commenters frequently use supportive, emotional, and specific language which is clearly visible by their use of emojis, and intensifiers. Male reviewers are more likely to use less emotional language that is appearance-focused and evaluating on the other hand. The Instagram comment sections look like to be extremely performative and micro-space where gendered personalities and beauty standards are endlessly shared through regular interaction. Overall, the research shows that gendered speech patterns in beauty discourse are considered by cultural expectations and platform standards. By giving importance to people, how they are influenced by digital platforms to achieve gender through language, it also contributes in online topics in sociolinguistics and discourse studies.

1. INTRODUCTION

Over the past two decades, the fast development of digital communication skills has changed how people interact, express thoughts, and construct societal identities (Boyd, 2014; Herring, 2013). Social media places like Facebook, Instagram, Twitter/X, and TikTok have shaped new sites for fast, participatory, and broadly visible communication (Kaplan & Haenlein, 2010). Among these platforms, Instagram is an effective

tool for making ideas about beauty, lifestyle and individual self because it is positioned about pictures and short-lived videos (Abidin, 2016). Influencers, celebrities, beauty businesses, and makeup artists regularly show material about skincare routines, everyday living performs, fashion trends, and makeup practices. These posts often obtain thousands of comments from followers who prompt appreciation, suggest feedback, or contribute in casual discussion.

According to Gill (2007) and Tiggemann & Zaccardo (2018), descriptions of makeup transformations, skincare routines, and fashion designing not only entertain viewers but also carry and support social concepts of attractiveness and aesthetic ideals. Through their responses, users energetically participate in socializing and determining beauty customs within the platform. On the same time, these comment sections offer valued data for linguistic research studies because they capture natural and everyday language use (Herring, 2013). Instagram comments are short-term, conversational, and emotionally expressive in contrast to conservative writing. Emojis, intensives, capitalization, and expressive adjectives are examples of stylistic methods that users commonly use to send feelings and ideas. Gender has long been recognized as an important determining factor of language use. Men and women regularly show different communicative inclinations in both verbal and written interactions, according to sociolinguistic studies (Lakoff, 1975; Tannen, 1990). However, more recent research emphasize that these differences are socially shaped through social standards and interactional performs relatively than physiologically assumed (Cameron, 2005). Online environments are a mainly valuable background for perceiving these gendered communication designs (Herring & Kapidzic, 2015). According to Barton & Lee (2013), expressions, words, and emojis can carry appreciation, humor, expressive support, and evaluation in addition to reflecting broader cultural expectations around gender and communication. For several reasons, it is important to understand how gendered language is used in social media contexts. According to Page et al, (2014), digital platforms provide researchers with access to large amounts of naturally occurring linguistic data created in real-life interactions. Second, Instagram is vital framework for determining how users interpret and respond to illustrations of beauty since it plays a significant part in creating universal beauty language. Finally, researchers can examine how indirect linguistic selections inspire identity presentation in numerical communication by

studying stylistic structures like emojis, intensifiers, expressive adjectives, and address terms (Danesi, 2016).

In spite of rising attention in gender and social media discourse, comparatively few studies have focused exactly on Instagram comment sections in relative to beauty-related content. Current research on Instagram frequently focusses on influencer presentation, body image representation, or audience meeting rather than detailed linguistic analysis of everyday user comments. Furthermore, many studies depend on mostly on quantitative procedures such as word frequency sums or automatic sentimental study, which may overlook the indirect stylistic structures over which relational sense and identity are created (Barton & Lee, 2013). To report this gap, this study examines stylistic distinction in comments sent under easily existing Instagram beauty posts, pays attention on how male and female users participate in stylistic features such as emojis, intensifiers, communicative adjectives, and speech terms—when responding to beauty-related content. The study is theoretically informed by Judith Butler's (1990) idea of gender performativity, which claims that gender should not be understood as a static biological individuality but as something that is constantly formed through repetitive social and conversational performs. From this view, individuals achieve gender through everyday activities, as well as the behaviors they transfer. In digital environments, these acts become mainly visible because users relate before public addressees and obtain instant response through likes and comments (Herring & Kapidzic, 2015). By exploring stylistic features in Instagram comment sections, this study discovers how gender identities are attained and exchanged within modern digital beauty address.

1.1 Research Objectives:

- To investigate how stylistic features represent dialectal variations in Instagram comment sections.
- To analyze and compare the stylistic choices (such as emojis, intensifiers, address terms

and dialectal markers) used by male and female users in digital communication.

1.2 Research Questions:

1. How dialectal variations are reflected through stylistic features of language in Instagram comment sections?
2. How do male and female differ in their use of stylistic strategies such as emojis, intensifiers, address terms and dialectal markers in Instagram comment sections?

2. Literature Review

Sociolinguistics has a long time past of investigate the connection between gender and language use. Initial effort in this ground focused on identifying systematic alterations in how men and women transfer their ideas. One of the most significant primary contributions is Lakoff's (1975) study *Language and Woman's Place*, which claimed that women's language inclines to be considered by structures such as hedges, politeness policies, expressive emotions, and indirectness, while men's language is regularly designated as more direct, assertive, and commanding. According to Lakoff, these linguistic designs were an image of women's relatively low social status. Lakoff's deficit model was far along disapproved for oversimplifying women's linguistic actions and for failing to take social variety and background distinction into interpretation, in spite of its consequence in the start of gender and language studies (Holmes, 2013; Coates, 2013). Consequent studies gave attention on gender as a contact-based social exercise. According to Coates (2013), communal roles, social opportunities, and communicative goals have a better inspiration on how men and women exchange their ideas than biological structures. In the same way, Tannen (1990) proposed the significant "difference approach," suggesting that men and women frequently progress separate informal styles through dissimilar socialization practices. Studies in gender and language propose that men and women often communicate in a different way in societal contact. Men incline to use language to show position, authority, and freedom, whereas women are more to be expected to use language to keep relations, express support, and shape

harmony (Tannen, 1990; Lakoff, 1975; Coates, 2013). These perspectives highlight that gendered communication patterns are dynamic and emerge through social interaction. Further, current research shows that gendered language behaviors are specifically active in numeral communication contexts. Transcripts, pictures, and multimodal mechanisms on online platforms can be used to study personality performance.

According to researchers, gendered language on the net is often context-based and opposing between communities and message goals (Eckert & McConnell-Ginet, 2013; Androutsopoulos, 2014). On social media, specialized systems, advanced groups, and entertainment sites can all encourage discrete verbal performances. For example, both male and female users may use assertive and imposing language in business communities on Twitter/X to plan knowledge and reliability. On the other hand, lifestyle and beauty focused Instagram places usually encourage relational, supportive, and emotionally subtle communication. These explanations propose that even though gendered inclinations may seem in language use, they are regularly transferred within definite digital philosophies and interactional backgrounds. For this aim, qualitative stylistic study remains central for understanding not only what linguistic designs give the idea but also how and why they are intentionally used by diverse users. With the fast development of computer-facilitated communication, researchers began investigate how gendered language shapes seem in connected communication. Women favor to use more sympathetic, inspiring and relationship-focused language on digital communication platforms though men use more strong and competitive communication styles according to Herring (2000).

Advanced research extended on these findings by exploring linguistic elements like emotional expressions, politeness signs, and emoji usage. For example, Herring and Kapidzic (2015) observed that while men are more likely to use informational or different communication styles, women commonly apply emotional signals, expressive language and particular styles in social media connection. These differences are further

established by research shown on specific platforms. A study on Twitter/X addresses that while male users frequently create more topic-focused situations, female users naturally combine more personal content and positive sentiment (Romadloni & Sari, 2023). According to study on Instagram communication, males are more likely to focus on actions, opinions, or realistic comments, while women are likely to pay in communicative linking and motivational explanation (Zhao et al, 2022). These moves show that how gendered communication preferences can be evident in a number of ways across online platforms, even though they are not universal. Additionally, social media platforms are essential for character development and performance.

Digital speech allows individuals to achieve identities through language, contact and audience meeting according to page (2012) In this logic, online statement is not simply about switching data; it also includes showing and exchanging social identities in opposite of a viewers. Numerous researchers have also claimed that digital settings repeatedly replicate existing gender norms relatively than removing them. Moreover, Sundén and Paasonen (2018) propose that online places regularly support conservative gender expectations over frequent conversational performs and designs of communication. Since users are continuously observant and responding to one another, certain communication styles progressively become standardized within explicit online groups. For these explanations, social media stages denote a significant site for investigating gendered variation in language use. Though, contempt rising attention in gender and digital discourse, comparatively few studies have focused definitely on stylistic structures within Instagram comment sections, mainly in relative to beauty-related content. Far of the current research highlights influencer publicizing, body image depiction, or engagement metrics relatively than thorough linguistic examination of everyday user comments. Therefore, there remains a requirement for research that closely observes the stylistic shapes through which users' prompt appreciation, evaluation, and emotional replies in beauty-related discourse. Speaking this gap can pay

to a deeper thoughtful of how gender identities are achieved and transferred through language in current social media situations.

Dialectal variation has an important influence on how language is used in digital environments, along with gender differences. Dialect contains variations in vocabulary, pronunciation, and grammatical structures that are related with particular regions, social groups, or cultural communities. According to Eckert and McConnell-Ginet (2013), speakers commonly use specific forms to show their belonging to a community because linguistic variation is closely related to social identity and group association. In online environments, these variations are regularly embodied through non-standard spellings, local expressions, slang, and code-switching practices, which purpose as indications of identity and stance. Digital sociolinguistics study reveals that users can energetically perform and negotiate identity through such linguistic choices on social media platforms. According to Androutsopoulos (2014), the use of dialectal features and stylistic strategies like emojis, abbreviations, and expressive punctuation in online communication raise your feelings creative language use. In adding to reflecting regional or cultural contexts, these forms also aid in the creation of interpersonal meaning and social position. Dialectal markers can seem in Instagram comment sections in the form of casual spellings, localized vocabulary, or hybrid language practices, chiefly when users answer in a conversational and spontaneous manner. Therefore, investigative dialectal variation together with stylistic features offers deeper insight into how individuals express identity, align with particular communities, and involve in social interaction within digital beauty discourse.

Contempt the increasing body of research on gender and fundamental discourse, some gaps continue in the current literature. Many earlier studies have focused on platforms such as Twitter/X or Facebook, though relatively rare studies have observed gendered language performs exactly within Instagram comment sections. Instagram varies from many other platforms because it is extremely visual and strongly related

with lifestyle, fashion, and beauty content, which styles it a particularly important space for shaping modern beauty values. Moreover, much of the present research on Instagram has focused on topics such as influencer marketing, viewer's engagement, or body image depiction relatively than complete linguistic analysis of everyday user comments. Many studies also depend deeply on quantitative methods such as word-frequency examination or automatic sentiment analysis. Though these methods are useful for classifying general movements, they often oversee the indirect stylistic features through which relational meaning and identity presentation are created in digital contact. Consequently, there is a need for study that carefully observes the stylistic features of user comments in Instagram beauty address, mainly in relative to gendered statement designs. By focusing on stylistic fundamentals such as emojis, intensives, expressive adjectives, and address terms, the present-day study goals to provide deeper vision into how male and female users employ language otherwise when replying to beauty-related content. In charge, the study gives to a better understanding of how gender identities are made and transferred through everyday linguistic performs in modern social media settings.

3. Methodology

The research technique of this study is based on qualitative descriptive approach to analyze how stylistic and linguistic features in Instagram beauty comment sections create gendered communication styles. A qualitative technique is suitable as it allows the researcher to examine language in its natural context and it also helps to understand how relational attitudes and meaning are expressed through conversation (Leech and Short, 2007; Simpson, 2004). The information was gathered from publicly accessible beauty and makeup related Instagram posts from well-known accounts like @hudabeauty, @nikkietutorials, @kyliejenner, @patricka, and @fentybeauty. Only English-language remarks about attractiveness, skincare, makeup, and appearance were chosen. Through deliberate sampling, comments that used stylistic elements such as expressive adjectives,

intensifiers, address expressions, and emotions were selected for analysis. In order to determine how male and female consumers communicate appreciation and judgement; the data was further analyzed using qualitative descriptive analysis. Gender performativity theory which was given by Butler (1990) describes that gender identities are created through regular linguistic patterns in online meetings, provide the framework for analysis.

3.1 Research Design

This study employs a qualitative descriptive research approach to observe how stylistic and linguistic fundamentals influence identity building, social status, and meaning making in naturally occurring online texts (Leech and Short, 2007; Simpson, 2004). Unlike quantitative methods that focus on counting words or frequencies, the discourse-stylistic methods allow for detailed context-sensitive analysis of language. This makes it possible for scholars to understand how relational signals, attitude, tone and evaluative techniques function in specific communications. Instagram comment sections provide significant information concerning how users construct gendered identities through language. Emojis, intensifiers, emotional adjectives, politeness markers, and multimodal signs all of which show emotional tone and social position can be observed wisely in appreciation of the qualitative method. The study categorizes gendered communication methods by carefully examining these features, which would be ignored by quantitative method or research. The research design compares stylistic patterns between males and females by frequently looking at the posts and comments to improve logical accurateness. The research method shows that interpretations are based on the discourse and that observed emotions reflect significant communicative practices rather than isolated examples. In general, the qualitative discourse-stylistic design offers a compact framework for investigating how gender identities are constructed in present-day social media environments while also being adaptable enough to display context-dependent and multimodal parts of online engagement.

3.2 Theoretical Framework

This study is based on Judith Butlers 1990 Gender Performativity Framework, which highlights gender as a socially constructed identity that is shaped through repeated behaviors, and informal performances rather than biologically determined trait. This viewpoint holds that gender is defined by performance rather than possession and that it arises from people's repeated actions and words in socially controlled settings. Because gendered identities are stabilized and normalized through repeated linguistic choices, language is vital to this process. According to Butler (1990), Coates (2013), Herring and Kapidzic (2015), social media platforms offer highly visible and interactive spaces where users perform socially familiar forms of masculinity and femininity through repeated stylistic choices, such as expressive emotions, politeness approaches, assertive language, or appraising explanation. Over time, the insight of firm gender identities is influenced by these repeated linguistic practices (Eckert & McConnell-Ginet, 2013). Though, the theoretical connection between gender performativity and stylistic repetition is well established, there is still a lack of empirical research on how regular users implement these patterns in regular digital interactions (Sunden & Paasonen, 2018; Zhao et al., 2022). The majority of current research focus on influencers, carefully chosen posts, or comprehensive quantitative analysis (Romadloni & Sari, 2023), leaving the subtle stylistic performances in comment sections where appreciation, assessment, and relational language are actively negotiated. This gap is mainly obvious and visually focused on platforms like Instagram, where multimodal interactions, public response, and social prominence strengthen the

performance of gendered standards (Page, 2012; Androutsopoulos, 2014). As a result, it is still necessary to check how particular stylistic mechanisms in user-generated comments support the construction of gendered identities in online discourse.

3.3 Data Collection

The study's dataset was created using only publicly available Instagram comment sections under pictures related to beauty. Instagram was selected because it is visually inspiring site with a lot of active comments and predominance of beauty-related ideas. Comments from well-known beauty and lifestyle accounts were purposefully sampled. These comments include:

- @hudabeauty
- @nikkietutorials
- @kyliejenner
- @patrickta
- @anastasiabeverlyhills
- @patmcgrathreal
- @jeffreestar
- @fentybeauty
- @morphebrushes
- @kyliecosmetics

Only English-language comments that were related to skincare, cosmetics, appearance or attractiveness were included. For moral reasons, usernames were made anonymous. All information was gathered from posts published between 2024 and 2025 to maintain current relevance.

4. Data Analysis

The research uses Judith Butlers (1990) Gender Performativity Framework to analyze the gendered patterns in Instagram beauty comments.

Table-4.1 Female Commenters: Supportive and Affective Style

Examples	Stylistic Features					
	Intensifier	Complement adjective	Solidarity marker	Emotive use	Hyperbole	Informality
Omg you look absolutely stunning queen 🥰🌟	Absolutely	Stunning	queen	🥰🌟	×	×
Your skin is perfect! And makeup eatss 😊😊	Perfect	Perfect	Makeup eats	😊😊	Perfect + eats	Your
This look is sooo pretty I am obsessed ❤️	Sooo	Pretty	×	❤️	Obsessed	Soooo
The results are insane! Need them now 😊🔥	Insane	×	×	😊🔥	Need them now	×
Look soooo beautiful	Soooo	Beautiful	×	😊	Soooo	×

Table 4.1 highlights that female responses employed by intensifiers like “stunning”, “perfect” and “absolutely” are used to highlight appreciation for presence, particularly natural skin and cosmetics. These comments express strong admiration in a very kind and passionate manner. Slang terms like “makeup eats” improve the compliment by suggesting excellence while words like “queen” express sense of connection and

support. Expressions like *I am obsessed* and longer spellings like “soooo” add expressive depth, pleasure and personal participation beyond a simple opinion. Emojis create a sincere and expressive tone by enhancing warmth and friendliness. Expressions like “need them now” convey desire. These remarks blend creative style, emotional strength and admiration to convey a positive engagement.

Table-4.2 Male Commenters: Brief Evaluative and Appearance-Focused Style

Examples	Stylistic Features				
	Informality	Evaluative language	Solidarity marker	Sentence structure	Exclamatory tone
Glow babies unit!	Babies	Glow +babies	Babies	Short and nominal phrase	Exclamation Mark!
Who are the models?	×	×	×	Interrogative	×

Your mind is so powerful. This collection is so beautifully done. No one does it like you	Conversational tone	Powerful + beautifully done	You	Simple declarative sentences	×
Super sexy bby	Bby	Sexy	Bby	Adjective phrase	Implicit
Wow you look amazing	Casual, spoken style	Amazing	You	Simple declarative clause	Wow signals excitement

Table 4.2 highlights that the male comments indicate both creative ability and physical appearance while showing strong approval and appreciation. Use of words like “glow” or “unit” suggest shared happiness and strength. The responses frequently highlight attractiveness and sense of shared beauty. While questions about being “models” serve as leaning compliments that imply exceptional looks. Terms like “babies” and abbreviations like “bby” create a friendly tone. Words like “super”, “amazing” and “sexy” are

frequently used in responses which shows admiration in more sexualized tone. However, some remarks go beyond physical attractiveness to praise intellectual effort recognizing the originality of creators work with phrases like “no one does it like you”. Words like “wow” add to sense of sensation which makes the compliments feel genuine. These responses show combination of emotional and expressive language that shows respect, admiration and appreciation for both creative talent and appearance.

Table 4.3 Comparison between Male and Female Responses

Features	Female commenters	Male commenters
Length	Long	Short
Use of intensifiers	Frequent (like so, and literally)	Rare
Address terms	Common (babe, queen, girl)	Rare
Emojis	Frequent (😊❤️✨)	Minimal or single emoji (👉)
Expressive adjectives	High (gorgeous, flawless, stunning)	Moderate mostly descriptive like beautiful
Purpose	Admiration, relational bonding	Evaluation of appearance
Emotional stance	Strong, personalized emotional reactions	Neutral and often implicit

Table 4.3 reveals the overall use of these comments shows clear stylistic differences in how male and female users express themselves in social media interactions. In general, female comments are

more interpersonal, supportive and emotionally communicative. They frequently use emoji clusters like (😊❤️✨), intensifiers (e.g. omgg, absolutely, and sooo), and elongated spellings like (wowww).

Their language includes solidarity symbols like “queen” or “love” which helps to build sense of shared appreciation and mutual respect. These remarks are usually more detailed focusing on creating friendly relationships not only on physical appearance. Female comments show emotional connection and positive evaluation. Male responses are more direct, evaluative, and direct in contrast to female comments. They usually use single words or phrases like “unit”, “dope” and “glowtastic” focusing more on conciseness. Male comments are more appearance focused using adjectives like “hot” and “sexy”. Emojis are less used in their language. Male comments focus on presence and assessment rather than building social relationships or connections. These findings support theory of gender performativity given by Butler (1990) which shows that gender identities are actively shaped and shifted in digital communication rather than biologically fixed.

5. Findings and Discussion

The examination of Instagram beauty comment sections shows different forms of gendered stylistic variation by expressing that how male and female users create, achieve and transfer their identities in digital communication. Male users typically prefer concise, serious and appearance-focused comment, while female users tend to use relational, supportive, and emotionally expressive language. These movements show that social media is a highly visible platform where gendered identities are achieved, strengthened, and socially evaluated relatively than an unbiased space for contact. In this case, language is used as means for identity construction, social position, relational organization and communication. The audience awareness is one of the significant discoveries in influencing stylistic decisions. Users seem to get advance toward the opportunities of real or imaginary viewers by modifying their language choices according to social norms. Female commenters often use solidarity markers like (queen or girl), inclusive pronouns like (we or you all), and emotionally expressive lexical terms to build a connection in group interaction. These stylistic techniques help them to create socially

accepted feminine personality. However, male users focus on informational or evaluative content by using declarative and concise structures in order to show authority. Male comments focus on competence, and evaluative judgment rather than relational and affective meanings even still they show admiration. Male users rarely use emojis or affective expressions while female users frequently use emojis focusing on appearance. These results support Butler’s concept that gendered identities are performative, flexible and socially transferred rather than biologically fixed identities.

In addition, the difference between male and female users shows that how digital interaction allows for both the making and transformation of socially accepted gender roles through performance. Moreover, the findings align with previous research on gendered digital discourse. Previous studies have highlighted the expressive, interpersonal and relationship focused nature of female language in online contexts (Coates, 2015; Herring & Kapidzic, 2015). Stylistic elements that promote these feelings include emojis (❤️, 🌸, 😊) intensifiers like (so, literally and very), terms of personal response like (obsessed), and exaggerated adjectives like (stunning, flawless and gorgeous) in Instagram comment sections. These responses serve as communicative tools for developing unity, encouraging expressive connection with other users, and expressing pleasure. The consistent use of these strategies helps them to stabilize themselves and construct socially accepted feminine identities. Stylistic patterns of male users on the other hand align with authority, logic and serious judgment. Men use brief declarative structures, or evaluating vocabulary and they rarely use interpersonal or emotive signs. Their language lacks emotional expressions, hedges, and solidarity signs. Both offline and online, this is consistent with conservative ideas of masculinity (Lakoff, 1975; Herring, 2000). As a result, male commenters support culturally acceptable masculine features by representing themselves as powerful, skilled, and informed.

These are strengthened by audience response and platform affordances. Public markers of societal support include things like likes, shares, comment replies, and encouraged content. Interpersonal

and emotional comments from female users are commonly highly involved, which supports the use of stylistic strategies that inspire communal participation and connection. Male users express concise evaluation. Certain stylistic behaviors are constantly repetitive, socially satisfied, and standardized as a result of the prominence and determinate response that these connections provide. This ultimately leads to the rise of gendered identities in online discourse. In spite of the detail that these identities are continuously achieved and exchanged. Additionally, there is an important contact between platform values and gender. Instagram's stress on illustrations and beauty-focused content inspires personal, expressive observation, mainly from female users. Men often modify their language to satisfy platform-eased requirements for concise evaluation. Therefore, content type, audience importance, and platform-specific principles help gendered stylistic patterns. Platform design directly impact how gendered identity is constructed, achieved and recognized. These findings highlight how important it is to consider the sociocultural context to analyze digital interaction.

Moreover, the results also express the patterns and flexibility of stylistic choices. These stylistic patterns support socially accepted values of femineity and masculinity. Such adaptability highlights the performative nature of gender and emphasizes that digital sites can be both traditionalism and revolution. Consequently, Instagram comment sections offer a lens to examine the social and communal tools that encourage gendered expression in digital environments. They serve as illuminations for identifying cooperation, processes of identity construction and maintenance through language. The wider sociolinguistic and practical consequences are highlighted in the discussion's conclusion. The study shows that how subtle stylistic choices such as intensifiers, expressive adjectives, address terms, and emojis facilitate identity presentation. The study also shows that online gendered communication is informally facilitated and socially supported practice rather than just individual stylistic preference. Overall,

the analysis expresses that Instagram comment sections are frequently contracted, passed and informally promoted. Users exchange the struggle between group norms and individual look through combination of evaluation indicators, audience awareness, and platform-facilitated feedback. These findings provide evidence that gendered digital communication is context-sensitive, regular and performative while allowing for flexibility and user activity.

6. Conclusion

Unlike earlier research that focuses generally on posts across various platforms; this study discovered how male and female users make use of language in a different way when responding to accessible Instagram beauty content. Ideas of beauty, identity, and social connection are always being shaped and discovered on social media platforms through daily communication. Among these platforms, Instagram performs a most significant role because it is extremely representative and supportive, inspiring users to respond to the posts through comments, emojis, and stylistic expressions. This study shows that gendered variation in social media discourse is analytically shaped and maintained through regular stylistic performs relatively than being unintentional or unusual. By analyzing publicly available posts on Instagram, the study shows how users dynamically create, attain and normalize gendered identities in online spaces. These gendered differences highlight how interactional feedback, audience expectations, and social norms shape online interaction. These are socially and publicly allowed rather than biologically determined. The results show that female users frequently use inclusive, interactive and emotive language to create and maintain their social identities. They use emojis, politeness markers and expressive adjectives that focus on interpersonal connection or building relationship. These stylistic behaviors promote social relationships in beauty-oriented groups by allowing users to plan an existence according to socially acceptable standards of femineity. Female users' language focus on shared interest, emotional support and position by highlighting the importance of

interpersonal connection in the formation of femineity identity construction in digital space. On the other hand, male users use language that focus on control, confidence and authority. They rarely use emotional and relationship-focused language and make declarative statements. These stylistic patterns show socially accepted ideas of masculinity by expressing independence, competence and reason.

In addition, the stylistic choices of male users are often brief, evaluating and appearance-focused suggesting that authority and communication effectiveness are more important than emotional or relational language. The key conclusion of study is that audience participation and stylistic trends are necessary for creation of gendered identities in digital interaction. Social media feedback mechanisms such as comments, likes and shares motivate users to imitate socially accepted language patterns by providing validation. This process creates self-promoting cycle by identifying and practicing gendered stylistic agreements. As a result, platforms like Instagram serve as performative sites for gendered behaviors which makes them important contexts for sociolinguistic research. Significantly, this research suggests possible directions for future study. Research reveals different features of gendered communication by comparing linguistic and cultural contexts. Platform policies and design components affect engagement and help to understand gendered identity performance these findings have significant practical consequences. Digital marketers, teachers and social media users can use these visions to develop audience-aware, socially conscious and comprehensive texting plans. Moreover, by understanding that gendered communication strategies are performative and socially constructed social media users may become aware of how they construct identities and present themselves in digital discourse. This could result in communication practices that are less stereotyped, more adaptable and advanced. Research on gender performativity shifts its focus to societal expectations and digital platform strategies. This study advances the fields of sociolinguistics, digital discourse analysis and gender studies.

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