

Discursive construction analysis of Social Media (Twitter) impact on shaping public perception for COVID-19 vaccine intake

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Abstract

This study is an attempt to portray the role of media as communication medium during the COVID-19 crisis. The rationalized information provided by the social media mostly empowers people in instituting the well-aware routine life selections and resolutions. Furthermore, in past the civil service authorities of world cities have also consulted media information for making workable coherent strategies and judgments to flatten the epidemic curve through damage control. The focal point of the study is to analyze and assess that how the social media (Twitter) played an important role by using discursive practices to shape the beliefs and perceptions of the general public for the COVID-19 vaccination intake process. The research framework aligned on the socio-cognitive media approach by Tunc van Dijk (2014) which promotes socio-cognitive contribution thesis suggesting the cognitive mediation existence between the discourse and society relations with each other (Van Dijk, T. A. 2014). Hence, making the selected approach appropriate for interpreting and analyzing the selected twitter data. It explains the micro, meso and macro mediation involved in the dispersal and receiving of message/information comprehensively. The results and analysis of this qualitative research has demonstrated that we can interpret and represent social structures and information cognitively and during such mental representation and mind making process social media plays an important role in moulding the people's psyche to adopt the social behaviour (COVID-19 Vaccine intake) essential for the general well-being of society as a whole.

Keywords: Social media, Tweeter, Society, COVID-19, Vaccine intake

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1. Introduction

The universal role played by the print or social media as a wide range information source, during the worldwide natural or engineered disasters, health outbreaks and epidemic is an undeniable fact. The world public got empowered in making well-informed decisions due to the ever available media information. Dhar, S., & Bose, I. (2022) reported that the behavioral outcomes of stakeholder(public) have strong association with the presence of positive or negative emotions in social media messages like Twitter or Instagram post. The collective review was done by Thomas, M. J., Lal, V., Baby, et al (2021), to investigate the pros and cons associated with confirming the world wide awareness and connectivity through television and social media. It assisted the experts, policy makers, and establishment and health sectors in planning the swift and effective pandemic response.

The year 2020 will always be remembered as the time when COVID-19, a global pandemic, shook the entire world. The unpredictability and highly contagious nature of the virus left everyone in a state of perplexity on how to effectively detect its existence within individuals and what possible remedies could potentially counteract this deadly affliction. As a result, nations across all continents united together with pharmaceutical companies alongside different governments and universities exhaustively working day-and-

night for one common goal of discovering effective treatments against COVID-19 that would lead to preventative measures being established; by end results reached through Anwar, A., Malik, M., Raees (2020), three such vaccines have been successfully created.

The deluded and ill-informed people spread the crazy conspiracy theories over social. The media has been propagating various conspiracy theories around the COVID-19 vaccine. One such theory suggests that a microchip is embedded in it, allowing Bill Gates to monitor every movement of the vaccinated individual. Another claims that by taking this vaccination one's DNA can be altered or affected. Lastly, some believe that if you receive this particular shot then Russia will have access to spy on your activities using its chip technology inside the injection itself. The anti-vaxxers, flat-earthers and cynics raising climate change slogans created an unfortunate ironic situation by showing trust in wrong science in an age having well-funded yet clearly marked commercial and ideological interests along overwhelming oozing digital information (Allchin, D., 2022). Henceforth, the governments around the world had to take up a battle against misinformation sources in every world country as these were influencing the general public to show vaccine intake hesitancy.

The COVID-19 pandemic's severe harmful nature and effects are tactfully exposed by media for creating colossal awareness among general public as Garg, H., et al (2021) have also observed the dynamic role of mass media in information sharing and connecting general public during COVID-19. The pandemic brought to light numerous health, social and cultural as well as economic concerns globally. The media played a vital role in assisting governments worldwide by providing real-time updates on national and international developments related to the virus. Additionally, it facilitated the dissemination of literature that promoted healthy practices and hygiene measures.

On the flipside, Banerjee, D., & Meena, K. S. (2021) looked into the 'infodemics' of COVID-19 spread and public reaction portrayed through social media. Also, they observed the ways to maintain "digital balance" by integrating social media into public health for creating an equilibrium which resulted into pandemic preparedness of health-sector and public for this crisis. The media played a crucial role in promoting daily illness-prevention measures and advocating for the use of tele-health to monitor healthcare needs. Nowadays, the media has an influential presence as a means of addressing both minor and major public concerns on a unified platform. This research endeavors to recognize and emphasize how essential it is for the media to create awareness, develop public opinions, and shape perceptions regarding COVID-19 vaccine intake as well as future medical events.

Research Questions

1. How social media (twitter) is laying a role in enlightening and shaping the perception of masses for the COVID-19 vaccine intake process?
2. What media discourse techniques and discursive practices are involved in developing socio-cognition of common people for the COVID-19 Vaccination process?

Research Objectives

1. To study the discourse practices used by social media for infusing the public safety message and specific awareness about COVID-19 vaccine
2. To analyze the discourse construction of discursive practices used by social media for molding the public psyche for COVID-19 vaccine intake

The Significance of Study

This research displays the active social media contribution in highlighting the reasons and then ultimately influencing the general public by presenting the scientific and logical facts regarding the needs and benefits of taking COVID-19 vaccine. Around the world, the wild spread of conspiracy theories against COVID-19 vaccine intake have resulted in general public reluctance to the vaccine intake. Also, negative propaganda circulating at all information forums caused a huge damage, as many people not only died themselves but also spread and contract the virus to healthy persons. Such reluctance can ultimately result in the forever presence of COVID-19 pandemic. Social media can play and is playing a vital role in clarifying the misconceptions or misinformation by communicating the ground reality and medical facts related to COVID-19 vaccine intake to persuade and make up the mind of a common person for getting him/herself vaccinated for the greater good of human kind.

The study focuses on limited selective data of 12 Twitter posts, presenting the COVID-19 vaccine effectiveness through brief media discourses and reports and also encourage the general public for vaccine intake. Among them 6 Twitter posts are the tweets by prominent celebrities or influencing personalities while other 6 posts are the tweets of the people from the general walk of life.

2. Literature Review

Studies shows that in past pandemics, the print media played its fair share of creating public awareness hence such media records can act as a guiding block for this study. The main focal point was to observe the mass media strategies and practices used in constructing the world wide public COVID-19 pandemic awareness campaign. Anwar et al (2020) in their study, analyzed the significant influence of media on COVID-19 infodemics in comparison to past pandemics such as SARS (2003), H1N1 (2009) and MERS (2012). The authors examined how mass media served as a primary channel for disseminating information about coronavirus while exploring its role within public health communication. By analyzing scientific findings and conclusions, they reflected upon how an outbreak like COVID-19 creates opportunities to investigate debate around issues related to society, culture and economics. This includes questioning the impact of racial prejudices stemming from virus origin that may hinder scientists' collaboration towards potential solutions.

The study, initiated by Guo, S., & Guo, Y. (2021) based on Critical Race Theory and CDA analyzed and later witnessed the deep rooted discrimination in Canada promoting the anti-Asian, anti- Chinese racism and xenophobic reflections and proposed to administer the pandemic anti-racism educational improvement in post- COVID-19. The extensive geographical lockdown, as well as the financial and social difficulties caused by the corona-virus pandemic have led to psychological distress and anxiety among people. The media's coverage of this crisis has also contributed greatly in fueling these negative emotions. Unfortunately, news outlets often report on non-scientific remedies for treating COVID-19 while endorsing unverified medications recommended by fraudulent individuals or officials which is a practice that only adds to confusion surrounding how best to stay safe during these difficult times. Furthermore, reports indicate an alarming increase in domestic abuse which further compounds the ongoing stressors associated with this public health emergency. Heise's ecological model is employed by Usta, J., Murr, H., & El-Jarrah, R. (2021) for analyzing the violence against women during lockdown and findings confirmed the increase in perpetrator's risk factors, financial issues, household stains and limited support access availability for the survivors.

Conversely, the digital dashboard was employed by the media for providing the live updates and tracking to worldwide population. CDC and World Health organization collaborated with media to make the speedy and extensive public health communication possible. Mheidly, N., & Fares, J. (2020) recommended the comprehensive tool in the form of 'Infodemic Response Checklist' for tackling the current and future infodemics challenges occurred during introducing the public to the corona virus preventive health and hygiene practices and precautions. The case study of Jhpiego was reported by Sood, B. (2022), where cross-sectorial and multifaceted program was administered by the local government. It provided the technical support in the form of enhanced preparedness of healthcare system across the 15 Indian states by offering the training and surveillance through virtual platform along continuous daily guidelines providence.

Anwar et al (2020) put forward a model to evaluate the role of mass media in preventing and controlling outbreaks. Their model includes six major components which assess criteria such as public health communication and health education. The feedback generated from this evaluation can inform operational interventions that are timely for future crises management. The first component identified by the authors is 'public health communication'. They suggest that effective use of mass media could serve as an intermediary between people, enabling them to access healthcare officials or local administration with ease. Additionally, leveraging off the second major component of "health education", it's suggested that optimal usage will be crucial towards endorsing preventative measures pertaining both physical & mental well-being amongst individuals across varying ages/communities.

Furthermore, the 'Managing Infodemics' component covers the dissemination of accuracy of the information about diseases that spread quickly over a wide spectrum. The World Health Organization has identified three crucial aspects to outbreak risk communication. Firstly, relevant authorities must ensure rapid distribution of necessary disease-related information across all mass media platforms for urgent public access regardless of social or cultural biases by utilizing translational methods. Secondly, authorities can use media outlets to address population fears and anxieties while responding promptly to individual queries on any issue related to outbreaks. And thirdly, in instances where social media propagates rumors or false reports regarding an outbreak situation; swift measures should be taken immediately for control purposes to prevent misleading actions from being considered valid avenues towards healing infections particularly during panicked periods.

Undoubtedly, mass media wields substantial influence in contemporary society by providing a comprehensive platform for disseminating varied health information crucial to public welfare. Through its inclusive healthcare training programs and robust social distancing policies, it strengthens interpersonal bonds while ensuring equal access to medical resources devoid of discrimination or marginalization. Therefore, we must prioritize comprehending the role of media in promoting effective public health communication as an indispensable tool toward combatting present and future pandemics such as COVID-19.

The role of digital and print media in raising awareness during crises or chaos as highlighted by Sambhav, S. (2020) in a recent study explains how the media serves as an essential medium to bridge communication between society and government institutions while keeping readers updated with real-time information amidst crisis situations such as present-day COVID-19 pandemic. It also provides much-needed calmness to the general public along with educating them for establishing positive behavior that can aid better coping mechanisms. However, researchers have identified ground-level challenges encountered by media outlets in disseminating vital information nationwide despite their crucial role towards ensuring timely dissemination of correct news which keeps citizens informed about new facts surrounding any emergency circumstance faced both on local & national levels including governments too.

Media coverage allows managers, policymakers, and the general population to stay informed about any situation. The media is responsible for collecting, accumulating and distributing information rapidly on a global scale. However like all modern resources, there are positives as well as negatives associated with the media's good or evil sides. On one hand it shapes public opinion by providing credible information whilst curbing fabricated evidence; but on the other it can lead to misinformation spreading quickly amongst people. Indian media holds an impressive reputation worldwide due its mass presence across 1,000 newspapers in addition to over 100 thousand magazines available alongside 200 television channels presented through thousands of different languages' news websites. There exist numerous Facebook / Twitter pages along WhatsApp/ YouTube informational platforms aimed at informing individuals regarding their surroundings' latest updates.

Sambhav (2020) in communication methods presentation, explores various Electronic Media categories such as social media and television & radio, along with discussing different aspects of print media and advertisements. The study conducted involved asking participants questions related to their preferred medium for gathering information, the frequency at which they viewed coronavirus ads and how satisfied they were with news dissemination by the media. Survey findings confirm that a majority of respondents rely on social networks for accumulating information; due to skepticism towards TV news credibility these people crosscheck from other sources before accepting any reportage heard over this channel. Overall, the research concludes that despite being in quarantine during COVID-19 outbreak times when reliance on credible information is paramount, most of the individuals are quite satisfied with how well mainstream electronic platforms have fared pandemic situations worldwide. Pandemics refer to widespread epidemic diseases that affect multiple regions globally. The Black Death or bubonic plague, for instance, caused the loss of 25-75 million lives in Europe during the 1300s while influenza killed about 40-70 million individuals worldwide between 1918 and 19. To address these maladies' harmful effects on public health, medical experts have formulated vaccines tailored to combat such specific epidemics essential in preventing their dispersion and ultimate eradication altogether. Wibowo, D., Jorritsma, S. H., Gonzaga, Z. J., Evert, B., Chen, S., & Rehm, B. H. (2021). According to B. Greenwood's (2014) findings, vaccination played a significant role in eliminating smallpox and rinderpest diseases. The establishment of the World Health Organization's Expanded Program of Immunization in 1974 as well as the Global Alliance for Vaccination and Immunization in 2000 facilitated an impressive boost towards attaining global coverage on immunizations against various infectious childhood illnesses.

In modern times, the novel corona virus has caused a deadly pandemic known as COVID-19. This outbreak originated in November 2019 from Wuhan city of China and quickly spread across the globe due to advanced technology used by mass media which transformed the world into a global village with easy access to news and information. Sambhav (2020) notes that this outbreak necessitated half of the population worldwide practicing lockdown leading to significant impacts on daily life routines for everyone involved. Due to the lockdown, we have become more reliant on internet, mobile phones and computers in order to access minute-by-minute updates about COVID-19 via various forms of mass media. This includes print publications, electronic news channels and social media platforms -- with 87% of people surveyed reporting an increased use of the latter during this period. Scientific publication "Social Media and the New World of Scientific Communication During the COVID-19 Pandemic: Clinical Infectious Diseases" by Pollett & Rivers (2020) explored how Twitter can be a particularly effective tool for disseminating authentic research findings surrounding coronavirus prevention alongside countering controversial scientific claims related to it from those within medical community.

Upon review of the aforementioned research studies, it has come to the attention of the researcher that there exists a gap pertaining to media's role in disseminating information about COVID-19 vaccinations. This study seeks to examine how social media platforms such as Twitter shape public opinion and perception regarding vaccination intake given current conspiracy theories circulating which propagate fear towards vaccines thereby causing hesitancy among some individuals.

3. Research Methodology

Theoretical Framework

This study falls under the qualitative research genre in which the researcher scrutinized, evaluated and communicated public viewpoints regarding COVID-19 vaccination uptake within society. Additionally, it pertains to cognitivism paradigm due to investigating individuals' thoughts on COVID-19 vaccine intake along with how media communication impacted their opinions and outlooks as a 'making sense literature'. Van Dijk's Socio-Cognitive Approach (2008) was employed by the investigator for examining and decoding amassed information.

Van Dijk's Socio-Cognitive Approach (2008)

The socio-cognitive approach, created by Teun van Dijk, stands as the oldest of all CDA frameworks. It integrates knowledge from cognitive psychology and socially-driven areas within linguistics, literary studies and communication (van Dijk 1984). The primary objective is to emphasize on social cognition's contribution in molding discourses while receiving them as well highlighting micro-macro mediation during discourse formation prone to prejudice or stereotype creation; also elucidating the role played by mental schemas etc., that propel discourse production & interpretation. (van Dijk 2001), discourse is a combination and articulation of reduced forms of social representation. It is also based on the contact models that are both global (social) and local (interactive) conditions of processing and understanding discourse (van Dijk 2008).

Media discourse and mental processes

There are two key components: media texts/images and the social practices and phenomenon involved in the production and reception of these texts/images; which are examined for analyzing the small section and feature of media language or discourse at a linguistic level. Within this scope, cognitive approaches view media discourse as a product of mental processes, individual and collective, an address both the 'product' and 'process' levels, although the former still constitutes focus of exploration. Thus, scholars investigate various linguistics and visual units which trigger understanding of meanings behind media messages that can be considered, an attempt to show how such meanings are produced as well as how they function in media discourse to influence the audiences?. In so doing, many scholars approach the exploration of media discourse through the interface of 'language- cognition-society', 'language- cognition- communication situation', 'language- cognition- culture', or 'language- cognition- history', among others. Other Scholars focus on the role cognition and emotion play in the processes of media messages' production and reception.

Conventionally, Van Dijk (1988, 1991) was more attentive towards press, when he focused to observe media analysis, he examined diverse issue extending from the themes and topics of discourse to the headlines and argumentation within press discourse (1991b). He was famous for shattering the so-called media stereotypes related to the seemingly detached objectivity related to the language used in the broadsheet newspapers. For the past 30 years the socio-cognitive approach's foremost thesis advocated by the Van Dijk is 'relations between discourse and Society are cognitively mediated' (van Dijk 2014: 121)', and essential language cognition's impact on society.

According to social cognitive theory, social structures must be interpreted and represented cognitively. This leads mental representations to impact the involvement of cognitive processes in producing and interpreting discourse. The reverse relationship also applies as discourse can shape social structure through language users' perceptions of themselves as social actors (van Dijk 2014; 122). To illustrate this approach, van Dijk (2014) analyzes an editorial on immigration published by British tabloid newspaper "The Sun." By examining the semantic and cognitive structures within the editorial, he demonstrates how diverse components interconnect between discourse structures and social structures with cognition being their interface. Another illustration of the socio cognitive approach is Koller's (2014) study of collective identities. She uses and excerpt from a BBC radio interview related to the topic of ideological conflict to reveal how the integration of discourse analytical tools which social cognitive analytical tools enables the application of CDA at three levels: the micro level of text, the meso-level of discourse practice, and the macro level context. Koller points out that by utilizing a socio-cognitive framework developed by Teun Van Dijk (2008), neighboring disciplines such as social psychology, social cognition research, and social anthropology can be enriched. This approach centers on examining the role of social cognition in shaping and receiving discourse related to any phenomenon. The researcher will apply this approach to analyze how selected data from Twitter posts influence public opinion towards COVID-19 vaccination intake. Media analysis within this context has been previously explored by Van Dijk (1988, 1991a).

Sample Data

The researcher selected 12 tweets focusing the topic ‘#COVID-19 vaccination intake’. Among the selected tweets, 6 were tweeted by the people belonged to the common walk of life means general public. On the other hand, the other selected 6 tweets are tweeted by the people having celebrity status, influencers and world leaders.

Research Design

All the selected tweets are analyzed at three levels:

1. Macro level context
2. Meso-level of discourse practice
3. Micro level of text

Macro-level focuses on the themes and topics forwarded into the text and concerns the involvement of social structures and hierarchy shaping the discourse and the proposition of the text. So, macro-level description helps us in deciphering the themes and topics of the messages tweeted through selected tweets.

According to Barry (2002) the meso-level deals with the discursive practice which involves the issues and sources responsible for the production and consumption of the discourse or text. We focus on the entity or institution responsible for producing the discourse/text and the intended target audience of the message conveyed through the produced text. So, we mark the producer and the target audience of the tweet message.

At the micro-level, we examine the semantics focusing on the meanings have been emphasized in the text of the tweet, it also deals with the background details, intended meanings and pre assumptions presented in the tweet. Moreover, we analyze the syntax comprising the sentence structure, arrangement, stylistic pattern and the lexicon and word choice considered by the creator of the tweet. Rhetorical aspect of the tweet is also get examined through the multimodal, graphics, metaphors and expressions used in the tweet. After the in-dept three level analysis, the findings and results are finalized by the researcher through comprehensive discussion.

4. Analysis

The selected tweets are analyzed by keeping in mind the dimensions of research framework set by the researcher.

TWEET: 1



Tweet 1

In this tweet, a 15 years old teenage girl is sharing her personal experience and using positive power words “I feel great!” after taking the COVID-19 vaccine and seemingly she urges other teenagers to follow her shared social obligatory practice. The presence of multimodality in form of a ‘smiling picture’ and positive appraisals laden text is conveying a positive and encouraging message regarding COVID-19 vaccination intake for teenagers at local and international level.

The macro-level context theme portrayed through the tweet is, ‘COVID-19 vaccination of teenager’. At meso-level discourse practice the producer and agent of message is a teenage girl conveying message to the target audience (young teenage people). The micro-level strong positive words, ‘I feel great’ emphasizing the possessive pronoun ‘I’ builds happy and positive expression message.

TWEET: 2



Tweet 2

In this tweet, the image of TOM the cat is the most eye-catching element. Tom & Jerry are the most popular and watched cartoon characters in all countries of world since long. So, the multimodal element of picture showing TOM teaching something and the wordings of the text ‘ me explaining the importance of vaccination to the family and friends’ is well coordinated and coherent as well as interesting and fun-filled for the audience of every age, gender or social class.

‘Got my first shot of COVID-19 Vaccine’ is a clear macro-level context theme of tweet. At meso-level discourse practice the producer of message is using the world renowned famous cartoon character TOM as mouth piece for message of mentoring the target audience of children, family and friends. At micro-level, the possessive pronoun ‘Me’ and ‘importance of vaccine’ are the used power words.

TWEET: 3



Tweet 3

Here, four medical professional females can be seen standing in the picture posted in this tweet. They are showing their COVID-19 vaccination admission cards and giving the implicit message of ‘let’s all achieve that herd immunity’ as it can be achieved only when all people will get themselves vaccinated together. The use of powerful wordings like ‘happy’ and ‘we are in this together’ and self-explained picture is portraying a positive and encouraging message regarding vaccine intake.

The micro-level context theme of ‘The COVID-19 vaccination taken by medical professional’ is evident from the tweet. The meso-level discourse practice involves the medical professionals as the producer of message for the general public as target audience. Micro-level syntactic text pattern have possessive pronouns of ‘I & We’ and ‘Let’s all try to achieve that herd immunity’ used as powerful words depicting the pleasant, enthusiastic and positive impression.

TWEET: 4



Tweet 4

The tweet is posted by a random female and it displays an unusual textual and visual description of two most prevalent social practices going on in today's world. She has highlighted the both practices by eliminating herself from the textual scene. She put emphasis on the most needed phenomenon i.e. 'got the first jab today' and a popular social activity i.e. 'find selfie corner outside vaccination center'. This shows that taking the initiative of getting vaccinated is a proud moment so that's why administration has set special corner for vaccinated people to take selfie and show their proud picture to other people at social media so that other people will also get inspiration for vaccine intake.

The macro-level proposition of context is 'The COVID-19 vaccination selfie corner' in this tweet. At meso-level the producer of message of this discourse practice is random lady from general public and focused audience is general public and selfie lovers. Micro-level semantics involve multimodal (image & text) portraying the powerful modern phenomena of COVID-19 vaccination and selfie taking in a message.

TWEET: 5



Tweet 5

The tweet is posted by the random person about the professional golfer, who is at the number one in the World Amateur Golf Ranking. The golfer had to withdraw from the tournament which he was leading and consequently lost 1.7 M prize as he tested positive for COVID. The producer of the tweet was upset due to the negligence and hesitance of golfer for taking COVID-19 vaccine. He mentioned that Jon lives in U.S where vaccine is easy to get yet he didn't take it, so he had to face the dire consequences.

The macro-level proposition of context extracted from this tweet is, 'Dire consequences of NOT getting COVID-19 vaccine'. Considering the meso-level discourse practice the producer of this message is the fan of Golfer Jon Rham, whose target audience is fan club and US public. At micro-level text the powerful phrases like, 'Jon lives in America', 'where vaccine is easy to get', 'Jon didn't get his shot', 'don't be like Jon', 'Get vaccinated' has been visibly captioned for getting audience attention and giving them warning through

multimodality aspect of message.

TWEET: 6



Tweet 6

This tweet is posted at the official tweeter account of district health office, Islamabad which is a government body and in general the audience of this message is public and specifically it is targeting the audience belonging to education sector. The use of word ‘ALL’ has been vaccinated is giving powerful message to public that government is administering mass vaccination set ups. Educational institutions are the primary social set ups whose functionality cannot be ceased for long time period. So after elderly people vaccination the frontline essential workers including educational staff is also opting for COVID-19 vaccination.

‘All the teaching/administrative staff has been vaccinated altogether’, is delivered as the macro-level proposition of tweet 6. District Health Office, Islamabad is the producer at the meso- level discourse practice targeting the educational Intuition’s staff and students as an audience. The use of powerful phrases i.e. ‘get vaccinated ASAP’, ‘#vaccine saves lives’, ‘#mass vaccination Islamabad’ at micro-level impelled informative and motivating message by using multimodal medium.

TWEET: 7



Tweet 7

This tweet is tweeted by the most powerful person of world i.e. The President of United States of America. It has a well-structured, coherent text and it is authoritative in tone. As decision ‘FDA issued an emergency use authorization of the Johnson & Johnson COVID-19 vaccine’ has already been made by the president and now he is trying to get confidence of his people. Through this tweet, first he is intimating the public about the decision made by the government and then he shared the weblink of Dr. Fauci (Director of the U.S National Institute of Allergy and Infectious Diseases & Chief Medical Advisor to the U.S President) live Q&A program from Whitehouse. He was trying to clarify the confusion, misconceptions and apprehensions of people regarding the COVID-19 vaccine intake by providing them the scientific reasons and need of taking this vaccine. Also, he tried to give the justification and explanation of the mentioned emergency decision made by the U.S government regarding COVID-19 vaccine use authorization. This tweet has a very straight forward message.

Macro-level context theme of tweet 7 is, ‘Dr. Fauci COVID-19 vaccination Q&A live broadcast from

White House'. The meso-level discourse practice involves the producer of message, who the U.S President is passing on message to the US public as target audience. At micro-level text, the use of possessive pronoun 'your' showing care and concern you the 'your' which is 'US public'. Furthermore, the tome of this multimodal (use of video &text) tweet is informative and compassionate.

TWEET: 8



Tweet 8

This tweet is tweeted by the U.S Present and have informal and frank tone which is quite contrasting to the previously discussed tweet which had formal and straight forward tone and text. Here the language used is colloquial, the words like 'Folks' and 'vaxxed' are the slangs usually used by the general public. The 30 seconds duration video got 1.5 M view at the time we took this screen shot. The U.S president has given the mentioned text of tweet his own voice in the shared video message. The message has rhyming caption words i.e. VAXXED or MASKED which is quite catchy and have rhythm in it. The main proposition is that if we will get vaccinated then we will no longer need to get masked. The given web link in the tweet is directing the people towards vaccination registration. So, on a lighter note people has been informed about a very serious beneficial outcome of getting vaccinated.

At macro-level context the theme of tweet 8 is, 'An open message of U.S President'. At meso-level of this discourse practice, it is produced by the U.S President, where the target audience is US public. Considering the micro-level text, the use of possessive pronoun 'your' along the use of slang words use i.e. 'vaxxed' or 'masked' give the informal yet informative touch to this multimodal (use of video &text) message.

TWEET: 9



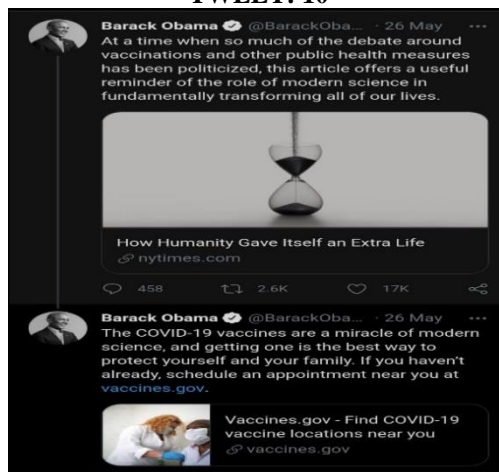
Tweet 9

The David Hasselhoff is the world-renowned actor, producer and reality show judge having celebrity

status and have 464 k tweeter followers. This tweet has been shared by the BMN a well-known German company at its official tweeter account wall. In this tweet, he has posted his video after taking a COVID-19 vaccination and directly addresses to the people in America, world around and in Germany as with his celebrity status as well as German ancestry and U.S citizenship he has tried to reach out to maximum number of people for convincing them to take COVID-19 vaccine. The powerful lexicons like FREEDOM (every living being likes to live with freedom) and DEATH (the most dreadful experience which people can face due to COVID-19) have been used tactfully by the actor and he has created a very deep emotional and thoughtful impact over his audience through this message.

The macro-level context proposition of tweet 9 is, ‘David Hasselhoff opted for the corona vaccination’. In this discourse practice, at meso-level, producer of message is David Hasselhoff, who is pursuing the U.S public and German people along people world around as an audience. At micro-level text, the powerful worlds like use of possessive pronoun ‘I, me and your’ along the influential phrases of ‘FREEDOM to get vaccinated’, ‘IT causes DEATH’ and ‘GET VACCINATED’ created a philosophical yet persuasive multimodal (use of image, video &text)message by introducing inter-textuality due to the use of German & English simultaneously

TWEET: 10



Tweet 10

This tweet is by the Barack Hussain Obama, former first Black Muslim president of America. So, the target audience of this tweet is multi- cultural, multi-racial and multi-religious public who associate themselves with this world leader. Obama has 129.6M tweeter followers and we can expect that the echoes of this message will reach far away. The shared weblink of an article, “How humanity gave itself an Extra Life” is itself information filled article regarding COVID-19 vaccination. Further, Obama has urged the public to value this ‘miracle of modern science’ and ‘get vaccinated’. It is a very formal yet inspirational and persuasive message and can influence his followers.

Tweet 10, has universal appeal proposition as, ‘Public message by Former U.S President Barack Obama’ at macro- level context. Hence, at meso-level of this discourse practice the producer of message is universally influential person who is former U.S president, who is always well-received the target audience of US public. The use of powerful word like possessive pronoun ‘your’ and phrases like ‘miracle of modern science’ and ‘getting one is the best way to protect’ makes this multimodal (use of picture, web link &text) message more philosophical and inspirational discourse.

TWEET: 11

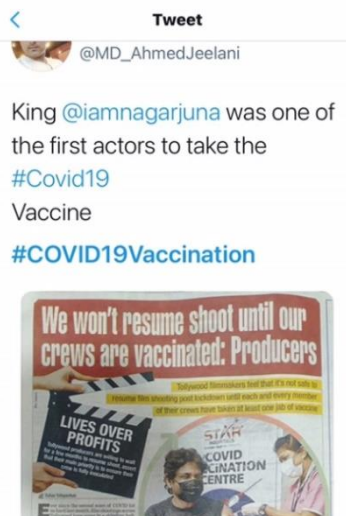


Tweet 11

This tweet is posted by the Ali Zafar. He is the famous heartthrob singer, actor and producer of Pakistani film industry and have 2.9 M followers at tweeter. ‘Bhai Hazir hay’ the phrase shows the actor is great advocator of COVID-19 vaccination, so he came a long way to join the awareness campaign. ‘All are here’ here ‘all’ is indefinite pronoun and not referring to any specific person. So, here the message presented is that we all are in this COVID-19 situation together and ‘all’ Lahore people must make efforts together for coming out of this pandemic by taking the corona vaccine.

In tweet 11, the macro-level context theme is, ‘Rock star Ali Zafar at Lahore COVID-19 Vaccination Awareness Campaign’. When we look at the meso-level of this discourse practice, we will find that the producer of message is Influential Pakistani Singer/actor, who is targeting Pakistani youth as an audience through this message. If we observe the micro-level text the universality of message is created by using indefinite pronoun ‘all’ which further move towards the individuality by using the phrase ‘I feel great!’. The element of multimodal (use of picture &text) is there along the touch of inter-textuality created through both Urdu and English languages used ‘bhai hazir hay’ to frame this inspiring and compelling message.

TWEET: 12



Tweet 12

This tweet is posted by the fan of South Indian mega actor Nagarjuna on actor’s tweeter wall. He is among the most influential actors of ‘Tollywood’ the south Indian film industry and having around 6 million tweeter followers. People worship him like a demi-god. This tweet is conveying powerful message to the followers and general public that Nagarjuna is one of the first actors who took COVID-19 vaccination so people should also follow his lead and adopting this social obligation.

The powerful theme at macro-level context is advocated through tweet 12. The proposition is, ‘South Indian mega actor is the first one to take COVID-19 Vaccination. At meso-level of this discourse practice the

producer of message is one fan of the actor Nagarjuna who is targeting the Indian Public generally and South Indian people as specific audience of this message. At micro-level text the use of power words in message like 'King' and 'one of the first actors' is successfully created an inspiring and influential multimodal (use of newspaper picture & text) discourse.

4.1 Discussion

The socio-cognitive CDS framework suggests that individuals acquire positive or negative beliefs, behaviors and views by observing the actions of those around them. To explore this phenomenon in relation to COVID-19 vaccination uptake, a researcher examined sample data for validity regarding the role played by media in positively shaping public opinion and perception on vaccinations. The outcomes show that the social cognition deals with how the ideologies structure the mental models of people? And to control minds of the people (van Dijk, 1993, 1997) , so, the ideology, 'get COVID-19 vaccination' is propagated by the U.S President, entertainment media celebrities, healthcare professionals in leadership role and people living around us using social media discursive practices. Through their discursive practices at tweeter they tried to interact and touch upon the personal cognition of general public.

The socio-cognitive ability of people tries to negotiate the communication between the mental makeup and problem-solving pragmatic view, so through the informative and thoughtful tweets the producers tried to direct the thought of people towards solving the pandemic issue. Sometimes implicitly and many times explicitly they provide the ultimate solution for getting free from the mega issue to pandemic by taking COVID-19 vaccine. The individuals have shared their personal experiences and actions i.e. getting vaccinated, so that people can observe and associate themselves with the shared experiences and model their behaviour by following the footsteps of people who is getting benefits of getting vaccinated.

The macro-level analysis of almost all the selected tweets leads towards the main theme and proposition, which is 'freedom needed for life and freedom from death due to COVID-19 pandemic is only possible through getting vaccinated'. The meso-level analysis shows that people from all walks of life are using their social, political and academic statuses to motivate, influence and model the opinions and perceptions of general public for COVID-19 vaccine intake.

The micro-level analysis consolidates the fact that it a social and psychological reality that continuous and substantial statements (words and phrases) presented through convincing and logical syntax and semantics can affect the person psychological and socially. Positive and powerful words are used in the selected tweets, lexicons like 'we all are in this together', 'feeling good', 'COVID shield' , 'vaxxed or masked', 'Freedom to get vaccinated', 'freedom of life', 'how humanity give itself an extra life', 'stay safe, get vaccinated' and 'get vaccinated ASAP'. This shows that if people/governments or organizations set some goal and direct their actions, behaviors and discourses accordingly they can accomplish the goal. The continuous and repeated organized campaign for 'COVID-19 vaccine intake' by propagating useful literature at social media can ultimately result in convincing the public to take COVID-19 vaccine for their safety as well as for the safety of people living around them.

5. Conclusion

In modern world, due to the number of users the social media is offering the worldwide web's largest flow of information. It provides the forum to the user for communicating, exchanging and generating information more conveniently at larger scale. It can provide more reliable and extensive observations to researchers and social scientist about the spatial and temporal flow of information which can lead to obtaining biased-free and huge size of data. In different forms of social media, the thing which make TWITTER more exclusive is its swift functioning in information evolving and collaborative nature having more collaborative style for setting agenda by its users. During the COVID-19 pandemic, the Twitter has played significant role from the beginning till now. It has not only update and set the understanding and cognition of people for comprehending the nature and source of corona virus but also conditioned them in adopting the pandemic preventive behaviour like social-distancing, wearing masks and washing hands frequently. The results and findings of or conducted study has confirmed the possibility of the prevailing phenomenon that now tweeter is playing active role in shaping the opinions and perceptions of the general public about necessity of taking the COVID-19 vaccine. People, governments, international and national health organizations and influencers are making effort to use the forum of tweeter for reaching out to people and persuade them by setting either their own experience of vaccination or disseminating the scientific facts about the vaccine intake. From the initial hesitation of public for taking COVID-19 vaccination till now a great shift in change of mind and behaviour have been observed. According to Oxford Martin School website statistics and researcher till now around 22.6% population of world has taken the one dose of COVID-19 vaccine. Also, globally 2.8 billion doses have been administered making 41.2 million doses per day average. These encouraging results show that

along other influences and agents the social media has also played impactful role in influencing people for this shift of social behaviour.

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