

“WHO am I?”: A Comparative Metadiscourse Analysis of Identity and Self-construction on LinkedIn Profiles and X Bios

Bukola Alfred

Obafemi Awolowo University, Ile-Ife, Nigeria

Email: byaalfred@gmail.com; balfred@oauife.edu.ng

Submission Track:

Received: 15-03-2025, Final Revision: 23-05-2025, Available Online: 01-06-2025

Copyright © 2025 Authors



This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

ABSTRACT

This research presents a comparative metadiscourse analysis of *LinkedIn* profiles and *X* bios for Identity and Self-construction. The study identifies the various metadiscourse features employed in *LinkedIn* profiles and *X* bios, categorizes the features, and also discusses how the identified features are used to construct professional and personal identities on *LinkedIn* and *X*. The study unveils how individuals strategically construct identities for themselves and establish connections, through linguistic and rhetorical strategies. The research qualitatively analyzes 60 accounts each on *LinkedIn* and *X*. Hyland's (2005) Metadiscourse theory is adopted as the framework for the study. The data findings reveal differences in language use, self-presentation strategies, and how users establish their personal or professional identity and presence on both online platforms. It also reveals that *X* bios emphasize creativity, humor, and personal interests. In contrast, *LinkedIn* profiles prioritize professionalism, accomplishments, and career-related information. The study concludes that a comparative metadiscourse analysis of *LinkedIn* profiles and *X* bios reveals a distinct use of metadiscourse markers for identity and self-construction, highlighting how individuals tailor their self-presentation toward the platform's conventions and purposes. This highlights the dynamic nature of self-presentation in the digital age.

Keywords: *Metadiscourse Analysis; Identity; Self-construction; social media; LinkedIn; X*

INTRODUCTION

Social media covers a broad range of online apps and platforms, allowing users to disseminate online materials as well as develop and sustain virtual social relationships. The effect of social media permeates every aspect of society, from politics and culture, marketing

and advertising, to self-branding and identity construction. The emergence of social media platforms has allowed individuals to construct and express their unique identities online. Social media assists individuals with the construction and/or projection of their identity.

Online communities such as *X*, *Facebook*, *LinkedIn*, *Instagram*, *TikTok*, and others have transformed how people connect, exchange information, and project themselves to the world. On the one hand, social media has been attributed to fueling political activism and boosting awareness on social and national issues. On the other hand, social media platforms also provide business owners and service providers with a low-cost opportunity to reach a big audience, raise brand awareness, and communicate with customers. Online networking platforms such as *LinkedIn* and *X*, amongst others, have become increasingly popular platforms for individuals to create and showcase their professional and personal identities. On these platforms, people express their identities through texts and visual materials like shares, profiles, and bios; they use these platforms to tell small stories of themselves but in such a way that this helps to construct identity (real or exaggerated). Sometimes, these social media users have a specific audience in mind to whom they want to protect their identity. In recent times, there have been several attempts to examine the strategies that individuals use in constructing and projecting their online identities. This paper specifically focuses on a comparative metadiscourse analysis of identity and self-construction on *LinkedIn* profiles and *X* bios.

Self-construction is the representation of one's own identity. This includes the perceptions one has created about oneself that help build up confidence, self-image, and identity. Self-construction on social media is associated with the public self, the part of us that is known and visible to others. Social media users seek to match a representation of self with the expectations of their audience. Most people are now more engaged in impression management through social media platforms which is mainly done through self-construction, self-projection, and many others on *LinkedIn* profiles and *X* bios. People often show the best side of their personality to others to raise their self-esteem. They project their characters in the most suitable way to the public eye.

Identity construction has always been a complex and multifaceted process shaped by personal experiences, social interactions, and cultural norms. However, the rise of social media platforms has brought a new dimension to how individuals express and construct their identities. Identity construction relates to how individuals create a sense of conviction for themselves and their target audience. In the words of Taylor (2015:1), identity-construction theories question conventional models that construct an individual's identity as static. Social media assists individuals to represent and protect their identity in multiple ways. Social media has tremendously impacted identity formation, allowing people to express themselves, interact with others, and establish their unique brand. Individuals can create their public image on social media sites, presenting themselves to the world in whatever way they like. As a result, a new type of identity has emerged, created by the online world and affected by the rules and values of social media platforms. This project will delve deeper by critically analyzing identity construction on some social media platforms (*LinkedIn* and *X*) and making a comparative metadiscourse analysis of online presence. The study has both theoretical and practical relevance.

Theoretically, it contributes to the growing body of literature on identity construction on social media. It provides a comprehensive analysis of metadiscoursal features, as well as how they are used similarly or differently on both platforms. This reveals how specific online context informs linguistic choices that may have implications on social interaction, discourse and communication. Practically, it provides insights for *LinkedIn* and *X* users on how to strategically enhance personal and professional branding online through metadiscourse markers. Individuals, businesses, and organizations that use the *LinkedIn* and *X* for personal branding, digital marketing and networking purposes, may utilize the findings of this study to improve their social media profile for better communicative goals.

A Brief Overview of LinkedIn and X

LinkedIn is a digital networking, career development and job-searching online platform. It provides registered users with various features and tools that enable them to

connect with other professionals in their field, share their talents and experiences, and create their brands. Since its inception in 2003, millions of professionals have registered on *LinkedIn* in order to showcase their educational degrees, skills, and work experiences as well as achievements to their online audience. The idea behind this platform is to afford individuals the opportunity to attract the attention of prospective recruiters and hiring organizations. One of the key features of *LinkedIn* is the user's profile. The feature affords individuals the opportunity to create a professional profile with information such as their work experience, education, skills and achievements.

Users can also add endorsements from colleagues, former employers and other professionals, which can help to validate their skills and experience. *LinkedIn*'s algorithm is designed to highlight well-optimized profiles, which means that users who take the time to create a complete and compelling profile are more likely to be noticed by recruiters and hiring managers. This algorithm encourages users to work harder at constructing their identity and brand to stand out among many, to prospective employers.

X (formerly, Twitter) is a microblogging platform that allows individuals to share short messages, called "tweets," with their followers. Since its launch in 2006, it has been the most visited online platform. The platform offers a variety of features and tools that allow users to connect with other users, share thoughts and ideas, and stay up-to-date on current events. *X* offers a variety of features that allow users to connect with other users and share thoughts and ideas on issues with a larger audience (followers). The platform has not only become a formidable communication tool for news organizations, politicians, celebrities and even grassroots communities, it has also given marginalized voices a platform to be heard. Individuals from underrepresented communities, for instance, utilize *X* to express their experiences and viewpoints on topics that affect them. This has aided in amplifying their views and contributing to a more extensive discussion on diversity and social justice issues. Also, *X* has had an impact on traditional methods of identity construction, particularly in the realms of politics, activism and marketing. *X* bios, which are short descriptions of individuals' identities and interests, are often used to express personal identity and interests. *X* bios are

short write-ups that express one's personality, interests, and values and serve as a channel for any individual to quickly rebrand or identify as an authority and quickly garner followers.

Metadiscourse

Metadiscourse is a fascinating and crucial linguistic tool for structuring compelling messages in order to elicit the intended interpretation. The origin of Metadiscourse dates back to the Mid-20th Century when linguists first became interested in the roles that language play in interactions. It is worthy of note that successful communication depends largely on a communicator's ability to achieve the intended result on the readers through the use of certain linguistic choices. Metadiscourse is a term used to describe the linguistic devices that writers use to guide the comprehension of readers to the content of a text (Hyland, 2005). In metadiscourse, writing is viewed as a social activity that draws on the interactions between writers and readers in a bid to influence how messages are communicated and perceived. Scholars like Kopple (1985) and Crismore (1989) have segmented writing into two levels: On the first level, the reader is exposed to the propositional contents and on the second level, such a reader is then mentally led through the reading of the text.

Hyland (2005:3) avers that Metadiscourse embodies the idea that communication is more than just the exchange of information, goods or services, but also involves the personalities, attitudes and assumptions of those who are communicating.' Hyland further categorizes metadiscourse into two: interactive or interactional. Interactional Metadiscourse refers to the language resources used to direct readers interpretation of the discourse. Conversely, interactive metadiscourse refers to the language resources used to create a relationship between writers and their reading audience.

According to Hyland, interactive Metadiscourse is frequently employed in academic papers' introduction and conclusion paragraphs when the author wants to engage the reader and establish a bond. It helps to convey the writer's intents and influence readers' interpretation through the following linguistic resources: Code Glosses, Transition Markers, Evidentials, Frame Markers and Endophoric Markers. Code Glosses are used to further clarify statements (such as; *specifically, for instance*), Endophoric Markers refers readers to

specific parts of a discourse (such as; *earlier mentioned*), Evidentials refer to evidences from several specific sources (such as; *as stated by Speaker A*), Frame Markers refers to seceding or preceding statements (such as; *to finish up*), Transition Markers are similar to adverbials that signal logicity (such as; *Nevertheless, Moreover*).

Interactional Metadiscourse, on the other hand, allows authorial involvement in a discourse. It is a linguistic tool that helps the writer to express their position on a subject matter. The interactional tool in turn, guides the reader on how to interpret the conversation. Devices like Engagement Markers, Self-mentions, Attitude Markers, Hedges and Boosters are examples of interactional metadiscourse. Hedges are literary techniques that show the weak convictions that a writer has towards a certain statement. Hedges can be expressed in a variety of ways, including "perhaps," "possibly," and "to some extent." The use of hedges is an excellent way to show the reader that the writer is cognizant of the complexity and intricacy of the subject at hand and would not unduly make assertive remarks. According to Hyland (2005), hedges are used to express doubts towards certain segments of a discourse. Contrary to hedges, linguistic techniques known as "boosters" show the writer's strong conviction towards a particular assertion. Using boosters can let the reader understand that the writer is making a bold and forceful claim. Boosters can be expressed in a variety of ways, such as "without a doubt," "certainly," "definitely," "surely" and so on. Evidential is a language technique that indicate the source of the writer's claim.

Evidential serve as clue to the reader that the writer relies on credible and authoritative sources to support their arguments. Engagement markers are also used to address and engage readers in the dialogue directly. Self-mention is usually in the form of personal pronouns – I, we, us, me etc. Using the plural pronouns "we, our, and us," makes readers' engagement possible. Attitude Markers show the writer's opinion towards an idea. Attitudes may be explicitly expressed through attitude verbs(prefer), adjectives (important), adverbs (interestingly) to indicate the writer's disposition on issues.

Overall, the distinction between interactive and interactional Metadiscourse draws attention to how language creates connections and direct interpretation in discourse. By studying the interactive and interactional metadiscourse, linguists can understand the complex and subtle ways authors utilize language to attain their communicative goals.

Existing studies (for instance, Thompson, 2003; Sadeghi & Esmaili, 2012; Mostafavi & Tajalli, 2012; Yipei & Lingling, 2013; Khokhar *et al*, 2016; Lythara, 2016; Ho, 2018; Farahani, 2018; Mahmood & Kazim, 2019; Etemadfar, 2020; Anuarsham *et al*, 2020; Abdullah *et al*, 2020; Liu and Zhang, 2021; Shiholo, 2024) have explored the use of metadiscourse in offline discourses – academic writings, new writings, political speeches and *so on*. There has also been a few scholarly works on the use of metadiscourse features in social media discourse. For instance, Hasbullah, Yamin and Rahmat (2021) explored the use of metadiscourse in personal blog narratives on the COVID-19 pandemic.

The study employed Hyland's (2005) model of metadiscourse. Also, Al-subhi (2022) examined metadiscourse features in online advertising platforms, focusing on *Instagram*, *Snapchat* and *Twitter*. The comparative study drew on both Hyland's (2005) models of metadiscourse and Kumpf's (2000) visual metadiscourse to examine how linguistic metadiscoursal features were distinctly used to persuade and entice customers into buying certain products. Huang, Xiao, and Wang, (2023) conducted a comparative study on the use of metadiscourse for identity construction on tourist city publicity in China and Australia. The corpus-based study focused on the *Facebook* posts on the public pages of the city Xiamen in China and Sydney in Australia. Even though this present study shares a linguistic background in social media discourse with these earlier studies, the earlier studies have not examined a comparative metadiscourse analysis of *LinkedIn* profiles and *X* bios to explore how individuals utilize metadiscourse to shape and present their identities on both platforms.

This study explicates the implications of the various linguistic and metadiscourse markers used in constructing identity on *LinkedIn* profiles and *X* bios. Employing a comparative approach, this paper explores how individuals similarly or divergently (re)construct their identity in the two digital platforms. In this paper, the metadiscourse features employed in *LinkedIn* profiles and *X* bios are identified and categorized and their implications discussed concerning constructing professional and personal identities on *LinkedIn* and *X*. The study provides insights into how different contexts and purposes of online communication can influence the use of metadiscourse elements. This study provides valuable insights into how metadiscourse elements may enhance self-representation through identity projection and influence audience perception of the individuals involved.

RESEARCH METHODS

The study employed both primary and secondary sources of data. Sixty (60) profiles each from *LinkedIn* and *X* accounts were randomly selected. These profiles were carefully selected to ensure that they embody metadiscourse markers that may be used to construct identities. The study adopts Metadiscourse theory, analyzing the data both quantitatively and qualitatively. *Metadiscourse* offers a robust framework to analyze how writers use language to guide and shape discourse for their audience. Halliday introduced this concept in the 1970s, and it has since become a widely researched and influential topic in discourse analysis and applied linguistics.

Hyland (2005) categorizes meta-discourse into two broad categories: interactive and interactional. Interactive metadiscourse refers to linguistic resources that influence how a reader interprets discourse. Interactional metadiscourse, on the other hand, refers to linguistic resources that project the stance and engagement of a writer in discourse. Metadiscourse is essential because it plays a crucial role in shaping how the audience interprets and evaluates discourse. By exploring metadiscoursal features researchers can gain valuable insights into how language creates coherence, credibility, and social interaction in discourse. Metadiscourse analysis can be applied to the comparative study of

identity and self-construction in *LinkedIn* profiles and *X* bios and helps researchers gain insights into how individuals construct their online identities in both professional and personal contexts.

Data Analysis

X imposes a strict character limit on bio-writings, compelling users to craft concise and impactful statements that capture their essence in a few lines. *LinkedIn*, on the other hand, allows individuals to richly and freely provide more sufficient information in their profiles, thereby facilitating the creation of comprehensive professional backgrounds and enabling individuals to market themselves effectively. A striking distinction between *LinkedIn* and *X* is the presence of features that validate a user's skills and work. *LinkedIn* incorporates endorsements and recommendations, allowing others to attest to the abilities and expertise of a user. This validation strengthens a user's global professional identity within specific fields. Understanding these nuances aids in comprehending the diverse ways individuals present themselves in the digital realm.

Identification of the Metadiscourse Markers

This tables below present a percentile representation of the metadiscourse markers in the *LinkedIn* profiles and *X* bios analyzed.

TABLE 1: Percentile Representation of the Occurrences of Interactive Markers as Used in *X* bios and *LinkedIn* Profiles.

| |
|----------------------------|
| Frame markers (13%) |
| Code gloss (17.4%) |
| <i>X</i> bios |
| Evidential (8.7%) |
| Transition markers (43.5%) |
| Endophoric markers (17.4%) |
| Total = 100% |

| |
|-----------------------------|
| Frame markers (6.54%) |
| Code gloss (9.35%) |
| <i>LinkedIn</i> Profiles |
| Evidential (13.08%) |
| Transition markers (71.03%) |
| Endophoric markers (0.0%) |
| Total = 100% |

Table 1 presents a comparative analysis of interactive markers employed in the *X* bios and *LinkedIn* profiles analyzed. While both *X* bios and *LinkedIn* profiles recorded a high occurrence of transition markers, there are variations in the use of frame-markers, code-gloss, evidential, and endophoric markers. This underscores how writers adapt their linguistic choices to suit each platform's unique characteristics and audience expectations. A probable reason for the overly preponderant occurrence of transition markers in *LinkedIn* profiles may be due to the professional expectations of such a platform.

TABLE 2: Percentile Representation of the Occurrences of Interactional Markers as Used in *X* bios and *LinkedIn* Profiles.

| |
|----------------------------|
| Hedges (8.7%) |
| Boosters (10.8%) |
| <i>X</i> Bios |
| Attitude markers (23.9%) |
| Engagement markers (28.3%) |
| Self-mention (28.3%) |
| Total = 100% |

Hedges (2.3%)

Boosters (16.5%)

LinkedIn Profiles

Attitude markers (32.3%)

Engagement markers (20.3%)

Self-mention (28.6%)

Total = 100%

Table 2 presents a comparative analysis of interactional markers employed in the *X* bios and *LinkedIn* profiles analyzed. Table 2 shows that *LinkedIn* profile owners make more use of boosters, attitude markers, engagement markers, and self-mention, in comparison with *X* bio-owners. The preponderant use of these markers may be due to the need to project the writer's expertise and connect with the audience more naturally on *LinkedIn*. While both *X* bios and *LinkedIn* profiles utilize hedges, *X* bios have more hedges. In contrast, users of *LinkedIn* heavily rely on boosters and self-mention to support professional networking and personal branding. The disparity in the number of markers used emphasizes how writers adapt their language and communication styles to suit each platform's unique characteristics and audience's expectations.

Metadiscourse Implications of Interactive Metadiscourse Markers as used in LinkedIn profiles and X Bios

Frame Markers

Frame markers help convey the user's tone, identity, or purpose. These markers enhance communication and quickly convey important information to viewers. *LinkedIn* profiles are often more discoverable through search engines, making optimizing frame markers for industry-specific keywords crucial. *X* bios may focus less on discoverability and more on immediate engagement. In essence, the use of frame markers on *X* bios and *LinkedIn* profiles differ based on the platforms' nature, audience as well as the users' intentions.

EXTRACT 1

*"Welcome to SNK's official Xaccount. Follow this account to get the latest info **regarding** your favourite game series such as "KOF", "SamSho", and more!" @SNKPofficial*

EXTRACT 2

*"**My goal** is to alleviate the pressure of administrative tasks." Alert Herbert*

EXTRACT 3

*"**My objective** is to be a high-level business leader, championing creative and innovative solutions with a huge impact on the bottom line anywhere I find myself." Olugbenga Obafemi*

In Extract 1 above, "regarding" serves as a frame marker that indicates the specific focus or topic of the information being provided. It suggests that the X account (SNK) only supplies information relating to the reader's favorite game series ("KOF", "SamSho") and similar ones. The term "regarding" helps clarify the relevance of the X account and narrows down the subject matter for the reading audience. Should the reading audience require different information, such may quickly exit the account. In extracts 2 and 3, the phrases "my goal" and "my objectives" from *LinkedIn* profiles reflect the user's intense ambition and desire to excel in a leadership role. The use of lexes like "high level," "championing," "creative," and "innovative" highlights the profile owner's aspiration to be at the forefront of driving change and making significant positive impacts on the performances of prospective organizations, regardless of location or circumstance. The lexes showcase the *LinkedIn* profile owners' determination to be influential in business, focusing on delivering results and generating substantial value. Frame markers can signal the user's openness to networking, collaboration, and engagement with like-minded individuals, whether for career advancement, business promotion, or personal growth. Therefore, the excerpts above show that frame markers on both platforms serve as a way to align profiles with users' goals and audience' interests.

Code Glosses

The use of code glosses to achieve a specific purpose in the *LinkedIn* profiles and X bios is utilized.

EXTRACT 4

*"Occasionally on your screen. Now, **for instance**. My views are of terraced houses."*

@BenedictSpence

EXTRACT 5

*"Ph.D. in physics, also interested in mathematics and science theory. Loves to apply general knowledge of science to other fields, **for example**, ME/CFS."*

@StenHelmfrid

EXTRACT 6

*"Trying to fish where others don't. **For example**: HK, SE, SG, PL CAGR +13%, Aim for margin of safety with revenue growth, details and writeups in blog."*

@GlobalStockPick

EXTRACT 7

***For instance**, I worked with Ben, a fitness Coach in Australia...*

Tracy Anosike

EXTRACT 8

*Skilled at launching new platforms and onboarding stakeholders with technology and ongoing support **such as** SaaS, Microsoft Office, Google Suites, CRM and Zendesk experience.*

Yazmin Castillo

EXTRACT 9

*Throughout her career, Rhoda has worked with renowned companies **such as** Microsoft, Helgg, Secluded, and KPMG, honing her skills and gaining valuable experience.*

Rhoda Oobwiroro

EXTRACT 10

*My work has appeared in publications **such as** The Continent, Al Jazeera, and Guardian Life.*

David Adeleke

In extract 4, which is from a X bio, the phrase "for instance" functions as a code gloss, providing additional context or clarification to the preceding statement. It indicates that the example illustrates or demonstrates what the profile owner specifically means by "occasionally on your screen." By using "for instance," the profile owner signals to the reader that they are providing an exemplification of their previous statement. This metadiscourse marker is essential for ensuring clarity in the message. It helps the reader connect between the abstract concept of "occasionally on your screen" and the specific example of "My views are of terraced houses." In extract 5, the code gloss "for example" is used in this X bio to provide an illustrative instance. By mentioning "ME/CFS" as an example, the profile user clarifies how they apply their scientific knowledge to other fields beyond physics, mathematics, and science theory. The metadiscourse marker helps readers understand the

range of the user's interests and expertise and helps adequately construct the user's profile identity. The code gloss "for example" in extract 6 is used here to introduce specific information on "HK, SE, SG, PL", which exemplify the profile user's approach to investing in various countries. By providing these examples, the profile user clarifies their investment strategy, emphasizing their focus on regions where others might not be as active. The use of this marker guides the reader's understanding and allows them to grasp the user's investment philosophy better. The *X* bios in the provided extracts effectively utilize code gloss to enhance communication and provide additional context. These markers aid in framing information, giving examples, and guiding the reader's interpretation, thus making the bios more engaging and informative.

In extract 7, the code gloss "for instance" introduces a specific example. The phrase signals that the profile user is about to provide an illustrative case to support their statement. The example is the profile user's work experience with a fitness coach named Ben in Australia. In extract 8, the code gloss "such as" is used twice to introduce examples. The first occurrence introduces examples of technologies that the profile user is familiar with, such as SaaS, Microsoft Office, Google Suites, CRMs, and Zendesk. The second occurrence, "and," serves as a conjunction to link the last two examples in the list. In extract 9, the code gloss "such as" introduces examples of renowned companies the author has worked with, such as Microsoft, Helgg, Secluded, and KPMG. The phrase provides additional context about the author's professional experience and affiliations contributing to their identity construction and projection on the platform. The code gloss "such as" in extract 10 introduces examples of publications where the works of the *LinkedIn* profile owner have featured. The phrase showcases the profile owner's published works, supporting their credibility and expertise. In all these extracts, code glosses are crucial in providing specific examples or instances that helps to achieve a more robust understanding of the profile owner as not only qualified but equally experienced. The code glosses are used to project the profile owner as an invaluable asset.

Evidentials

EXTRACT 11

"We have two passions: microtubules and microscopy Tweets are by Irina Kaverina and @Magni_Fye (as indicated)." @KaverinaLab

EXTRACT 12

*"Vinyl Deals. As an Amazon Associate, I earn from purchases. Product prices and availability are accurate as of the date/time **indicated** and are subject to change." @vinyldealuk*

EXTRACT 13

*"tech, public policy, and formula 1. (tweet are personal opinions unless **indicated** otherwise)." @HyeMedia*

In extract 11, the use of "as indicated" implies that this information has been earlier pointed out, and referenced, restating it based on the indication. This evidential marker strengthens the X bio-owner's credibility by linking it to a source or context outside the current sentence. It implies that the statement is not merely the user's assertion but is supported by a prior indication or an external source of information. In the same vein, the use of "indicated" in extract 12 suggests that the information provided in the sentence is time-bond and valid only within the specified date and time. This is a subtle way to present the X bio-owner's company as trustworthy or reliable. This evidential attribute the accuracy of the information to a particular time and helps readers understand the temporal context in which the statement holds true.

In extract 13, the evidential "indicated" suggests that by default, the bio-owner's tweets are considered personal opinions. By including this evidential, the bio-owner emphasizes the importance of considering the context and any explicit indication provided to interpret the text correctly.

Transition Markers

EXTRACT 14

"And STILL the sports columnist for @IndyStarSports! Retired professional dog-walker. Furthermore: #ColumnComing" @GreggDoyelStar

EXTRACT 15

*"I look forward to utilizing social media outlets such as X in order to express myself in a more succinct & to-the-point manner. **Furthermore**, I believe that it can help me develop my social construct."* @amala

EXTRACT 16

*"I create UGC ads for brands for TikTok and Instagram. I **also** help aspiring UGC creators make money from content. 11+years' experience"* @The_UGC_Queen

EXTRACT 17

*"I am a certified virtual assistant and appointment setter. I can manage multiple projects simultaneously **while** maintaining an impeccable level of quality."* Alert Herbert

EXTRACT 18

*"**But** a big break came when I got a job with a media & marketing company."* Abiola Onakoya

EXTRACT 19

*"I help startups make profitable decisions and create value by offering analytical insight and initiatives that ensure sustainable and scalable growth **as a result of** my financial expertise, forward-thinking and business growth strategies."* Feyisayo Hillary Awopetu

Transition markers connect ideas and show the relationship between different parts of a text or speech. In extract 14 above, the transition marker "furthermore" signals the continuation of a discourse, in this case, a continuation of identity description in the X bio. The transition marker in extract 15 is "furthermore." Showcases the interests of this particular X user. The context of this excerpt indicates that the following statement will provide additional information or support for the previous idea. In extract 16, the transition marker present "also," is used to introduce an additional point or idea related to the previous one. In this context, "also" suggests that this user helps aspiring creators and has another role or function: to assist them in making money from their content. The transition marker in extract 17 is "while." It indicates a contrast or opposition between the two parts of the sentence, emphasizing the ability to imagine multiple projects simultaneously while maintaining an impeccable quality level. This transition marker helps to connect the two ideas and highlights the user's multitasking skills and commitment to maintaining high standards. In extract 18, the transition marker is "but." The transition marker "but" contrasts the previous situation and the new opportunity. It sets up a change in the narrative, suggesting that the user is about to share a significant turning point in their career. This

portrays the individual as one who is sought-after. The transition marker in extract 19, “as a result of”, connects the previous part of the sentence, describing the actions and capabilities of the speaker. It indicates that the mentioned abilities and skills are why the user can assist startups in making profitable decisions and achieving sustainable growth.

Endophoric Markers

EXTRACT 20

“These Islands is a forum for debate standing unabashedly for the view that more unites the people of the United Kingdom than divides them.” @These_Island

In extract 20, the user employs endophoric markers to clarify the purpose and stance of the profile. The phrase “These Islands” is an endophoric marker that refers to an X bio. It clarifies the profile’s identity and signals that the content shared is associated with the theme of “These Islands.” Intentionally, the endophoric marker matches the name of the X account. The marker helps establish and distinguish the profile’s brand from other X accounts. The clause explains the purpose and mission of the account – a platform for debate. The use of “is” directly connects to the subject “These Islands.” The phrase “unabashedly for the view” emphasizes the profile’s commitment to a specific perspective. The statement encourages engagement and discussion while asserting the belief that the people of the United Kingdom share more common ground than differences. By standing “unabashedly” for this view, the user positions themselves as an advocate for unity.

The use of endophoric marker helps to create a more immersive and engaging experience for the audience. These markers provide references and context within the text, allowing the profiles to convey personal identity, beliefs, and purpose more clearly and effectively. Endophoric markers contribute to a cohesive and compelling narrative that draws the audience into the profile’s world and encourages interaction and connection with the profile owners.

Metadiscourse Implications of Interactional Metadiscourse Markers as used in LinkedIn Profile and X Bios

HEDGES

EXTRACT 21

*"We all are nuts, **to some extent**. Long live the fellowship of nuts! Header image courtesy @nat_sharpe_ & midjourney"*

EXTRACT 22

*"**Probably** not as funny in real life// she/her." @AirSomes*

The use of "to some extent" in extract 21 shows that the user expresses uncertainty about their statement. Using "to some extent," the X user indicates that the statement is not totally accurate and may have limitations or exceptions. This hedge marker (to some extent) suggests that while the statement might be true to a certain degree, other external factors might influence its validity. Hedges are therefore often deployed in X bios to avoid making overly definitive claims. Users try to construct an image of trustworthiness and reliability for themselves in terms of the credibility of information they disclose. In extract 21, "to some extent" serve as a circumstantial adjunct to the statement, "we all are nuts," making it clear that the assertions are not universally valid but may have a measure of truth or relevance if looked at from specific perspectives. This metadiscourse marker helps to set boundaries or limitations to the extent of the engagement with the subject, leaving room for interpretation or variation.

Hedges like "probably" in extract 22 also indicate uncertainty or speculation, suggesting that something might not be as funny in reality compared to a certain expectation or perception. It suggests that the X user might not be as funny when met physically in comparison with the humorous online content produced. The use of hedges in *LinkedIn* profiles is minimal. This may not be unassociated with the formality of the platform and the need to project a great level of conviction, precision and accuracy with the information supplied. In addition, hedges are minimally used in *LinkedIn* profiles because the platform is

primarily designed for professional networking and showcasing skills and achievements. The study found out that most of the *LinkedIn* profiles did not employ hedges but provided details which were affirmed facts. Hedges, which are phrases that soften the impact of a statement, may therefore be perceived as a lack of confidence or precision in a professional outlet like *LinkedIn*.

Boosters

EXTRACT 23

*"Fox NFL game announcer. Founder/Chairman of FanHuddle <http://FanHuddle.live> If I claim to be a wise man, it **surely** means that I don't know. - Kansas" @Robert26Smith*

EXTRACT 24

*"**Certainly!** As a highly empathetic and customer-oriented individual..." Ademola Ouwafisayo Hussain*

EXTRACT 25

*"I can **surely** be your to-go reliable specialist," Abiola Onasanya*

EXTRACT 26

*"When I'm not on the job, I enjoy educating people on politics/negotiations; I also volunteer to assist NGOs/IDPs as I **believe** that the only difference between me and a displaced person is CIRCUMSTANCE." Thelma Ibeh*

In extract 23, the booster "surely" emphasizes the X bio-owner's certainty or conviction. It asserts that claiming to be a wise person implies a lack of true wisdom or knowledge. The word "surely" strengthens the user's point, making it clear that they strongly believe in the validity of their statement. The word "certainly" serves as a booster in extract 24. It enhances the positivity and willingness to help, making the individual more accommodating, sociable, and welcoming. The booster marker in the *LinkedIn* profile emphasizes the speaker's empathetic and customer-oriented nature, potentially projecting themselves as a desirable individual to work with.

In extract 25, the booster is "surely." This word adds emphasis and assurance to the statement, expressing a high confidence level in the speaker's ability to serve as a reliable specialist. The booster strengthens the message, making it more convincing and encouraging

the listener to trust the writer's capabilities. The verb "believes" in extract 26 indicates the *LinkedIn* user's personal belief or opinion. It adds a layer of strong conviction to the statement, clearly representing the *LinkedIn* profile owner's perspective. Adding boosters to *LinkedIn* profiles helps create a comprehensive professional image needed for attracting potential employers and business partners. To present oneself effectively on *LinkedIn*, individuals often use clear, direct language to highlight their strengths and accomplishments. Boosters help to create a solid and credible personal brand in the professional world. Boosters on *X* bios focus on making the *X* bios succinct yet impactful. They include elements like catchy descriptions, relevant hashtags, links to websites or portfolios, and any other brief information that conveys personality, interests, or expertise. Boosters in *X* bio help engage followers, express identity, and yet capture attention within the restricted writing space.

Using boosters on *LinkedIn* profiles and *X* bios can be similar in enhancing visibility and emphasizing critical skills or interests. Both platforms utilize these features to help users showcase their expertise and connect with like-minded individuals. While endorsements on a *LinkedIn* profile validate professional skills, *X* bios with relevant keywords can attract followers interested in specific topics. Both methods aim to make profiles more appealing and engaging within their respective contexts.

Attitude Markers

EXTRACT 27

*"Storyteller / Teacher / Activist. Top 20 Colombian Leaders of 2018 #PabloElRaro. He/him. **Fortunately**, for us all, it hasn't grown up."* @PabloRamirezU

EXTRACT 28

*"I like to make games, explore mountains, and use Oxford commas. Product at @Roblox, opinions are (**fortunately**) my own."* @peraldon

EXTRACT 29

*"I am **passionate** about mentoring and coaching the next generation of African music leaders."*

Peter Tega

EXTRACT 30

*"I am **a firm believer** in the power of collaboration and am eager to explore how music can intersect with other areas of the creative economy."*

The attitude marker in extract 27 expresses the *X* bios owner's sentiment towards the described situation. The use of "fortunately" indicates a sense of luck or good fortune; the context of its usage implies that the situation benefits everyone involved. Additionally, the user adds a hint of sarcasm or playfulness to their identity projection. In extract 28, the metadiscourse marker "fortunately" in the phrase implies that the *X* bios owner feels fortunate to have the freedom to express their opinion at a particular place without any external constraints.

It is also used to express relief or gratitude that the opinions expressed are independent and not influenced by anyone else. The phrase suggests that the speaker is thankful for the autonomy to share personal views or assessments without being restricted or swayed by external influences. It implies freedom and individuality in expressing opinions about the product 'Roblox'. On the other hand, using attitude markers in *LinkedIn* profiles can play an essential role in shaping a person's professional image and how they want to be perceived by others in the professional sphere. *Attitude markers* are the elements used to convey a person's attitude, tone, or emotions toward the content being discussed. In the context of *LinkedIn* profiles, these markers can help demonstrate professionalism, confidence, and enthusiasm. On a professional platform, the use of this marker should be minimal and not come off as boastful; that is, authenticity and professionalism should be balanced to create a favorable impression on potential employers, clients, or business partners. The attitude marker in extract 29 above reflects the *LinkedIn* profile owner's emotional stance or attitude towards mentoring and coaching the next generation of African music leaders.

The adjective "passionate" conveys a strong positive feeling of enthusiasm and dedication, indicating that the user is deeply interested in mentorship. Using this metadiscourse marker helps emphasize the user's level of commitment and excitement for

their involvement in mentoring and coaching. In extract 30 above, the nominal phrase “firm believer” shows the user’s strong belief and conviction in the following statement, expressing their positive and confident attitude toward the power of collaboration and the exploration of music’s intersection with other creative areas in the economy. Regarding identity construction, using the phrase “firm believer” implies that belief plays a pivotal role in shaping the individual’s sense of self. It suggests that beliefs and values are central to a person’s identity and may influence their behavior, decisions, and interactions with others. In a broader context, how individuals express their beliefs and attitudes can shape how others perceive them in social interactions.

The use of attitude markers in *X* bios differs from its use in *LinkedIn* profiles; attitude markers on *LinkedIn* profiles tend to be more focused on showcasing skills, achievements, and career-related attributes. *LinkedIn* profile authors often use positive attitude markers to highlight their strengths and accomplishments. The language is typically more formal and business-oriented, aiming to create a professional and credible impression. On the other hand, *X* bios are limited in characters, so individuals need to be concise in conveying their identity and interests. Attitude markers on *X* bios are more informal and creative and helps to reflect the user’s personality, hobbies, and interests. Given the platform’s informal nature, *X* bios often encourage more personality and a casual tone. In addition, the interests of the audiences on *X* and *LinkedIn* differ significantly. *X* is more public and open to diverse users, including friends, acquaintances, and strangers. In contrast, *LinkedIn* is specifically tailored for professional networking and connecting with colleagues, employers, and potential business partners.

The choice of attitude markers reflects the intended audience and the desire to create specific impressions. Attitude markers convey enthusiasm, passion, confidence, or humility on both platforms. While *LinkedIn* is generally more formal due to its professional nature, some users still infuse their profiles with informal language to showcase their personalities.

Similarly, some *X* users may adopt a more professional tone in their bios when representing their work or expertise.

Engagement Markers

EXTRACT 31

“Join our Influencer Network: <http://InfluencerNetwork.BestBuy.com>. Tag us, we share Influencers’ Best Buy Content. Need support? Tweet @BestBuySupport” @BBYInfluencer

EXTRACT 32

“So if you need content that places you above your competitors and generates leads, I’m your go-to writer.” Ibrahim Moshood

EXTRACT 33

“Who am I?” Adebola Adenitan

EXTRACT 34

“When can we discuss your project?” Elijah Falode

EXTRACT 35

“Why work with me?” Adebola Adenitan

EXTRACT 36

“Is tech really boring?” Elijah Falode

Extract 31 effectively utilizes engagement markers to establish connections with the audience and signal key aspects of the interaction. The phrase “Join our Influencer Network” functions as a call to action, inviting the audience to collaborate with the Influencer Network. The prompt “Tag us” also encourages users to mention or tag the profile (@BBYInfluencer) in their posts, promoting active engagement. In addition, the polar question “need support” helps to create an inviting and engaging atmosphere for prospective clients. In extracts 32 – 36, engagement markers are skillfully employed to create a welcoming and approachable atmosphere, inviting potential connections or clients to engage with the profile owners.

In extract 32, the statement “So if you need content that places you above your competitors and generates leads” effectively establishes the profile owner’s value proposition in writing services. It directly addresses potential needs and positions the profile owner as unique from other competitors. The clause “I’m your go-to writer” further reinforces trust and accessibility, inviting potential clients to consider the profile owner a

reliable choice for their content requirements and promoting interaction. The attention-getting statement in extract 33 drives curiosity. It encourages readers to explore the profile further, enticing them to learn more about the profile owner's identity and purpose and sparking interest. In extract 34, by directly addressing potential clients, this extract signals a willingness to engage in conversations about projects, creating an interactive and approachable tone that centers on the client's needs and promoting communication. In extract 35, by asking, "Why work with us?" This extract highlights the profile owner's strengths and unique value proposition, inviting potential clients to consider the benefits of collaboration and encouraging engagement. In extract 36, challenging common assumptions about technology, this extract, "Is tech really boring?" initiates a discussion on a relevant topic, inviting the audience to share their opinions and experiences and promoting interaction.

In each of these *LinkedIn* profiles, engagement markers are deliberately employed to spark curiosity, prompt discussions, and invite potential clients or connections to engage further. These markers facilitate an interactive and engaging tone, encouraging individuals to explore the profile owner's offers, expertise, and professional background. Writers of X bios and *LinkedIn* profiles skillfully deploy engagement markers to create a friendly and inviting atmosphere. While X bios emphasize direct calls to action within character limits, *LinkedIn* profiles allow for more elaborate and personalized expressions to encourage interaction and networking. The choice of platform influences the presentation of these markers, yet both effectively foster engagement and interaction with their respective audiences.

Self-Mention Markers

EXTRACT 37

"I create content to increase your brand awareness and convert views to sales! mmariahxnico@gmail.com" @mmariahnnicole

EXTRACT 38

"I love to write" and "I love to read." @RaeRadford

EXTRACT 39

"Cogito, ergo sum — I think, therefore I am." @gojex_kun

EXTRACT 40

*"Shoot **me** a message – I look forward to hearing from you." Ademola Oluwafisayo Hussain*

EXTRACT 41

*"**My** goal is to alleviate the pressure of administrative tasks. I provide professional assistance to businesses across various industries. This empowers **me** to complete tasks with minimal guidance." Alert Herbert*

EXTRACT 42

"I help startups make profitable decisions and create value by offering analytical insight and initiatives that ensure sustainable and scalable growth as a result of my financial expertise, forward-thinking and growth strategies. I enjoy advising and giving relevant up-to-date investment options to my peers as I am a passionate investor myself, and I love teaching Gen Z sustainable systems to build wealth." Feyisayo Hillary Awopetu

EXTRACT 43

"For over 6 years, I have contributed significantly to several organisations, especially by providing value across various aspects of the HR value chain. My commitment to constant knowledge and skill acquisition and having HR and career conversations help me stay updated with HR and career trends." Emmanuel Samuel

EXTRACT 44

"My work has appeared in publications such as the continent, Al Jazeera, and Guardian Life. Previously, I headed Business Insider Africa and worked as an editor at Ventures Africa and Techcabal." David Adeleke

In extract 37, the pronoun "I" is a self-mention marker, indicating that the X user actively creates profit-yielding content. The pronoun conveys the creator's purpose and expertise, highlighting the profile's value in enhancing brand awareness and driving sales through content creation. Both extracts 37 and 38 effectively foster engagement and interaction with the audience by utilizing engagement markers that invite users to connect, collaborate, or seek support from the profile owners. This creates a communicative and engaging atmosphere on X. In extract 38, the pronouns reveal the profile owner's interests, appealing to like-minded individuals and book-lovers who share similar passions. In addition, in extract 39, the Latin phrase "Cogito, ergo sum" adds an intellectual and philosophical dimension, showcasing the X bio owner's thought-provoking nature.

In extract 40, the phrase, “Shoot **me** a message” serves as a casual invitation for readers to initiate direct communication with the profile owner. Using “shoot **me**” in an informal context conveys a friendly, open and direct approach, encouraging one-on-one communication. Furthermore, the continuation “I look forward to hearing from you” reinforces the invitation and conveys genuine interest in receiving messages and engaging in meaningful conversations.

In extract 41, the pronoun “**My**” is a self-mention because it directly refers to the profile owner, Alert Herbert. By stating “My goal” communicates the profile user’s objective: to relieve the burden of administrative tasks for others. The pronoun “I” is another self-mention, explicitly pointing to Alert Herbert as the one who personally offers professional assistance to businesses from different industries. This marker reinforces the active role in providing support and expertise. The use of “me” as a self-mention further emphasizes that it is Alert Herbert who experiences empowerment in their profession. It constructs the profile owner as being able to efficiently carry out tasks with minimal supervision by empowering themselves through their skills and expertise.

In extract 42, The pronoun “I” is a self-mention, indicating that the profile owner, Feyisayo Hillary Awopetu, is actively assisting startups in making profitable decisions and adding value to their endeavors. The phrase “my financial expertise” uses the possessive pronoun “my” as a self-mention to highlight Feyisayo’s specific area of expertise. This shows her ability to help startups make profitable decisions and create value. Once again, the pronoun “I” serves as a self-mention, underscoring that Feyisayo enjoys advising and sharing investment options with her peers, showcasing her passion and commitment as an investor. The use of “I” and “myself” further emphasizes Feyisayo’s active involvement as an investor and a teacher of sustainable wealth-building practices, adding a personal touch to her profile. In extract 43, “I” is a self-mention, directly pointing to Emmanuel Samuel, who has significantly contributed to several organizations. This establishes his active involvement and impact in his professional roles.

In extract 44, The phrase “My work” is a self-mention, explicitly referring to David Adeleke as the one whose work has been published in notable publications. This metadiscourse marker highlights his achievements as a writer and journalist. The use of “I” serves as a self-mention marker, emphasizing that David Adeleke previously held the position of heading Business Insider Africa. This showcases his past leadership role in the organization. Once again, the use of “I” as a self-mention marker emphasizes that David Adeleke personally worked as an editor at these specific organizations, further solidifying his professional experiences.

In all these extracts, self-mention plays a crucial role in providing a personalized and engaging narrative on *LinkedIn*. The profile owners establish their credibility and expertise by directly referring to themselves, presenting a well-rounded and authentic professional identity. These markers help create a strong connection with potential employers, clients, or colleagues, making their profiles more relatable and memorable in the professional networking space. By incorporating self-mention, these *X* bios and *LinkedIn* profiles effectively showcase the achievements and aspirations of the individuals behind them, making a compelling case for their invaluable qualities in their various endeavors.

DISCUSSION

This study did a comparative metadiscourse analysis of 60 *LinkedIn* profiles and 60 *X* bios to examine how identity is constructed and sustained in the two online platforms. This research employed a dual approach, incorporating quantitative and qualitative data analysis methodologies. The analysis shows that *LinkedIn* profiles and *X* bios play significant roles in online identity construction. These platforms provide individuals the opportunity to showcase their personal and professional identities, allowing them to highlight and foreground their skills, interests, experiences, and values. Both platforms also enable users to digitally shape how others perceive them. The analyses above show the importance of metadiscourse markers in self-construction on social media platforms. The findings show that metadiscourse markers are crucial in shaping online identities, effective communication, and engaging the audience mentally in *LinkedIn* profiles and *X*

bios. The findings further show that metadiscourse markers are strategically employed to create positive online image, establish credibility, and promote further social interactions. In addition, it is observed that the metadiscourse markers deployed in the *LinkedIn* profiles and *X* bios are determined by the unique characteristics of each platform.

On the use of interactional markers, since *LinkedIn* profiles are targeted at showcasing professionalism, skills, achievements, and qualifications, hedges are minimally used because users aim to present themselves confidently and assertively. However, boosters are widely utilized in *LinkedIn* profiles to highlight professional achievements and expertise. Attitude markers and Self-mention are widely used in *LinkedIn* profiles.

A reason for this may be that those linguistic tools help the users to project themselves more valuably to the reading audience. Attitude markers were used to show the user's enthusiasm and dedication to work while self-mentions in the *LinkedIn* profiles are deployed as linguistic tools for self-aggrandizement, as users directly refer to their achievements and contributions. Engagement markers in the *LinkedIn* profiles analyzed were strategically deployed to draw potential clients and establish further interactions that may lead to network opportunities. *X* Bios, on the other hand, is a more informal online platform. As a result, hedges are more commonly used than in the *LinkedIn* platform. Boosters are also in *X* bios, commonly used to highlight personal qualities and interests concisely. Attitude markers play a significant role in showcasing personality and engaging with the audience. Engagement markers and Self-mention are also widely deployed in *X* bios. Engagement markers are utilized to enable further interactions while self-mentions are also used to project a positive image for the user.

On the user of interactive markers, *LinkedIn* profiles largely deploy transition markers. The findings show that *LinkedIn* users aim to present themselves as competent communicators and also ensure cohesive and compelling narratives capable of attracting

readers to them. Code glosses are used to project the credibility and expertise of LinkedIn users. Frame markers are also deployed on *LinkedIn* profiles to portray the user's openness to collaboration with like-minded individuals. However, endophoric markers are not used at all in *LinkedIn* profiles. On the *X* bios analyzed, transition markers are largely deployed to ensure a smooth read by showing the relationship between different parts of a text or speech. Endophoric markers are used to project the users' commitment to a course of action. Frame markers are code glosses that are deployed to provide clarification to the succeeding statement while trying to establish credibility for the user. Overall, the use of metadiscourse markers in both platforms is audience-oriented. This is so because the choices of metadiscourse markers seem to adapt to the preferences and expectations of the respective audiences.

CONCLUSION

This study has comparatively analyzed how individuals deploy metadiscourse markers as tools for constructing their identities on social media via *LinkedIn* profiles and *X* bios. The study explicates how online narratives on both professional networking sites helps to project identity. The study's adoption of Hyland's (2005) Metadiscourse theory is appropriate because it reveals the linguistic and rhetorical strategies deployed in the *LinkedIn* profiles and *X* bios for self-construction and identity. The study concludes that the strategic use of metadiscourse markers on *LinkedIn* profiles and *X* bios helps to shape and sustain online identity. Essentially, metadiscourse markers are powerful tools that help to construct online identities, optimize interaction, and influence the perceptions of readers, in both personal and professional contexts.

REFERENCES

- Abdullah, N. ; Rahmat, N. & Fatin Zafirah Zawawi, F. (2020). Interactional Discourse Analysis of Malaysian and South Korean Newspaper Articles on Online Learning during Covid-19. *European Journal of Applied Linguistics Studies*, 3(1), 1-16

- Al-Subhi, A. (2022) . Metadiscourse in online advertising: Exploring linguistic and visual metadiscourse in social media advertisements, *Journal of Pragmatics*, Vol. 187, pp. 24-40
- Anuarsham, A.; Rahmati, N. & Khamsah, M. (2020). Metadiscourse Analysis of an Online Entertainment Article. *European Journal of Applied Linguistics Studies*, 3(1), 17-29.
- Crismore, A. (1989). *Talking with readers: metadiscourse as rhetorical act*. New York: Peter Lang.
- Etemadfar, P. (2020). An Investigation of Interpersonal Metadiscourse Markers as Persuasive strategies in Donald Trump's 2016 Campaign Speeches. *Critical Literary Studies*, 2(2), 117-130.
- Farahani, M. (2018). The Usage and Distributional Pattern of Metadiscourse Features in Research Articles in Applied Linguistics Based on Hyland's Classification. *Applied Linguistics Research Journal*, 2(1), 35- 51.
- Hasbullah, N, Yamin, A. and Rahmat, N. (2021). Surviving mentally throughout Covid-19: A metadiscourse analysis of a personal blog, *European Journal of Education Studies*, Vol. 8 (2)
- Ho, V.(2018). Using metadiscourse in making persuasive attempts through workplace request emails <https://authors.elsevier.com/a/1XLUa1L-nh7sjt>. *Journal of Pragmatics*. 134. 10.1016/j.pragma.2018.06.015.
- Huang, J., Xiao, W. & Wang, Y. (2023). Use of metadiscourse for identity construction in tourist city publicity: A comparative study of Chinese and Australian social media discourse, *Heliyon*, Vol. 9, Issue 12,
- Hyland, K. (2005). Stance and Engagement: A Model of Interaction in Academic Discourse. *Discourse Studies*, 7, 173-192
- Kopple, V. (1985). *Some Explanatory Discourse on Metadiscourse*. *College Composition and Communication*, 36, 82-93.

- Khokhar, S., Memon, D. & Siddique, K. (2016) Exploring Role of Language in Constructing Individual Identities: A Case Study of Sindh, Pakistan. *International Journal of Humanities and Social Science*, 6(3), 234-241.
- Liu, S., & Zhang, J. (2021). Using Metadiscourse to Enhance Persuasiveness in Corporate Press Releases: A Corpus-Based Study. *SAGE Open*, 11(3). Taylor, Stephanie (2015). Identity Construction. In: Tracy, Karen ed. *International Encyclopedia of Language and Social Interaction*. Wiley-ICA International Encyclopedias of Communication. Hoboken New Jersey: John Wiley & Sons, Inc, pp. 1–9.
- Lythara,V.(2016) Language and ethnic Identity. In S. Preece (e.d.) *Routledge Handbook of Language and Identity*. Oxon; Routledge. 131-1453.
- Mahmood, I. & Kasim, Z. (2019). Interpersonal Metadiscursive Features in Contemporary Islamic Friday Sermon. *3L: The Southeast Asian Journal of English Language Studies*. 25(1): 85 – 99
- Mostafavi, M. & Tajalli, G. (2012). Metadiscoursal Markers in Medical and Literary Texts. *International Journal of English Linguistics*. 2(3). 64.
- Sadeghi, K. & Esmaili, S. (2012). Frequency of Textual Metadiscourse Resources (MTRs) in Two Original and Simplified Novels. *Journal of Language Teaching and Research*. 3(4). 647- 652.
- Shiholo, M. (2024). Language Ideologies and Identity Construction in Immigrant Communities. *European Journal of Linguistics*, 3(2), pp 29 – 43.
- Thompson, S. E. (2003). Text-Structuring Metadiscourse, Intonation and the Signalling of Organization in Academic Lectures". *Journal of English for Academic Purposes*. 2(1). 5–20.
- Yipei, N., & Lingling, L. (2013). Investigating the Interpersonal and Textual Meanings of Steve Jobs Stanford Speech in Terms of Hyland's Metadiscourse Theory. *International Journal of Language and Linguistics*. 1(4). 90–96.