

**A CRITICAL DISCOURSE ANALYSIS OF BANGLADESHI INSTAGRAM  
INFLUENCERS LANGUAGE**

By

Faria Noman  
22163008

A thesis submitted to the Department of English and Humanities  
In partial fulfillment of the requirements  
for the Degree of Master of Arts

Department of English and Humanities  
Brac University  
January 2024

© 2024. Faria Noman  
All rights reserved.

## **Declaration**

It is hereby declared that

1. The thesis submitted is my own original work while completing a degree at Brac University.
2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

**Student's Full Name & Signature:**

---

**Faria Noman**

22163008

## **Approval**

The thesis titled “A Critical Discourse Analysis of Bangladeshi Instagram Influencers Language” submitted by

1. Faria Noman (22163008)

of Fall, 2023 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of MA in English on 31<sup>st</sup> January, 2024.

### **Examining Committee:**

Supervisor:  
(Member)

---

Nazah Farhat  
Senior Lecturer, Department of English and Humanities  
BRAC University

Departmental Head:  
(Chair)

---

Professor Firdous Azim  
Chairperson, Department of English and Humanities  
BRAC University

## **Abstract**

Nowadays people spontaneously use social media and it influences them in every way of life. Moreover, Instagram is one of the most popular social media platforms and influencers are on trend in this modern era. The aim of this study is to analyze Bangladeshi Instagram influencers language along with the reason behind the use of such language. This study is conducted by using qualitative research and primary data has been collected from Instagram videos. Also, videos are transcribed and discourse critically analyzed by using Norman Fairclough's three-dimensional model. The three Instagram influencers videos have been taken based on a specific criterion and find some specific reason behind using such language while presenting them in front of camera to promote, review or explain something.

**Keywords:** CDA, MCDA, Translanguage, Bangladeshi Instagram Influencers'.

## **Dedication**

I dedicate this paper to my beloved parents and my partner for supporting the entire journey.

## **Acknowledgement**

Firstly, I would like to thank the Almighty Allah and the shower of His blessings to make me stronger and attentive to accomplish my thesis paper without any obstacles.

Secondly, I want to thank my supervisor Nazah Farhat ma'am, Senior Lecturer, Department of English and Humanities, BRAC university. Without her proper guidance from the beginning of my work, this paper would not complete on time.

Lastly, I would like to thank my parents for encouraging me all the time as well as my partner who supports me to continue and complete this thesis work.

# Table of Contents

<b>Declaration</b>	<b>ii</b>
<b>Approval</b>	<b>iii</b>
<b>Abstract</b>	<b>iv</b>
<b>Dedication</b>	<b>v</b>
<b>Acknowledgement</b>	<b>vi</b>
<b>Table of Contents</b>	<b>vii</b>
<b>List of Acronyms</b>	<b>xi</b>
<b>Chapter 1 Introduction</b>	<b>1</b>
1.1 Background of the Study	1
1.1.1 Social Media Discourse and Identity.....	2
1.1.2 Use of Instagram in Bangladesh.....	4
1.2 Statement of Problem.....	5
1.3 Purpose of the Study.....	6
1.4 Nature of the Study.....	7
1.5 Scope of the Study.....	7
<b>Chapter 2 Review of Relevant Literature</b>	<b>8</b>
2.1 Introduction.....	8
2.2 Part-1: Concept of CDA.....	8
2.2.1 Prominent Approaches Related to CDA.....	10
2.2.1.1 Fairclough's Socio-Cultural Approach.....	10

2.2.1.2 Van Dijk's Socio Cognitive Approach.....	11
2.2.1.3 Wodak's Discourse-Historical Approach.....	12
2.2.2 Multimodal CDA.....	13
2.3 Part-2: CDA of Social Media.....	13
2.3.1 Instagram Influencer.....	14
2.3.2 Translanguaging and Code-Switching.....	15
The Theoretical Framework of the Study.....	16
<b>Chapter 3 Methodology</b>	<b>17</b>
3.1 Introduction.....	17
3.2 Research Design.....	17
3.3 Research Questions.....	18
3.4 The Researcher's Role.....	18
3.5 Setting.....	19
3.6 Selecting the Participants.....	19
3.7 A Brief Introduction to the Cases.....	20
3.7.1 Case 1: Karian Kaiser.....	20
3.7.2 Case 2: Faiza.....	21
3.7.3 Case 3: Rafsan.....	21
3.8 An Overview of Data Collection Procedures.....	21
3.8.1 Observing Online Videos.....	22



3.9 Data Analysis Procedures.....	23
<b>Chapter 4 Result and Discussion</b>	<b>23</b>
4.1 Introduction	23
4.2 Critical Analysis of Critical Discourse.....	23
4.2.1 Analysis of Text.....	24
4.2.1.1 Lexical Choice.....	24
4.2.1.1.1 Usage of Adjectives.....	24
4.2.1.1.2 Usage of Prepositions.....	27
4.2.1.1.3 Hedges.....	28
4.2.1.1.4 Variation in Mode of Language.....	29
4.2.1.2 Use of Speech Acts.....	34
4.2.1.3 Use of Translanguaging.....	38
4.2.2 Discursive Practice.....	39
4.2.2.1 Social Phenomenon.....	39
4.2.2.2 Availability of Technology.....	40
4.2.3 Social Practices.....	40
<b>Chapter 5: Conclusion.....</b>	<b>42</b>
5.1 Introduction.....	42
5.2 Brief Discussion on Major Findings.....	43
5.3 Contributions of the Study.....	43

5.3.1 Implications for Society.....	43
5.3.2 Implications for Cultural Phenomena.....	44
5.4 Recommendations for Future Research.....	45
<b>References</b>	<b>47</b>
<b>Appendix A.</b>	<b>58</b>

## **List of Acronyms**

CDA : Critical Discourse Analysis

MCDA : Multimodal Critical Discourse Analysis

# Chapter 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

In the past history of socialization, social interaction has taken the most important place which helps to unveil the identity of people in front of society (Tewatia & Majumdar, 2022). In this regard, Goffman (1956) has investigated social interaction which can help to erect identity in society that has become the most salient feature to connect with others as well as socializing. According to Goddy (1977), all information is transmitted through language by interaction with each other and people are able to know about different cultures which helps to develop social rapport and this is called primarily transactional language as this is used to convey factual information. However, sociologists & sociolinguists have been concerned with the use of language particularly in maintaining social-relationship, turn taking in conversation, peer-solidarity and both speaker & hearer situation to say something in a courteous way (Lakoff, 1973; Sacks, Schegloff & Jefferson, 1974; Brown and Levinson, 1978). In addition, written & spoken are two production ways in social interaction where no pressure subsisted in writing whether the speaker has to be under pressure when producing something as it also can change utterances according to the hearer acceptance criteria.

In the past many more years, rapid advancement is increasing in the field of social media interaction as social interaction has taken place on the internet. In addition, different types of social media are being used by people and the purpose of these media are to serve various needs that are essential for daily life nowadays (Kudumula, 2022). Moreover, people are used to using these media not only for social interaction but also for business purposes and try to build business through social interaction along with several advertisements showing where the most

important key factor is social interaction. Also, not only one platform is popular for various need filling purpose but also more platforms are being used such as, Facebook, Twitter, Instagram, YouTube, LinkedIn, WhatsApp, Pinterest and so on where Instagram has been taken 4<sup>th</sup> place according to Lyons (2022) and at least 1.628 billion people around the world are using Instagram based on global advertising audience reach number (DataReportal, 2023). However, Instagram was launched in 2010 where users can create visual content, add photos, upload reels, stories and so on and through this content creation some users influence their audience by building distinctive brand persona, build relation with commercial brand according to patterns and so on who are called influencers.

In this 21<sup>st</sup> century, digital revolution has sparked through social media platforms which have been accepted by people and connect them by providing different kinds of information (Kamili 2023). In addition, Instagram is one of the popular social media which has been used not only for communicating, promoting business, sharing digital content but also for learning purposes which make learning easy and attractive. Mostly 30.8% people between the age group 18-24 are used to using Instagram as their daily communication platform by sharing photos with captions, reels and so on (Dixon, 2023). Instagram users and influencers used to use variable language in their reels and caption of their photos to share their thoughts, ideas, emotions which depends on their age, gender, educational level, living status and so on that determines what language they are using (Purba, Sinurat & Herman, 2021).

### **1.1.1 SOCIAL MEDIA DISCOURSE & IDENTITY**

Nowadays, English language has become a part of modern lifestyle & use of English is increasing day by day in every country where English language is 2<sup>nd</sup> or foreign language. Moreover, English is becoming a prestigious language which people use carefully to avoid grammatical mistakes and try to follow standard sentence structures as if it is their second

language or foreign language (Norhantoro & Wulandari, 2017). Birner (2012) states that, language also brings cultural components to other people where non-natives are interested to pick that culture, tradition and so on in which language they are interested to talk or interact with other people. In this case, they believe that English is a superior and respectful language. In addition, people of this present society make discrimination by judging English proficiency as who are capable of speaking fluently, they are superior and incapable people are inferior which also stand for social identity. This practice is also increasing in social media platforms where non-native speakers mostly try to use English and on the other side, sometimes use their first language along with English at a time which concept is called translinguaging (Ng & Lee, 2019). Additionally, in multilingualism the practice of translingualism is a natural phenomenon nowadays in social media platforms as well as in Instagram.

According to Tawatia & Majumdar (2022), discourse plays one of the most important roles which helps social media or specifically Instagram influencers to make their status & identity sustainable with popularity as well as dignity. In recent years, there has been an increasing interest in social media marketing which depends on influencers' language that what they are saying and how they are saying or delivering or promoting (van Driel and Dumitrica, 2020). However, there is increasing concern that social media discourse or the language of influencers is changing and following a pattern to grab the attention of audiences from where they can present themselves and get views. Additionally, influencer's everyday role in social media is intrinsically linked with their each and every utterance which make their confidence high and help them to build identity in social media platforms or specifically Instagram. According to Rizzo et al. (2023), sensory language should be used in social media for getting views, publicity, attention, promotion and so on which depends on using words that may be only one language or multilingual.

### **1.1.2 USE OF INSTAGRAM IN BANGLADESH**

The most popular social media platform is Facebook in Bangladesh where Instagram has been taken 4<sup>th</sup> place (StatCounter Global Stats, 2023) and 4% of entire people are using Instagram (NapoleonCat, 2023). In addition, there are 6,971,300 Instagram users in Bangladesh between the 18-24 age group who mostly use Instagram rather than people above 30 years of age where the majority users are men. In recent research, increasing use of Multi Language in social media platforms to influence audiences where youngster's influence the most and practice on a regular basis (Ng & Lee, 2019). Moreover, in social media platform influencers used to use translanguaging as well as code switching in some cases but when they write caption that time maintain proper English language to share their thoughts, emotions, situation and so on. As Bangla is the first language of Bangladeshi people and English is a foreign language or in some case it is a second language for some people; in this cultural state people always try to use English language and now using multilingualism become a trend. In Instagram, influencers promote themselves or their content by using translanguaging and this practice is increasing day by day.

## **1.2 STATEMENT OF THE PROBLEM**

At present, social media plays an essential role in communication and sharing information globally which is another most popular way for social interaction nowadays (Kamili, 2023). Moreover, among adolescents one of the most used social media is Instagram which influences them in using language as well as interaction. In this new global trend of social interaction, influencers' have played one of the most important roles who are able to connect one culture to another, one traditional ritual to another through their use of language (Ghosh, 2023). However, over the past century there has been a dramatic increase of the use of English worldwide and this language gets an excessive honor globally so that people have taken this as a superior one (Nurhantoro & Wulandari, 2017). Moreover, the influencers of Instagram choose English as their promoting Language whether this counts as a superior one and an international language. In addition, through the competence of language and use of sensory word influencers are grabbing attention to their audience along with promoting themselves in social media platforms.

In this modern era, influencer has taken a prominent place to influence their audience towards themselves or any objects where language plays one of the most important roles. Social media influencers market themselves by using the English language mostly and in some cases, they are used to using a translator which is very normal at present. In addition, Instagram influencers of Bangladesh use English while writing captions and deliver their speech or promotional content by using translanguaging as English is not their native language. Most of the time influencers mix codes while talking between English & Bengali as Bangla is their native language. However, a major concern with this kind of issue is that audiences are being influenced by influencers' attitude for instance gestures, dressing sense, background and most importantly language.



To explore more about this issue, the researcher searched current literature and found that so many studies were conducted on translanguaging practice in social media, academic purpose, normal social interaction and so on. However, there is a significant gap in the literature regarding influencers' use of translanguage while they are talking and not writing on Instagram. As Instagram is a photo sharing app with captions where uploading reels or videos and adding story is a popular and most used feature nowadays. The appropriateness of talking or sentence making is somewhat disrupted while influencers mixing their codes and it happens in Bangladesh as influencers of this country are multilingual. Moreover, it is also important to know the reason for using translanguage and how to promote it according to their goal. Finally, practicing this kind of language is appropriate or causing problems in society and the influence.

Current academic literature shows that most of the studies related to social media influencers marketing where the main focus is on the use of words and those marketing become successful or not. Moreover, Instagram or social media discourse can determine the influencers' identity and how it works. Few studies have explored whether influencer language influences the classroom discourse and Instagram language act as a tool of learning English or not. Moreover, how social media discourse attracts adolescence in this modern era has become one of the most important areas to some researchers. Thus, this study intends to find out whether Instagram discourse or translanguaging practice influence audiences and the reason for using this language in Bangladesh where Instagram has become most popular among youngsters.

### **1.3PURPOSE OF THE STUDY**

The initial aim of this study is to find out the reason why influencers are practicing multilingualism in their speech in Instagram which is one of the most popular platforms for interacting one generation to another or culture to culture or a person to a huge group of people

nowadays. The study will also explore to find the influential component which may influence the audiences who are following those influencers for getting ideas about any products, places, foods and so on.

#### **1.4 NATURE OF THE STUDY**

The nature of this study is completely qualitative and has not utilized any quantitative measures for analyzing data because a certain number of videos of influencers have been taken from Instagram by the researcher for analyzing their discourse which they used to use for making content in their videos. Moreover, among thousands of influencers, the researcher has been choosing a certain number of influencers who are multilingual and use Bangla & English both in their content to influence their audience towards some specific things. In addition, their discourse has been critically analyzed by Norman Fairclough's three-dimensional model.

#### **1.5 SCOPE OF THE STUDY**

This study explores how translanguaging practice is a popular and normal phenomenon nowadays which changes the speaking style of social media influencers who are representing themselves and country as well through their content. There has been limited study on this aspect of using translanguage and the reason behind this is what the current study intends to investigate. This study was designed to Critically analyze social media discourse so that the researcher can find the reason behind using translanguage in every multilingual speaker who is non-native and fluently use translanguage. Even though the study is set for all multilingual speakers, its scope is broader because the researcher investigation can be applicable for all non-native speakers who are able to speak more than one language and are habituated to use translanguage.

## Chapter 2

### REVIEW OF RELEVANT LITERATURE

#### 2.1 INTRODUCTION

The primary focus of this study is to find out whether Instagram influencers used to use their native language or translanguage or only foreign language to deliver their speech in the context of ELF and influence their audience. In this chapter some relevant scholarly works and approaches related to social media critical discourse analysis are discussed. The goal of this chapter is to locate the gap in the literature regarding analyzing language of social media influencers where Instagram is the most focused media through their regularly uploaded videos and how significant is the study to fill that gap. Furthermore, the theoretical framework of this study has also been discussed at the end of this chapter. The chapter is divided into two parts excluding the theoretical framework as the following.

**Part 1: Concept of CDA** discusses the details of CDA, MCDA, prominent approaches related to CDA which make connections to analyze social media discourse and the importance of those in this field.

**Part 2: CDA of social media** discusses the use of languages in social media along with some linguistics patterns where also Instagram features and influencers' take a vital part to connect the main focus of this study.

#### 2.2 Part 1: CONCEPT OF CDA

Discourse is a term which can be used either in written form or spoken form and is inter connected with social domains (Jorgenson & Phillips, 2002, pp. 12). In addition, Discourse is

a part of people's life and sometimes indicates different phases of life where the term discourse implies language unit as well as grammatical unit thus the various levels of sounds, words, sentences are being used in language (Habibie, 2016). Moreover, in the United Kingdom the text refers to written form and discourse refers to spoken form whether discourse implies interactive along with a certain length and the length of text implies long or short as well as non-interactive. Discourse not only indicated social phenomena but also the specific context which vary from place to place, time to time or person to person (Moeliono, 2013). According to Brown & Yule (1983), pragmatics, syntax, semantics are involved with discourse analysis and it can be applied to all kinds of research but at a time focus on a certain sector to analyze properly. Furthermore, it also revealed that discourse analysis means to analyze the use of language by considering not only the linguistic elements but also the existent context.

On the contrast, the meaning of DA & CDA are not same where CDA refers both description and interpretation of required discourse and clarify that how & why the discourses work whether the main factor of CDA is to connect relationship with power, dominance and inequality in a broader way (Habibie, 2016). According to Van Dijk (2001), CDA's main focus is social problems where production and reproduction are the role of a discourse analysis. But it does not have any specific theory or approaches or any specific methodological characteristics thus the researcher always relies on different kinds of theories and approaches related to CDA for analyzing a specific discourse (Wodak, 1996). In addition, CDA needs some basic criteria for characterization which has already been mentioned in some research that was taken by Fairclough & Wodak (1997) from the original definition by Kress (1990).

The eight principles or basic characterization of CDA (Fairclough & Wodak, 1997, pp.271-280) are given below:

The first one is that CDA addresses social problems. It focuses not only on language and language use, but also on morphological characteristics of the social- cultural process. It makes explicit power relationships which are often hidden. The second one is that power relations are discursive. CDA explains how social relations of power are exercised and negotiated in and through discourse. The third criterion is that discourse constitutes society and culture. Every case of language use makes its contribution to produce and transform society and culture, consisting of relations of the power. The fourth criterion is that ideological work has been done by discourse. It portrays ideological structures and attitudes which are disunite. Moreover, the fifth one is that discourse is historical because of the importance of the language of time, cause and evaluation. In this analysis, language is one of the powerful tools for writing where historical factors exist as historical writing. Thus, the sixth one is that discourse is a mediator to make links between text and society. Furthermore, in the seventh criterion, discourse analysis is interpretative and explanatory. Lastly, discourse is a form of social action.

### **2.2.1 Prominent Approaches Related to CDA**

The purpose of this study is to find the reason behind the use of the language of Instagram influencers towards the audience to influence them through uploading videos based on different contexts. Some relevant approach is regarding CDA discussed in the sub section of this section so that the researcher can connect approaches with this study and connect the appropriate approach to this study.

#### **2.2.1.1 Fairclough's Socio-Cultural Approach**

The main focus of this approach is how discourse and social changes happen whether discourse is seen as a social practice where also relation between identical and discursive practice exists

(Habibie, 2016). Fairclough (1995, p. 23) developed a three-dimensional model according to Halliday's (2004) functional analysis where text, interaction and context are inter connected.

1. The first dimension is concerned with the text as a linguistic feature.
2. The second dimension is concerned with the relationship between text and interaction or producer and receiver.
3. The third dimension is concerned with the relation between text and social context.

Fairclough's (1989) assumption behind certain selection of discourse is never innocent and value free as it is motivated and ideologically driven. Moreover, in discursive practice ideological effects exist based on relations among gender, social classes, culture and so on. Therefore, the orders of discourse may change over time and it is not static where this change determines for the changes of power in social interaction. Fairclough then asserts that,

“How discourses are structured in a given order of discourse, and how structuring change over time, are determined by changing relationships of power at the level of the social institution or of the society. Power at these levels includes the capacity to control orders of discourse; one aspect of such control is ideological-ensuring that orders of discourse are ideologically harmonized internally or (at the societal level) with each other (Fairclough, 2001, p.25).”

### **2.2.1.2 Van Dijk's Socio-Cognitive Approach**

In line with Fairclough's critical approach, Van Dijk (2001) developed a social cognitive approach in which discourse involves a form of social practice. This approach focuses not only on issues of racism, refugees and ethnicity but also on social awareness, which plays an important role in creating discourse. However, emphasis is not specifically placed on discursive practices. Van Dijk prefers to focus on social cognition as an intermediary between text and society. He asserts that CDA must take into account the different forms of social cognition

shared by social collectives (groups, organizations and institutions) (Van Dijk, 2001). Furthermore, the method used in CDA (Van Dijk 2014) relies on knowledge of cultural structures and social relationships that are related to power in debate. He defines “social power” in terms of control (Van Dijk, 2003) and sees ideologies as “the basis for the social representation of groups” (Van Dijk, 2006:131). Van Dijk identifies two further levels of analysis (discourse): macro and micro. The micro levels of social order are defined by the use of language, discourse, verbal interaction, and communication, while the macro level refers to power, domination, and inequality. equality within a particular social group (Van Dijk, 2003).

### **2.2.1.3 Wodak’s Discourse-Historical Approach**

This approach pays attention to the historical context and analyzes historical discourse where historical context presents how a group or community can be described through discourse (Habibie, 2016). This approach is also referring to social practice as like Fairclough and Van Dijk’s approaches. Therefore, to understand and explain the research object, it is necessary to synthesize many different theories and methods. She therefore claims that “CDA studies are diverse, originating from very different theoretical contexts, targeting different data and methodologies” (Wodak, 2001). Summarizing some important research programs of current interest to CDA, Wodak (2001) asserts that identity politics at all levels always involves integrating past experiences, current events, and future visions in many areas of our lives. This involves analyzing, understanding and explaining the relationship between complex historical processes, hegemonic narratives and CDA approaches.

### **2.2.2 Multimodal CDA**

Multimodal critical discourse analysis (MCDA) is developed from discourse analysis and critical discourse analysis. While discourse analysis and critical discourse focus on the relationship between verbal language patterns or a single source of meaning and its context (Halliday & Hasan, 1989; Harris, 1952; Paltridge, 2012; and van Dijk, 2009), MCDA also takes into account other sources of meaning because meaning is created not only by spoken language but also by the simultaneous combination of multiple modes of communication such as images and colors sharp. Furthermore, MCDA aims to construct power, ideology, values, beliefs, and identities based on language and other symbolic resources. Jewitt (2009) and Kress and van Leeuwen (2006) argue that by conveying messages through multiple semiotic sources, people within specific groups of people or societies based on their assumptions about each person's common sense in each context. Convey the message. It explains that the intended meaning is maximized. In other words, the relationship between the form and meaning of meaningful resources at a particular time and in a particular context is not random.

### **2.3 Part 2: CDA OF SOCIAL MEDIA**

Social media discourse is quite different from other discourse as social media is a platform where celebrities upload videos with different types of linguistic expression, different types of mode, audio, visuals and so on. Making the audience understand the context of delivering discourse, above elements are important. According to CDA social phenomena, each factor of the context is important (Moeliono, 2013). Moreover, social media is an online platform which has been used for building social relations with one another and also for personal or real-life relations through social media (Akram & Kumar, 2017). Therefore, so many news channels are also available in social media, from where people can easily get information about the



specific location as well as the whole world (Chuckwuere, 2017). According to Vrontis et al. (2021), linguistic study of social media enabled the expansion and mobility of language and discourses and created a super diverse setting.

### **2.3.1 Instagram Influencer**

Nowadays the use of social media is increasing day by day and people are not bothered about correct pronunciation rather more conscious about their expressions, gestures and postures (Beck, 2005). Instagram influencers are building a large network of followers (De Veirman et al., 2017). Creators of digital content for a range of markets, social media influencers frequently showcase beauty-related products, services, businesses, and lifestyles. Although the distinctions between influencers and microcelebrities, beauty gurus, or other types of vloggers are hazy, an influencer is a content creator.

Influencers have a lot of ability to endorse things to change brand attitudes and buy intentions thanks to the information-focused messages found in videos. As an illustration, a lot of Instagram influencers may include a brand or product in their cosmetic tutorials in order to provide a how-to video, demonstrate their makeup routine, and propose and promote their favorite brand or product. They use the digital ecology of the vlogging genre, particularly the interaction in comment sections, to understand how viewers feel about these influencer recommendations. According to statistics, 40% of internet users make purchases based on recommendations from influencers on YouTube or Instagram (Schwemmer & Ziewiecki, 2018; Vrontis et al., 2021). Due to vloggers' significant connection with brands, it is not surprising that the influencing market has been outpacing traditional brand endorsement.

### 2.3.2 Translanguaging & Code-Switching

Because it takes a different epistemic stance than code-switching, translanguaging is distinct from it. The main distinction between code-switching scholars and translanguaging scholars is that the latter view bilinguals as having two separate language systems, with their contact being seen as a locally significant event. Translanguaging scholars consider the entire linguistic repertoires of multilinguals addressing a unitary language system. Garcia and Li (2014) claim that translanguaging includes both the speakers and the juxtaposition of two languages. Such a stance goes against distinct bilingualism, which evaluates speakers based on the norms of recognized languages. The monoglossic view of bilingualism as the combination of two independent languages is suggested by the focus on language distinction in the brain (Garcia, 2009).

The grammar of each language that is utilized during code-switching has been the subject of research, which is referred to as “a language-oriented theory” (Baynham & Lee, 2019, p. 3). It is based on codes and how they interact with a focus on language boundaries and relies on the recognition of components that are unique to different languages. With the code-switching perspective, the highlighted problem is related to the neglect of what Baynham and Lee (2019, p. 7) call “the contingent and creative thrown-togetherness of languages, language varieties, registers, and semiotic modalities” and language becomes the only area of study. This is not to suggest that code-switching lacks sound theory or methodology, but it will fail to take into account the social context and modes that actively engage language users. It should be emphasized that translanguaging expands on the principles of code-switching by incorporating various modalities, discourses, registers, or idiolects in addition to diverse language parts, which allows for a wider range of applications. Therefore, it is important to consider resources when considering code-switching and translanguaging. For instance, it might not be practical to include mediated communication or language-body contact in code-switching.

## **THE THEORETICAL FRAMEWORK OF THE STUDY**

The researcher has taken Norman Fairclough's three-dimensional model to analyze Instagram influencers' language by CDA. CDA analyzes in-depth discourse (Turhan & Okan, 2017). He added that CDA emphasizes language and how it is used to create bonds between relationships and power. According to Johnson and McLean, CDA academics "frequently view language as a form of social practice, and are concerned with methodically examining hidden power relations and ideologies embedded in discourse." Norman Fairclough (1995) developed a three-dimensional model for CDA and this model is appropriate among other models to analyze influencers' language in Instagram.

- 1. Textual practice:** The feature of this textual practice is interacting with people and analyzing text which can be spoken or written.
- 2. Discursive practice:** The main factor of this dimension is relation between producer and receiver where producers are Instagram influencers and receivers are audience.
- 3. Social practice:** The last and third dimension concerned with social interaction and determination also influence the relation between text and society. Here text is a spoken form of discourse and social context is based on which situation an influencer makes a video with some utterances and many modes of expression to explain the context.

## **Chapter 3**

### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This entire chapter discusses the methodology of this research which are adopted for conducting the study. The main goal of this study is to critically analyze the Instagram influencers' discourse and which type of acts they are doing in their speech. Those are also prominent factors for this study. Furthermore, their socio-cultural context, gestures and which type of content they are used to make is connected with their delivered discourse in video posts. Moreover, this chapter also described the reason behind selecting participants, choosing a qualitative multiple case study approach, data analysis procedure, data collection procedure and so on of this study.

#### **3.2 RESEARCH DESIGN**

The researcher has designed research after reviewing previous literature. According to the theoretical framework the researcher transcribed Instagram videos and analyzed data along with social and discursive practices. Moreover, the major findings of this study are about the use of Instagram influencers' language and what linguistics elements do exist in their discourse which are delivered on a regular basis. The researcher had chosen a qualitative multiple case study approach where attitude, behavior, culture, lifestyle and so on are the main facts and these things help the researcher to find out influencers' approach towards their audience through social media discourse where the pattern of social media discourse is quite different nowadays. According to Corte & Aspers (2019), qualitative research is a multimethod approach where interpretation, naturalistic approach is involved in its subject matter.

Furthermore, qualitative research study for the naturalistic inquiry with naturalistic settings where there exists an in-depth understanding of social phenomena. However, for this study the researcher observes participants' social media videos. The details of research design discussed the following part of this chapter.

### **3.3 RESEARCH QUESTION**

The following questions have formulated to get the purpose of the research:

1. Which linguistic and multimodal resources do Bangladeshi social media influencers deploy in their Translanguaging practices?
2. Why do Bangladeshi Instagram Influencers use such language in their content?

### **3.4 THE RESEARCHER'S ROLE**

Nowadays, use of technology is increasing and people are attached themselves to technological devices and social media apps. The researcher is a student of English Language at master's level and noticed the use of languages in social media where the speech of influencers are quite different from normal people which influence all people of the society. Because now everyone is attracted towards social media where Instagram is the most popular to adolescence as well as the other people.

This qualitative research was conducted with three participants who are Instagram influencers and the researcher chose two videos of each influencer. All participants are non-native English speakers where the researcher is also a non-native speaker. For that reason, the researcher can analyze each video and their languages. The researcher has not any biased mentality because

she wants to find the specific linguistic pattern by CDA. On the other hand, other experts also monitored these videos so that the findings become appropriate and authentic.

### **3.5 SETTING**

This research setting is social media content, especially the content of Instagram influencers in Bangladesh where an influencer makes their content by using different kinds of language including images, music, text, hashtags, emojis and so on as using multiple modes to deliver their speech to influence their audience. Through social media or Instagram, adult & young influencers are able to reach all kinds of people to engage them by using language in a trendy way which is more acceptable nowadays to the younger generation.

### **3.6 SELECTING THE PARTICIPANTS**

For selecting the right sample, method is essential for collecting relevant data. The researcher chooses participants through purposive technique in order to get information rich data from the limited available sources (Patton, 2015). Non-probability sampling encompasses this kind of sampling so that the researcher can select participants and nothing can influence while selecting participants. On the other hand, the researcher should be aware of the fundamentals of this sampling and can get information by participants (Creswell & Clark, 2011). Because choosing participants is quite challenging from social media from whom the researcher can get appropriate information (Black, 2010) to analyze through CDA so that the linguistics pattern and other factors become clear (Palinkas et al., 2015, pp.3).

For this study, the main criterion of selecting the participants was that they must be educated and talk in both Bangla and English. Because the researcher's field of study is social media

content where both educated and uneducated people used to create videos and vlogs and become popular. Thus the participants must be able to talk both in English and Bangla what only educated people can. Furthermore, non-native English speakers were another criterion, because native speakers use only the English language while making content for social media platforms especially for Instagram. According to Bangladesh, Bangla is the native language and English is the foreign language where Bangla must be the first language of participants as well as second language would be the English. So, their nationality must be Bangladeshi as Bangla is their first and native language. In addition, age is one of the most important factors as people of diverse ages use different types of words in their speech as well as their diverse types of gestures also visible. But, at the same age people's gestures and use of words as well as language are similar which makes a study more fruitful. After That, the requirement of selecting participants was that they must have social media accounts such as Instagram and be an influencer in Bangladesh. For these reasons, content should be based on Bangladeshi phenomena which become more relatable while analyzing their use of language during videos.

### **3.7 A BRIEF INTRODUCTION TO THE CASES**

In this section, the three participants or influencers will briefly introduce themselves according to their educational background along with their origin and from where they belong to. Moreover, this information might help the researcher to analyze their discourse that why they are talking or presenting themselves in this way or what may influence their discourse during speaking.

#### **3.7.1 Case 1: Karina Kaiser**

Being a social media influencer Karina is creating content and influencing people through her video. In addition, Karina Kaisar is known as a comedian as she used to create comedy content and upload in social media. She had started her career by creating videos on snapchat and after

that started uploading on Facebook and Instagram. She makes comedy videos based on real life scenarios and through her video she sometimes talks on contemporary toxic topics which cause trouble and negativity throughout the society. Her use of discourse is not standard Bangla whether she used to use both standard and Dhakaiya dialect along with English. She completed her study from a repudiated private university in Dhaka and brought up in Dhaka also; choose her career in this content creating field. In 2018 she started making videos on Snapchat because of different funny filters to entertain people and now within a short time period she got many followers and publicity on social media platforms.

### **3.7.2 Case 2: Faiza**

Faiza is known as Khudalagse apu on social media as her first Instagram account name is Khudalagse. She started her influencer career by uploading photos of food on Instagram and gradually made different content such as, lifestyle related content, travel videos, food review, skin care, fashion and so on. She has completed her graduation from a repudiated private university in Dhaka as she also brought up in Dhaka. Currently, she has started her own business which is online based and tries to make this business huge.

### **3.7.3 Case 3: Rafsan**

Rafsanthechotobhai is a popular name among the young generation who are easily influenced by him. His name is Iftexhar Rafsan and he also has completed his graduation from a reputed private university in Dhaka. He started making videos when he was in class eight and by inspiring his friends, he first uploaded videos on YouTube as well as in Facebook and Instagram.

"I was in class eight and I randomly filmed and my friend pushed me to start uploading". In this way he started his influencer career.



### **3.8 AN OVERVIEW OF DATA COLLECTION PROCEDURES**

In data collection procedure, there are many sources, which has helped researchers to organize data such as records, interviews, observation, documents and so on (Gillham, 2000). Among the procedures of collecting data are visual analysis (Covert & Koro-Ljungberg, 2015), semi structured interview, in depth observation (Patton, 2014), textual analysis, group interview and so on. For this case study, many sources or options are open to collect data because case study allows designing research according to the researcher or what the researcher exactly wants (McCombes, 2019).

The researcher decided to observe Instagram videos and transcribe those that are given in the appendix to get data as a data collection procedure. In the sub-section of this section discussed all the procedures of data collection.

#### **3.8.1 Observing Online Videos**

In academic research, observation has been used in two ways; one is structured observation and another one is unstructured observation where structured one used for positivistic research and unstructured one used for naturalistic research (Mulhall, 2003). The researcher has used an unstructured observation procedure chosen by the researcher. In addition, observation is one of the oldest & fundamental approaches in research, which helps to collect natural data especially looking & listening in an appropriate way (Smit & Onwuegbuzie, 2018). Furthermore, one of the data collection strategies is observation such as getting to point out limitations, gestures and verbal response of participants and so on. The researcher observed eight videos of four participants for this study through online, especially Instagram videos and wanted to investigate the linguistic approach towards audience by CDA where not only language but also gestures,

use of pictures, music, captions, using hashtags, emojis as using multiple modes for meaning making.

### **3.9 DATA ANALYSIS PROCEDURES**

The researcher analyzes data through observation after transcribing Instagram videos of renowned influencers. At first, the researcher chooses videos of influencers and transcribes those with English translation where needed as all the videos are in both Bangla and English language. After transcribing the video, the researcher connected speech with various approaches and theories of CDA to explain appropriately.

## **Chapter 4**

### **RESULT AND DISCUSSION**

#### **4.1 INTRODUCTION**

The major goal of this study was to explore the language pattern of social media influencers' along with what influences them to deliver their speech which they are following. In addition, the researcher as a social media user attempted to find out the reason why influencers are using or following different types of language patterns when they present anything on social media along with what influences behind these. Also, the researcher adopted a descriptive approach which is multiple case study where each of the participants consider it as a single case study.

The findings will be presented in this chapter based on the following research questions:

- Which linguistic and multimodal resources do Bangladeshi social media influencers deploy in their Translanguaging practice?
- Why do Bangladeshi Instagram Influencers use such language in their content?

## **4.2 CRITICAL ANALYSIS OF INFLUENCERS' DISCOURSE**

The researcher finds out different discourse patterns from influencers' each video transcription based on Fairclough's three-dimensional model. In the section below, the researcher is going to describe the influencers' discourse on why they are presenting themselves in this way and the reason about using those lexemes in their speech. It is important to note each influencer from a different background and their discourse pattern is different where the researcher has chosen similar themes to analyze their speech accurately in order to answer research questions.

### **4.2.1 Analysis of text**

Text analysis means the analysis of spoken and written speech both where spoken discourse has been analyzed by transcribing them. The researcher has taken three influencers six videos for analyzing their discourse: one influencer used to review food, another one used to influence people through food and lifestyle videos and the third one used to make videos for entertainment purposes. Every influencer describes their videos in a descriptive style so that the audience can get authentic information about that specific matter.

#### **4.2.1.1 Lexical Choice**

The most frequently lexical area is pizza, hotel, resort and Cox's Bazar where the influencers mostly use this area related lexical items when reviewing those. According to this fact, each area of a video has its different spatial repertoires (Pennycook & Otsuji, 2014). This is also an

example of the current world's language use in this vlog genre where mixed language is popular in urban areas and technology helps to telecast these all over the world.

#### 4.2.1.1.1 Usage of Adjectives

The utterances of influencers are spontaneous as they are promoting products, foods or reviewing any place by using their own words which are not scripted. Because they visit different places and record their opinion to engage their audiences by grabbing their attention through their discourse. For different kinds of things, they are using different types of words where they use numerous adjectives to emphasize the quality, nature and so on. Instagram influencers are making short reels for giving updates about their lifestyles, visiting places, food quality, products quality, daily activities and so on where they are used to upload long videos for giving important information which type of videos the researcher chooses to analyze their discourse pattern. Moreover, adjectives or modifiers help a listener to understand the depth of meaning of any kind of language and it takes place before nouns and adjectives to modify the speech or utterances. The researcher has been found adjectives in influencers' speech and I1 using adjectives are, L:29 বেশ বড় (quite big), L:30 অনেক বড় (very big), L:34 বড় room (big room), L:35 very favorite, L:41 more aesthetic, L:45 এতো clean (so clean), L:65 serene experience, L:80 huge area, L:86 pretty relieved, L:90 very well trained, L:93 very pleasantly surprise, L:96 এতো সুন্দর beach (so beautiful beach). These adjectives are being used by I1 to review hotel accommodation. These adjectives clarify that the person or influencer is so much satisfied with their service and influence the audience to go there or think about these hotels. In addition, adjectives are being portrayed with a positive meaning in front of the audience and the audience can make decisions based on I1's review where I1 used so many adjectives to express her point of view which she had experienced. The I1 uses these kind of adjectives when

review pizza those are, L:129 খুবই distinctive (very distinctive), L:131 খুবই significant (very significant), L:140 খুবই bland (very bland) and গরম গরম (very hot), L:141 খুব শক্ত (very hard), L:142 একদম crispy (absolutely crispy), L:143 very fluffy, L:144 generous in amount, L:178 well-established, L:186 amazing feature, L:191 একটু বেশী (a little more), L:200 বাসি খাবার (stale food). These are being used in pizza reviews to emphasize on the quality of pizza which can help the audience to make their decision on which one they should have.

On the other hand, I2 has been used similar kind of adjectives but not the same while reviewing pizza, those are, L:230 heavy না (not heavy), L:233 অনেক favorite (very favorite), L:235 so good, L:238 আরও মজা (more tasty), L:239 tangy flavor, L:246 medium size, L:247 বেশী সুন্দর (so beautiful), L:251 very different, L:252 অনেক সুন্দর (very beautiful), L:255 একটু মোটা (a bit thick), L:256 একটু পাতলা (a bit thin), L:258 গরম গরম (very hot), L:270 এতো টক (so sour). When I2 gave a pizza review that time, I2 used quite different adjectives to make the audience understand about the quality of pizza by using some powerful expressions. Moreover, these expressions are different from I2 but emphasize the quality of pizza. However, I2 use some different and quite similar adjectives while reviewing hotels, those are, L:276 premium room, L:281 খুবই nice (very nice), L:284 ভালো AC (good AC), L:286 unique fan, L:288 সুন্দর innovation (beautiful innovation), L:302 সুন্দর কাঠের টেবিল (beautiful wooden table), L:303 সুন্দর সুন্দর ছবি (beautiful picture), L:309 এতো nice (so nice), L:314 so amazing, L:315 সুন্দর view (beautiful view), L:331 খুবই nice (very nice), L:341 amazing. I2 mostly use the word nice to explain the décor, environment and facilities of the hotels to influence audiences to get into the hotel and enjoy the moment.

I1 and I2 have used numerous adjectives than I3, because I3 uses a little bit of adjective while giving a review of hotels and pizza in the video. I3 only explain about the hotel that how many

rooms have and the cost whether used a little more adjective during pizza review those are, L:472 মজা, একটু বাংলা, একটু ঝাল (tasty, a little bit Bengali and spicy), L:478 really thin crust, L:481 really good, L:495 really bad, L:526 বেশী মজা (very tasty). These have been emphasized on the texture and taste of pizza so that the audience can go to a restaurant and make a decision which one will be the best one for them.

In L:140 and L:258, I1 and I2 utter the same word গরম গরম (very hot) to explain about the condition of pizza. Moreover, in L:256 and L:478; I2 and I3 utter the same word একদম পাতলা (really thin) for pizza. This indicates that influencers are concerned about the condition of food which does matter to them and also for grabbing the audience's attention. They used these kinds of words in order to increase viewers' interest to buy and eat. In addition, each influencer has their own vocabulary list which makes their discourse different from one another and their gestures are also important for getting viewers as well as making social engagement.

#### 4.2.1.1.2 Usage of Preposition

Preposition is a word which indicates a relationship between noun or pronoun and other words and the prepositional phrases used as an adjective or an adverb which consists of a preposition, the object of a preposition and modifiers (Keizer, 2008). In addition, a preposition has been used in a speech as a grammar form or a lexical element where some preposition portrays default use of those such as 'of', 'to', 'by'. But the researcher found that influencers mostly use prepositions in their discourse as a lexical element which carry meaning and do not act as a grammatical form. Most important fact is that I1 has used so many prepositions in her discourse rather than I2 and I3. The I1 mostly use preposition during hotel review; those are, L:02 'physically I might be **in** Dhaka', L:17 'I get enjoy these experiences as a result **of** my financial planning', L:25 'so **without** further I do let's jump straight **into** the video', L:61 'it's

literally right there **on** the beach’. In L:02, I1 uses ‘in’ which is a lexical element and acts like an adverbial prepositional phrase. Moreover, in L:17 the I1 said ‘I get to enjoy these experiences as a result **of** my financial planning’ where ‘of my financial planning’ is an adjectival phrase modifying experience which she wants to enjoy. However, I1 says in L:25 ‘so without further I do let’s jump straight **into** the video’ where ‘to’ is an appropriate one instead of ‘into’. It indicates that they are not aware of using ‘to’ and ‘into’, and also do not have proper knowledge about the meaning of these two prepositions where ‘to’ most of the time is used as a grammatical form.

During the pizza review, I1 uses so many prepositions where almost every proposition has a lexical element; such as, ‘try out’, ‘with me’, ‘look at’, ‘in a partnership with’ and so on. In the same way, I2 has used prepositional phrases but less in number than I1 where I3 used prepositions less than I2. In the case of I3, he used inappropriate prepositions in his discourse for instance, ‘look in’ which is irrelevant according to his content.

#### 4.2.1.1.3 Hedges

Hedges is one of the techniques in communication which helps the speaker (influencer) and hearer (audience) to bring in the same level along with emphasis on understanding and acceptability (Nikula, 1997, p.188). In addition, hedges are a non-verbal language or expression in spoken discourse which can make connections between one structure to another structure of language. Moreover, it can act as a substitute to politeness as the speaker’s utterance may not mean the negative meaning rather than positive. Influencers used to use so many hedges to turn their speech from one pattern to another which helps to change meaning and work as a modifier. For instance, L:46-48 **মানে হচ্ছিল একদম ধূলাবালি** had sipped deep into the layers **তো** আমি **হচ্ছে** **ওদের** **সোফার** **ওই** **জায়গাগুলো** **avoid** **করেছি** **যেখানে** **covers** **এর** **system** **ছিলোনা**’ (It seemed that dust had sipped deep into the layers **So** I have avoided those areas of their sofa



**there** was no system of covers). Here, ‘so’ and ‘there’ are hedges which have been changed in meaning between before and after the sentence used. In one sentence the influencer uses more than one hedge as it is frequently used in discourse which is unintentional. In L:60-62 ‘it’s literally right there on the beach **মানে** আমি আমার দরজা থেকে বের হয়ে এইরকম করলেই আমি beach এ’ (it’s literally right there on the beach **that** from my door If I go out and do this, I’m at the beach). Here, ‘that’ is mentioned in the dataset which clarifies it has changed the meaning after turning the speech to another event. L:71-72 ‘Location টা খুবই convenient **and** তুমি হোটেল থেকে নেমে একটা টুকটুক নিয়ে অনেক ঘোরাফেরা করতে পারবা’ (The location is very convenient **and** you can take a tuk tuk and roaming around) indicates that ‘and’ has changed the meaning between two sentences and make a new meaning by using hedges which is spontaneous as influencers speech is not scripted. Moreover, L:83-85 ‘আসলে এইরকম বাইরে গিয়ে ঘুরার mentality টা বেশীরভাগ মানুষের থাকেনা **but** আমি একটু ওইরকম **যে** হ্যাঁ আমার কিছু একটা করা লাগবে একটা activity লাগবে’ (Actually, most people don't have the mentality to go out like this, **but** I'm like **that**, yes, I need to do something, I need an activity) clarifies that Instagram influencer mostly use hedges unintentionally as their speech is not scripted and spontaneous. Also, more than one hedge has been used in one sentence to turn one sentence to another or one event to another. Here, ‘but’ and ‘that’ successfully changed meaning from one event to another by turning their speech.

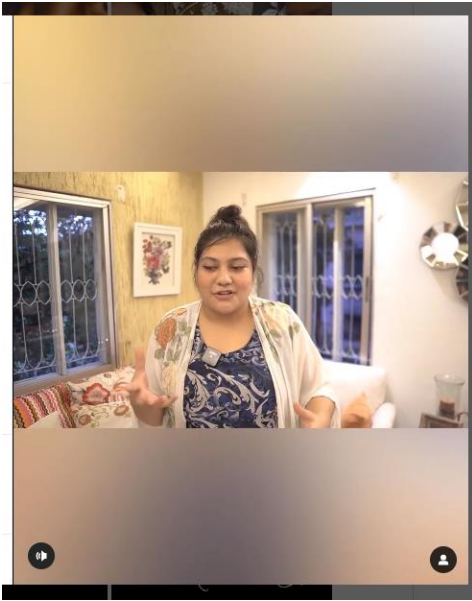
However, influencers mostly use ‘so’, ‘and’, ‘but’, ‘that’, ‘আর’ and so on as hedges in their speech which can help and turn one event to another event and make a new meaning. Therefore, hedges are very important in discourse which helps to change expressions and show different expressions through one sentence to understand the situation.

#### 4.2.1.1.4 Variation in Mode of Language

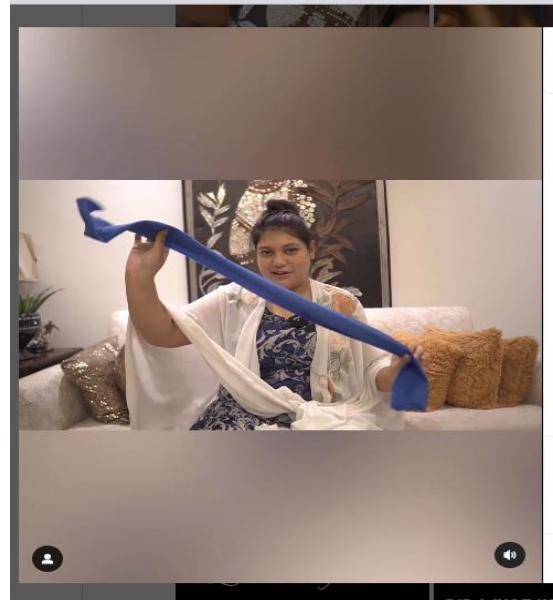
The researcher has found various modes of language after analyzing the dataset along with visuals. Only influencers' verbal language has been transcribed from their videos but visual content is not transcribable. However, when the researcher listens to the audio with visuals to understand their language pattern, they noticed that only the verbal component is not enough for grabbing audience attention where background, additional music, background text is also important to understand their videos and messages. Multimodal theory which has been adopted from Halliday's (2004) meta functional theory by Kress and Leween (2006), divided into three systems such as, i) Compositional system; ii) Representational system and iii) Interactive system. For analyzing visual elements, the compositional system has three interrelated sub sections, those are: 1) Information values, 2) Saliency and 3) Framing.

When the researcher analyzes all videos of influencers and notices that they are standing or sitting center of the frame as the most important component put on the center of the frame and in these videos, influencers are the most important person to influence their audience. In the bottom of the video, additional information has been added such as, caption, name of pages which they are promoting and so on. Moreover, in margin different kinds of pictures, stickers, any kind of results being included which also grab audience attention and it is called saliency. For grabbing attention, text, picture, person are not enough where background color, music, transition color and different frame is also important

The researcher has taken some screenshots of Instagram influencers videos and also still pictures to make the point clear about different use of modes in their videos which influence audiences. Also, Influencers are habituated or intentionally use various backgrounds in their videos.



**Picture - 1**

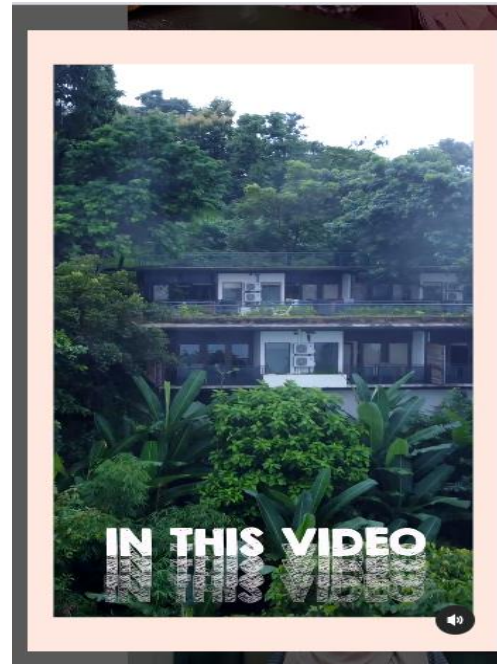


**Picture - 2**

In the picture-1, the influencer had chosen a different background where her expression and gestures were noticed in a different way. She tried to give different information towards her audiences and make interaction virtually where she represents herself by giving pizza reviews. Moreover, background color is also different and surroundings as well and multiple mode included in each segment of videos.



**Picture – 3**



**Picture – 4**

The picture-3 and 4 are the clip of same video but background is different so that they can make a video more attractive towards audiences and entertaining. The influencer also added text on her videos which is ‘on this video’ and this is an introduction part and introducing her surroundings to give a glimpse of the video. In picture-3 the influencer shows herself and in picture-4, she shows a glimpse of nature. Moreover, she frequently changes background and gives information to her audience. She was reviewing a hotel room and representing herself as well. Furthermore, according to Kress and Leween (2016), she put text at the bottom of the picture which is additional information.



**Picture - 5**

In this picture-5, the influencer adds various colors and framing along with additional information to make the theme clear towards his audiences. Moreover, the influencer put the important elements in the center of the framing which are pizza and the influencer himself. Because, the influencer himself represents the quality of pizza and his point of view which are mostly factual. Also, the additional text 'BEST PIZZA' has taken another frame to clarify that this video is all about to find the best pizza.

#### **4.2.1.2 Use of Speech Acts**

The researcher has found five different speech act components from influencers' videos that are already transcribed. The five components of speech act are, i) Representative, ii) Declarative, iii) Expressive, iv) Directive and v) Commissive. These perform actions via speech and influencers mention the factual things in their video when reviewing something as fake reviews can hamper their career. Moreover, they used to express their emotional thoughts via language and try to give helpful suggestions or advice to their audience as they can take decisions keeping those in their mind. Also, influencers always prioritize their audience and engage with them for further honest review or informative content along with declaring their next content and sometimes current issues in which they are into as they have that authority.

The researcher found these things in influencers' videos where they review pizza and hotel accommodation.

- i. **Representative:** Influencers are used to share factual information through their video whether fake and wrong information can be hampering their image in social media platforms and the audience can easily boycott them. In L:27-28 the I1 says ‘তো Mermaid Beach resort এ আমরা beach villa টা নিয়েছিলাম which retails for 24000 taka per night on a standard basis’ (So, in Mermaid Beach resort beach villa retails 24000 taka per night on a standard basis which we had taken). This line states that the influencer presents the factual information in her video which is not fake and the audience can easily justify that the information is right or wrong. In this way, the I1 shares all the factual information with her audience as during review something all information must be authentic. Moreover, L:141-143 the I1 says during pizza review that ‘dough টা খুব শক্ত ছিল আর crust টা তো খুবই বাজে ছিল আর Domino’s এর crust টা একদম crispy of the outside and dough was very fluffy on the inside’ (dough was so hard and crust in not up to the mark and the crust of Domino’s was so crispy of the outside and very fluffy on the inside). This review is authentic about pizza while I1 compares between two types of pizza and presents factual information towards the audience.

However, I2 says in L:238-240 that ‘উপরে toppings হিসেবে olives ও দিসে tomatoes ও দিসে আর tomatoes এর কারনে একটা tangy flavor আসতেসে আর base sauce টাও একদম normal regular sauce’ (Olives and tomatoes use as toppings and because of tomatoes, it gives a tangy flavor and the base sauce is also a normal regular sauce). Here, I2 also shares factual information with the audience to give

authentic information what they can avail by taking appropriate decisions. On the other hand, in L:458 the I3 says ‘This is the first pizza um... dough টা পুরাই plastic’ . Here the influencer gave authentic and factual information according to his taste and the quality right there which indicates the representative speech act. Though all information is not positive, influencers always try to give authentic information which the audience believes and those uttered words influence them to take the next step.

**ii. Declarative:** Influencers have authority to declare any announcement towards the audience. In L:522-523 the I3 says, ‘so guys you know what to do make sure to smash the subscribe button’. Here the influencer has authority to say this to the audience and the further action depends on viewers that they want to do or not. Influencers are producers in their videos and they can do whatever they want for declarative purposes to influence audiences. In addition, very few declarative speech influencers use in their videos except follow their IG and share their videos.

**iii. Expressive:** The researcher has found so many expressive speeches act in transcribed videos of influencers. When a person expresses their emotion or condition through their discourse that is an expressive speech act and influencers are used to express their emotion in front of the camera which also expresses their opinion about the product. For greeting influencers start their videos by saying, L:1 ‘Hi guys’, L:211 ‘Hey guys’ and for expressing pleasure they used to say, L:209 ‘thank you so much for watching’, L:210 ‘Hope you are enjoying the video’, L:212 ‘welcome back to another brand-new video’, L:308-309 ‘I really love this view’, L:316 ‘I love this I totally totally love this’. Also, for expressing their own point of view they mention, L:180 ‘loved by so many people’, L:233 ‘অনেক favorite এইটা আমি extra চেয়ে চেয়ে খাই’ (so favorite and ask for eating several time), L:313-314 ‘This is the actual view my God this is so amazing’,

L:532 ‘we believe in sharing happiness’, L:536 ‘sharing is caring’. These kinds of utterances help to express an influencer’s emotion and the audience may understand the depth, meaning and condition of that product which influence them to pursue.

- iv. Directive:** According to this kind of speech act, influencers have authority to order, advise, request, suggest to their audience and other people to do. Also, without moving influencers can give direction to their audience by using different discourse. Influencers directly and indirectly give direction to their audience throughout their videos by giving review on products which may be place, food, clothes, accessories and so on. The researcher has found that the three influencers used to give suggestions more than advice or order to make things easy towards their audience as they can take decisions in a right track. In L:531-532 the I3 says, ‘আমরা actually pizza গুলা নিয়ে আমরা রাস্তায় সবাইদের দিসি, কেন? because we believe in sharing happiness’ (we gave pizza to those people who live on the street, why? Because we believe sharing is caring). Through this statement the influencer wants to give suggestions that we should share happiness with everyone which is important. Moreover, in L:19-21 the I1 says, ‘ তোমরা যদি interested থাকো মাত্র ১০০০ টাকা per month এইটা start হয়ে থাকে আর শান্তার experienced fund manager রা এমনভাবে গাইড করে থাকে যেন investment risk কমিয়ে তোমরা best return টাই পাও’ (if you are interested it has been started by 1000taka per month and an experience fund manager od Shanda will guide you so that you can get best return by decreasing investment risk). Here, the influencer also suggests her audience to invest in Shanta but not order them to do or invest.
- v. Commissive:** When a person promises or commits for future action and future action will take place, that is a commissive speech act. Also, warning for future action but not for present which will take place is also a commissive speech act. After analyzing influencers speech, the researcher has found some commissive speech during their



video where they promise to their audience to review another place and videos. In L:537-538 the influencer says that ‘this is Rafsan the ChotoBhai bringing justice to you guys. By saying this, I3 makes a commitment with his audience that he will bring justice in future and this is his motto which he has already said in other videos.

#### 4.2.1.3 Use of Translanguaging

Discourse is a powerful mechanism which plays an important role in social community (Fairclough, 2001) as well as in social media platforms. Nowadays, people are frequently switching codes during their conversation and increasing the practice of transglossic language in social media’s video because of social phenomenon. The context of translanguage is mixing different kinds of language at a time while speaking (Sultana, et al., 2014) and frequently changing codes. While the researcher analyzes influencers' videos, she finds out that three of the influencers use translanguage in their discourse such as a mix of Bangla and English. Bangla is their native language and English is a foreign language which is prestigious as well as an international language (Nurhantoro & Wulandari, 2017). The influencers of Instagram utter a single sentence in Bangla and English both, few sentences are, L:413-414 ‘Guys room এর sunset এর view টা দেখাই তাড়াতাড়ি এইদিকে আসো নয়তো miss করবা’. Here use ‘sunset’ instead of ‘সূর্যাস্ত’ and ‘view’ instead of ‘দৃশ্য’ where except these words everything is saying in Bangla. This indicates that in a single utterance they are comfortable to use English words. Moreover, they are using ‘toilet আছে’, ‘খুবই nice’, ‘desire করি’, ‘vibe আসতেসে’, ‘but’, ‘garlic sauce’, ‘maximum’, ‘link টা’ and so on. They are using single English words in a sentence and also add ‘টা’, ‘খুব’, ‘আছে’ and so on. This has become a trend in modern discourse where in some of sentence they use single Bangla word in English sentence such as, L:27-28 ‘beach villa টা নিয়েছিলাম which retails for 24000 taka per night on a standard basis’,

L:69-70 ‘Now coming to the location overall এইটাতে definitely I would say Sayeman takes the gate’. In these two sentences, they use a single Bangla word which means that they are comfortable in mixing codes and western culture influences them in many cases. For instance, English is a prestigious language and without knowing this social status becomes lower, for this reason they are using English along with a single Bangla word and vice versa. These three influencers are from private universities where students and teachers have to follow EMI (Rafi & Morgan, 2022) but they use Bangla also which is also the reason for this type of discourse practice in social media platforms.

### **4.2.2 Discursive Practice**

In discursive practice text is not the only product whether the surrounding of a video and relationship between influencer and audience are equally important to grab attention as well as know about target audience. Influencers used to use some catchy words and adjectives to attract an audience so that they buy those products and visit those places by using their promo codes and so on. Also, audiences can get discounts by using influencer promo codes that also attract them and help them to make bonding or social relationships. When the researcher analysis the given dataset and finds some social factors and background of study which are important to know and clarify the status of the audience in order to make videos according to their want.

#### **4.2.2.1 Social Phenomenon**

Influencers always target specific types of audience who belong to different social classes. The researcher also found after analyzing that three of influencers mention price of hotel rooms and pizza rather than review only the quality. In L:224 ‘এইটা হচ্ছে একটা budget friendly pizza’ (this is a budget friendly pizza) and mention the price in L:221 ‘১২ ইঞ্চি পরবে আপনার ৫০০ টাকা’ (the price of 12 inch for 500 taka) so that audience can take decision that they should go and have this or not. On the other side they also mention the price of a hotel room in L:28

‘retails for 24000 taka per night on a standard basis. Not only price or amount can divide criteria based on social class, here taste is also an important part which is also mentioned in their videos. They mention hotel accommodation and surrounding restaurants quality and service so that based on that audience can choose which one is appropriate for them. Influencers should have kept these factors in their mind and based on this they target a specific group of audience and make videos to influence as well as help them out. Some influencers promote high-end brands or luxurious hotels and some are promoting affordable ones.

#### **4.2.2.2 Availability of Technology**

In this modern era, influencers become an influencer because of the availability of technology. Because, for technological blessing, social media is one of the most used platforms and Instagram has taken place in fourth position. Influencers are making videos and doing live online platforms which helps them to get engagement within a short time. This availability makes life easy as people from one country can be connected with another country without any flight fare or big amount of money. Language is the most important element for maintaining relationships with one another. For this availability, adolescence is frequently using social media and most of the influencers are also young. From this point of view, young influencers and audiences are in the same state and influencers can easily influence their viewers by promoting their product. The researcher got these things after analyzing.

#### **4.2.3 Social Practices**

The researcher has been identified some features which are influence both influencers and society. Because in society, social media platform become popular nowadays. Before travelling or visiting or going to any restaurant or purchase something, people are used to check review and promotional videos for getting ideas. Moreover, influencers also create poll or IG post to

get audiences opinion that which place they should review or food or products and so on. For instance, L:102-105 ‘তো recently আমার newsfeed এ tiktok এর feed এ videos pop up করছে where people are doing blind taste test যেখানে তারা চোখে একটা পট্টি বেঁধে they try out different food item and try to guess what is in front of them’ (so recently on my newsfeed and TikTok feed, some videos are pop up where people are doing blind taste test and wearing blind fold and they try out different food item and try to guess what is in front of them), L:178-180 ‘Domino’s is a well-established international chain and the reason that it has developed as such a grand manner and is loved by so many people is because of its transparency’, L:212-214 ‘so আজকের video তে আমি আপনাদের opinion নিয়ে তারপরে কিছু জায়গা try করবো এগুলো হচ্ছে pizza place’ (so today I will try out some places which are pizza place), L:220-222 ‘so আমাদের pizza চলে আসছে আর আমি যে pizza টা নিসি সেটা হচ্ছে creamy chicken and sausage এইটা ১২ ইঞ্চি পরবে আপনার ৫০০ টাকা এরপর vat আর service charge হাবিজাবি’ (so here come our pizza and I have taken creamy chicken and sausage pizza which is 12 inch for 500 taka and the vat, service charge and others).

From these statements, the researcher finds that influencers have given different information to help people or society to think about. Also, mention prices and amount along with surroundings which help society to think about those and make interest to have a try. Through the discourse, influencers build a social community online and do their work as their permanent or part time job.

## **Chapter 5**

### **CONCLUSION**

#### **5.1 Introduction**

The aim of this concluding chapter is to summarize the study's major findings and discussing the critical discourse analysis of Instagram influencers and some important factors that are important for this study. Furthermore, the researcher also discusses the implications and some recommendations for further study. Also, this study tries to fill the gap of knowledge regarding the discourse pattern of Bangladeshi Instagram influencers. In addition, it explored why influencers speak in such a different way and use some specific words and sentences to influence their audience and make engagement by promoting and reviewing products.

The research question of the study is:

1. Which linguistic and multimodal resources do Bangladeshi social media influencers deploy in their Translanguaging practice?
2. Why do Bangladeshi Instagram Influencers use such language in their content?

## **5.2 Brief Discussion on Major Findings**

The researcher finds that influencers use so many adjectives in their speech to emphasize on their discourse and attract the audience to build engagement. Moreover, use prepositional phrases in their videos while reviewing. Thus, they are using translanguage and it is clear that they are more comfortable in using both Bangla and English at a time. Moreover, they frequently switch codes rather than using proper Bangla or proper English in their speech. Here, they do not have any issue such that they do not know either how to talk in Bangla or in English. They three are from private universities where they have to follow EMI but their native language is Bangla. This is one of the reasons that they frequently switch codes and use translanguage which become their comfort zone.

Another most important fact is that, they are mostly using representative and directive speech acts during their videos. That means, they are giving factual information and suggestions in their videos. Influencers' main motto is to influence their audience by using catchy words, backgrounds, colors, gestures and so on. For making an attractive video they used different modes of language so that the audience can be attracted towards them.

## **5.3 CONTRIBUTIONS OF THE STUDY**

### **5.3.1 Implications for Society**

In the modern era of socialization, communicating with one another has become easier than before. Because, the rapid growth of social media is engaging people online and connecting

with each other as well as letting everyone inform about any kind of social phenomena (Ryan et al., 2017). Influencers of social media, especially Instagram, make videos to spread their thoughts by using their own language styles with different gestures and so on (Cenoz and Gorter, 2017). Moreover, the trend of brand promoting or reviewing by influencers are globally popular nowadays which helps audiences to get ideas from videos or vlogs or contents and implement them in their real-life activities.

At this point, using this power of influencers' language, they can make social awareness videos with high resolution graphics and some powerful adjectives that attract audiences the most. Because, using adjectives in speech make them trustworthy and reliable which can easily convince the audience to get advice as well as information for implementing in their life. The young people of this generation rely on social media and follow influencers according to their personality. Influencers' can motivate their young followers by making not only the same kind of reviewing videos but also awareness videos which could guide them to dive into their regular activities as well as their thinking process so that they are influenced to serve their society.

### **5.3.2 Implication for Cultural Phenomena**

Every country has a different culture as well as each dialect also has discrete types of cultural facts. Because, different kinds of people live in different countries and follow diverse rituals, which is one of the reasons behind cultural variations. Instagram influencers or social media influencers are also called cultural producers who are able to represent their cultural phenomena through their producing language (Craig, 2019). In addition, influencers' language is not only a weapon to represent cultural fact but also gestures, clothes, graphics and so on included. As audiences, especially the younger generation, are attracted towards them for their language delivery style along with their other facts of videos.

In this present situation, influencers are popular and sometimes represent western cultures in Bangladesh throughout their contents. In the same way, they can figure out some traditional facts which are also interconnected with cultural phenomena and make contents to spread out the whole things about cultural facts. Nowadays, the younger generation are not able to follow cultural values as well as not interested also. But Instagram influencers have that power in their language that can influence the younger generation to become interested in cultural values to follow. Language is one of the strongest weapons to represent cultures and traditional facts in front of the next generation. To know about cultural phenomena and implement those to perform in real life activities is important which may be possible through influencers' powerful language where they used to use translanguaging.

#### **5.4 RECOMMENDATIONS FOR FUTURE RESEARCH**

Regarding this study's findings, the researcher would like to make a number of recommendations for further relevant research in this field. For instance, the researcher conducted this research for analyzing Instagram influencers language and the other scope is to find out the impact of translanguaging practice on adolescence. In this regard, adolescents are following influencers and they are active in social media which may impact on their language. It really happens or not that will be the gap of further research on the similar field which had been conducted in this study.

Bangladeshi social media influencers or Instagram Influencers are basically Bangla native speakers, but they feel comfortable to use both languages at a time. It perhaps makes problems sometimes to be understood by the audience and lost proper identity of their existence. Also, adolescents follow them as these influencers are now on trend and the younger generation always prefer to be trendy. A powerful communication tool has a great impact on society,



cultures and their people to connect them where language is one of the most powerful forms of communication.

## References

Abidin C (2016) Please subscribe! Influencers, social media, and the commodification of everyday life, thesis.

<https://research-repository.uwa.edu.au/en/publications/pleasesubscribe-influencers-social-media-and-the-commodification>

Afreen, N. (2020). Language Usage in Different Domains by the Chakmas of Bangladesh International Journal of Linguistics Literature & Translation, 3(6), 135-151.

DOI:10.32996/ijllt.2020.3.6.13

Afrin, M. (2023, May). In search of an identity, she became a brand' - Kaarina Kaisar's journey as a Comedian. The Financial Express.

<https://thefinancialexpress.com.bd/lifestyle/others/in-search-of-an-identity-she-became-a-brand-kaarina-kaisars-journey-as-a-comedian-1663670313>

Aspers, P., Corte, U. (2019). What is Qualitative in Qualitative Research. *Qual Sociol*, 42, 139–160.

<https://doi.org/10.1007/s11133-019-9413-7>

Baynham, M., & Lee, T. K. (2019). *Translation and translanguaging*. Routledge.

Beck, A. T. (2005). The current state of cognitive therapy: a 40-year retrospective. *Archives of general psychiatry*, 62(9), 953-959.

doi:10.1001/archpsyc.62.9.953

Birner, B. J. (2012). *Introduction to pragmatics*. John Wiley & Sons.

Black, K. (2010). *Business Statistics: Contemporary Decision Making*. (6th ed.). New York, NY: John Wiley & Sons.

Brown, G., Yule, G. (1983). *Discourse Analysis*. CAMBRIDGE UNIVERSITY PRESS.

<https://www.cambridge.org/core/journals/journal-of-linguistics/article/abs/g-brown-and-g-yule-discourse-analysis-cambridge-cambridge-university-press-1983-pp-xii-288-m-stubbs-discourse-analysis-oxford-basil-blackwell-1983-pp-xiv-272/BECEAFCE1A2A07C2BDE61565E21E3FBC>

Brown, P., Levinson, S. C. (1978). Universals in language usage: politeness phenomena.

Cascio Rizzo, et el. (2023). How Sensory Language Shapes Influencer's Impact. *Journal of Consumer Research*.

<https://doi.org/10.1093/jcr/ucad017>

Cenoz, J., Gorter, D. (2017). Minority languages and sustainable translanguaging: threat or opportunity? *Journal of Multilingual and Multicultural Development*, 38(10), 901-912.

<https://doi.org/10.1080/01434632.2017.1284855>

Covert, H. H. & Koro-Ljungberg, M. (2015). Layers of Narratives, Images and Analysis. *Qualitative Research. Journal*, 15 (3), 306-318.

<https://www.emeraldinsight.com/doi/10.1108/QRJ-08-2014-0042>

Craig, D., & Cunningham, S. (2019). *Social media entertainment: The new intersection of Hollywood and Silicon Valley*. New York University Press.

Creswell J.W., & Clark, P.VL. (2011). *Designing and conducting mixed method research(2nded.)*. Thousand Oaks, CA:Sage Publications Inc.

DataReportal. (2023). INSTAGRAM USERS, STATS, DATA & TRENDS.

<https://datareportal.com/essential-instagram-stats>

Dixon, S.J. (2023, August 25). Instagram: distribution of global audiences 2023, by age group, Statista.

<https://www.statista.com/statistics/325587/instagram-global-age-group/#:~:text=Instagram%3A%20distribution%20of%20global%20audiences%202023%2C%20by%20age%20group&text=As%20of%20January%202023%2C%20almost,to%2044%20year%20age%20group>

Duffy, B. E. (2020). Social Media Influencers. In *The International Encyclopedia of Gender, Media, and Communication* (eds K. Ross, I. Bachmann, V. Cardo, S. Moorti and M. Scarcelli).

<https://doi.org/10.1002/9781119429128.iegmc219>

Eldridge, A. (2023, November 1). Instagram, Encyclopedia Britannica.

<https://www.britannica.com/topic/Instagram>

Fairclough, N., Mulderrig, J., Wodak, R. (1997). *Critical Discourse Analysis*. In T. A. Van Dijk (Ed.). *Discourse Studies: A Multidisciplinary Introduction* (pp. 258-284). London: Sage.

Fairclough, N. (2001). Critical discourse analysis as a method in social scientific research. *Methods of critical discourse analysis*, 5(11), 121-138.

Fairclough, N. (2015). *Language and Power* (3<sup>rd</sup> Edition). Routledge.

<https://www.routledge.com/Language-and-Power/Fairclough/p/book/9781138790971>

García, O., Wei, L. (2014). Language, Bilingualism and Education. In: *Translanguaging: Language, Bilingualism and Education*. Palgrave Pivot, London.

[https://doi.org/10.1057/9781137385765\\_4](https://doi.org/10.1057/9781137385765_4)

García, O. (2009). *Emergent Bilinguals and TESOL: What's in a Name?* tesol QUARTERLY.

<https://doi.org/10.1002/j.1545-7249.2009.tb00172.x>

Gillham, B. (2000). *Case Study Research Methods*. New York, NY: Continuum.

Ghosh, M. (2023). Female Instagram elderly influencers countering the ageing narratives.

*Humanities and Social Sciences Communications*, 10(804).

<https://doi.org/10.1057/s41599-023-02323-4>

Gribanova, T. I., & Gaidukova, T. M. (2019). Hedging in different types of discourse.

*Training, Language and Culture*, 3(2), 85-99.

doi: 10.29366/2019tlc.3.2.6

Habibie, A. (2016). COMPARISON BETWEEN DISCOURSE ANALYSIS AND CRITICAL DISCOURSE ANALYSIS FROM LINGUISTICS VIEW. *Al-Lisan: Jurnal Bahasa*, 1(1).

DOI: <https://doi.org/10.30603/al.v1i1.317>

Harris, Z. (1952). Discourse analysis *Language*. 28: 1-30, 474-94.

Halliday, M. A. K., & Matthiessen, C. M. I. M. (2004). *An introduction to functional grammar* (2nd ed.). London: Arnold.

Hermenda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76-89.

<https://doi.org/10.29244/jcs.4.2.76-89>

- Hidarto, A., Andrieza, A. (2022). Gender Differences in Influencer Advertisements on Instagram: A Multimodal Perspective. *Journal of Language and Literature*, 22(1), 220-237.
- DOI: 10.24071/joll.v22i1.4095
- Hudson, R. A. (1980). *Sociolinguistics*. Cambridge University Press.
- Jenkins, J. (2007). *English as a lingua franca: Attitudes and identity*. Oxford, Oxford University Press.
- Jewitt, C. (Ed.). (2009). *The Routledge handbook of multimodal analysis* (Vol. 1). London: Routledge.
- Phillips, L., & Jorgensen, M. (2002). Critical discourse analysis. *Discourse Analysis: As Theory and Method*. New York: Sage Publications Limited.
- Kamili, S. E. (2023). EFL Young Adult Learners' Attitudes towards Using Instagram to Improve Their Language Proficiency in Turkey. *International Journal of Recent Research in Social Sciences and Humanities*, 10(3), 1-8.
- DOI: <https://doi.org/10.5281/zenodo.8134721>
- Keizer, E. (2008). English prepositions in Functional Discourse Grammar. *Functions of Language*, 15(2), 216-256.
- DOI: <https://doi.org/10.1075/foL.15.2.03kei>
- Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design* (2<sup>nd</sup> ed.). London. Routledge.

Kudumula, D. (2022, April 19). What Are the Types of social media? Blogs.

<https://blog.digimind.com/en/insight-driven-marketing/what-are-the-types-of-social-media>

Lakoff, R. (1973). The logic of politeness; or minding your P's and Q's' in (ed.) C. Corum et al. Papers of the Ninth Regional Meeting, Chicago Linguistic Society.

Liu, J. (2020). A Pragmatic Analysis of Hedges from the Perspective of Politeness Principle. *Theory and Practice in Language Studies*, 10(12), 1614-1619.

DOI: <http://dx.doi.org/10.17507/tpls.1012.15>

Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.

<https://doi.org/10.1080/15252019.2018.1533501>

Lyons, K. (2022, November 1). 28 Top Social Media Platforms Worldwide, Semrush Blog.

<https://www.semrush.com/blog/most-popular-social-media-platforms/>

McCombes, S. (2019). Sampling methods| types and techniques explained.

Mulhall, A. (2003). In the Field: Notes on Observation in Qualitative Research. *JAN: Leading Global Nursing Research*, 41(3), 306-313.

Nam, L. G. & Dân, H. T. (2018). Impact of social media influencer marketing on consumers in Ho Chi Minh City. *The International Journal of Social Sciences and Humanities Invention*, 5(05), 4710-4714.

<https://doi.org/10.18535/IJSSHI%2FV5I5.10>

NapoleonCat. (2023, October). Instagram users in Bangladesh.

<https://napoleoncat.com/stats/instagram-users-in-bangladesh/2023/10/>

Ng, L. L., Lee, S. L. (2019). Translanguaging Practices and Identity Construction of Multilingual Malaysian University Graduation Digital Media. *English Teaching & Learning*, 43, 105–123.

<https://doi.org/10.1007/s42321-019-00021-6>

Nikula, T. (1997). *Inter-Language View on Hedging*. Berlin: Walter de Gruyter.

Nurhantoro, T. S., Wulandari, N. (2017). EXPLORING THE USE OF ENGLISH IN INSTAGRAM AND ITS INFLUENCE ON THE USER'S IDENTITY. *Journal of English Language and Education*, 3(2), 37-43.

Palinkas et al. (2015). Purposeful Sampling for Qualitative Data Collection and Analysis In Mixed Method Implementation Research. *Adm Policy Ment Health* 42, 533– 544.

<https://doi.org/10.1007/s10488-013-0528-y>

Paltridge, B. (2012). Teaching English for specific purposes. *The Cambridge guide to pedagogy and practice in second language teaching*, 179-185.

Patton, M.Q. (2015). *Qualitative research and evaluation methods: Integrating Theory and Practice*(4thed.). Thousand Oaks, CA: Sage Publications Ltd.

Pennycook, A., Otsuji, E. (2014). Metrolingual multitasking and spatial repertoires: 'Pizza mo two minutes coming'. *Journal of Sociolinguistics*, 18(2), 161–184.



<https://doi.org/10.1111/josl.12079>

Purba, D., Sinurat, B., Herman. (2021). Utilizing Instagram social media on Language Style: An Analysis to Teenagers as Millennial Generations in Their Captions. *Anglophile Journal*, 2(1). 1-11.

<https://dx.doi.org/10.51278/anglophile.v2i1.268>

Rafi, A. S. M., Morgan, A. M. (2022). Translanguaging and power in academic writing discourse: the case of a Bangladeshi university. *Classroom discourse*.

<https://doi.org/10.1080/19463014.2022.2046621>

Rafsan. (2023, June 23). *Trying Every Pizza in Bangladesh. Blindfolded*

*Edition* [Video]. Rafsan TheChotoBhai

<https://youtu.be/nqFTs7m0rc0?si=xLeFRdWK5bil7rm0>

Ryan, T. et al. (2017). How Social Are social media? A Review of Online Social Behavior and Connectedness. *Journal of Relationships Research*, 8(8), 1–8.

Doi: 10.1017/jrr.2017.13

Sacks, H., Schegloff, E. A., Jefferson, G. (1974). A simplest systematics for the organization of turn- taking for conversation. *Language*, 50, 696-735.

Salma, N. F. (2018). Exploring Van Dijk: Critical Discourse Analysis's Aims. *FKIP Universitas Lancang Kuning*.

DOI: 10.31227/osf.io/mwrnq

Saha, S., Rahman, M. M. (2022). Translanguaging Pedagogy in the EAP Classroom of Private Universities in Bangladesh. *Journal of Higher Education Theory and Practice*, 22(17).

DOI: 10.33423/jhetp.v22i17.5656

Schwemmer, C., & Ziewiecki, S. (2018). Social Media Sellout: The Increasing Role of

Product Promotion on YouTube. *Social Media + Society*, 4(3).

<https://doi.org/10.1177/2056305118786720>

Smit, B. & Onwuegbuzie, A. J. (2018). Observation in Qualitative Inquiry: When What You

See is Not What You See. *International Journal of Qualitative Methods*, 17(1).

<https://doi.org/10.1177/1609406918816766>

StatCounter Global Stats. (2023, October). Social Media Stats Bangladesh.

<https://gs.statcounter.com/social-media-stats/all/bangladesh/>

Tewatia, M., Mojumdar, S. (2022). HUMANS OF INSTAGRAM: EXPLORING

INFLUENCER IDENTITY DISCOURSES ON INSTAGRAM. *JOURNAL of*

*DIGITAL SOCIAL RESEARCH*, 4(4), 52-57.

Trudgill, P. (1974). *Sociolinguistics: an introduction Harmondsworth*. Middx: Penguin

Books.

Turhan, B., Okan, Z. (2017). Critical Discourse Analysis of Advertising: Implications for

Language Teacher Education. *International Journal of Languages' Education and*

*Teaching*, 5(4), 213-226.

DOI: 10.18298/ijlet.2301

Van, D. L., Dumitrica, D. (2020) Selling brands while staying “authentic”: The

Professionalization of Instagram influencers. *Convergence: The International Journal*

*of Research into New Media Technologies*, 27(1): 66–84.

Van Dijk, T. A. (2001). Discourse, ideology and context.

Van Dijk, T. A. (2003). The discourse-knowledge interface. In *Critical discourse analysis: Theory and interdisciplinarity* (pp. 85-109). London: Palgrave Macmillan UK.

van Dijk, T. A. (2006). Discourse and manipulation. *Discourse & Society*, 17(3), 359-383.

<https://doi.org/10.1177/0957926506060250>

Van Dijk, T. A. (2014). *Discourse and knowledge: A sociocognitive approach*. Cambridge University Press

De Veirman et al. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International journal of advertising*, 36(5), 798-828.

Vrontis et al. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617-644.

Wei, L., Lee, T. K. (2023). Transpositioning: Translanguaging and the Liquidity of Identity. *Applied Linguistics*, 1-16.

<https://doi.org/10.1093/applin/amad065>

Wodak, R. (2001). The discourse-historical approach. *Methods of critical discourse analysis*, 1, 63-94.

Wodak, R. (2002). 'Aspects of Critical Discourse Analysis'. *Zeitschrift für Angewandte*

*Linguistik*, 36(10), 5-31.

Wu, H. (2023). Identity Construction through Lexical Choices: A Corpus-based Approach.

*Journal of Humanities, Arts and Social Science*, 2023, 7(2), 401-407.

DOI: 10.26855/jhass.2023.02.028

## Appendix- A

### Transcription Notation

↘	Falling tone
↗	Rising tone

<.>	Pause less than one second
<..>	Pause between one or two second
<time number>	Timed pause
[	Appears at the beginning of the overlap
[	
————	Emphasis
</soft>	Non lexical phenomenon – pitch, volume, speed, etc
<latch>	Used at the end of an utterance to Show this the following utterance was produced with neither a pause nor an overlap
@	Laugh
X	Unclear word
XX	Phrase
?	Question
Full stop (.)	A termination
()	Text inserted by the researcher for clarification

Transcriptions of videos:

Kaarina Kaisar: Mermaid vs Sayeman review at Cox's bazar (6:17m)

01 KK Hi guys তো কিছুদিন আগে Cox's Bazar আমি /সেই একটা trip মেরে  
02 এসেছি and physically I might be in Dhaka but mentally I am  
03 still there <music>

04 তো এইবার আমি বেশ কিছুদিনের জন্যই গিয়েছিলাম কিছুদিন আমি Sayeman  
05 Beach Resort এ ছিলাম আর কিছুদিন ছিলাম Mermaid Beach Resort  
06 এ আর যেহেতু এই দুইটা resort কে একদম luxury accommodation  
07 মনে করা হয় Cox's Bazar er মধ্যে I thought why don't I compare  
08 the both and let you guys know the main difference between  
09 these two luxury resorts. <music>  
10 But আমি দুইটা resort কে compare করার আগে তোমাদের একটা  
11 concern address করতে চাই যে যখনই আমি এইরকম একটা trip এ  
12 যাই তখন এইসে তোমাদের শুরু হয় কার টাকায় ঘুরতে গেসি বাপের টাকা  
13 নষ্ট করো কেন? কোন sugar daddy কে পটায় নিয়ে গেছো? তোমাদের  
14 যেহেত এতো concern যে আমি কার টাকা দিয়ে ঘুরাফেরা করতেসি <.>  
15 আমি just বলে দিতে চাই আমার কোন বাপ দাদা sugar daddy র টাকা  
16 না <...> I wish! <music> the fact that I get enjoy these  
17 experiences as a result of my financial planning তো আমি  
18 শান্তা মিউচুয়াল ফান্ডে investment scheme এ invest করেছি আর এইটা  
19 খুবই সহজ তোমরা যদি interested থাকো মাত্র ১০০০ টাকা per month  
20 এইটা start হয়ে থাকে আর শান্তার experienced fund manager রা  
21 এমনভাবে গাইড করে থাকে যেন investment risk কমিয়ে তোমরা best  
22 return টাই পাও। তো এইরকম যখন long run এর investment করে

23 থাকি তখন না খুঁটিনাটি এই খরচগুলো নিয়ে তেমন একটা মাথা ঘামাইনা<.>

24 so I get to live all my dream without back a gain so should

25 you? so without further I do let's jump straight into the

26 video তো প্রথমেই শুরু করি basic accommodation নিয়ে <latch>

27 তো Mermaid Beach resort এ আমরা beach villa টা নিয়েছিলাম

28 which retails for 24000 taka per night on a standard basis

29 তো এইটা যেহেতু villa তো এইটার room টাও বেশ বড় ছিল আর

30 washroom টাও অনেক বড় ছিল আর shower আর basin এর জায়গাটা

31 ওইগুলো আলাদাআবে দেয়া ছিল যেন ওইখানের water-based activity

32 জন্য ওইখানের পুরা floor ময়লা না হয়ে যায়। আর Sayeman এর

33 standard room retails for 12000 taka per night. তো villar

34 মতন ওইরকম বড় room না হলেও it furnished in a modern room

35 manner আর আমার Sayeman এর bathroom আমার very favourite

36 কারন wet zone and dry zone আলাদা করে দেয়া আমার না এই জিনিসটা

37 খুব বিরক্ত লাগে যে friends দের সাথে যখন room share করি washroom

38 এ যে একজন গোসল করার পর যে পুরা washroom ভিজে যায় tiles এ

39 এইরকম কাঁদা কাঁদা হয়ে থাকে <ew>

40 আর Sayeman আর Mermaid এর মধ্যে compare করলে দুইটার decore

41 একদম আকাশ পাতাল তফাৎ Mermaid হচ্ছে more aesthetic and touch

42 with nature বাঁশ দিয়ে বানানো একটু কাঠ দিয়ে বানানো হ্যাঁ । আর এই  
43 জিনিসটা আমার বেশিখনের জন্য জমেনা প্রথম প্রথম গিয়ে ভান্নাগতেসিল  
44 আমি গিয়ে ছবি তুলতেসিলাম পরে দেখি এইরকম অনেক জায়গায় ওয়ালের  
45 থেকে এইরকম paint উঠে উঠে যাচ্ছে আর সোফাগুলো আমার এতো clean  
46 লাগেনাই <.> মনে হচ্ছিল একদম ধুলাবালি had sipped deep into the  
47 layers তো আমি হচ্ছে ওদের সোফার ওই জায়গাগুলো avoid করেছি যেখানে  
48 covers এর system ছিলোনা I was pretty much on the bed all  
49 the time when I was into the room যতবার আমি ঘুমাতে যাচ্ছিলাম  
50 ততবার ceiling এর দিকে তাকায় দেখি টিকটিকি গিরগিটি <.> যেহেতু  
51 Mermaid এর construction টাই হচ্ছে nature এর সাথে collaborate  
52 করে <.> so that's fine এইটা যাদের জমবে good for you guys.  
53 আমি ভোর ৪ টায় উঠসই যে একদম দরজাটা খুলেই যে যাব দেখি তিনটা  
54 কুকুর আমার villa টার সামনে বসে মেজাজটা খারাপ হয়ে গেসে আর  
55 আমি ভয়ে আবার ঘুমায় গেসি । আর Sayeman এ যেহেতু ওইটা একটা  
56 proper hotel তাই দরজা খোলার সাথে সাথে কুকুর বিড়াল তেমন কিছু  
57 experience হয়নাই and of course it's constructed in a much  
58 more modern manner accommodation wise I would prefer  
59 Sayeman. Now let's talk about a proximity of their



60 beach <latch> Mermaid এর beach villa টা নামেই শুধু beach  
61 villa না it's literally right there on the beach মানে আমি  
62 আমার দরজা থেকে বের হয়ে এইরকম <act> করলেই আমি beach এ।  
63 আমি কখনও কোন এইরকম হোটেলে থাকিনাই যে room টাই literally  
64 আমার villa টাই একদম beach এর মধ্যে and this was such a  
65 serene experience <.> where is Sayeman ও beach এর একদম  
66 কাছে but of course @ beach টা একদম room এর বাইরে না।  
67 but আমি বলব যে beach villa র এই জিনিসটা a magic of living  
68 right on the beach আর এইটার কোন comparison ই হয়না now  
69 coming to the location overall এইটাতে definitely I would  
70 say Sayeman takes the gate <latch>  
71 Location টা খুবই convenient and তুমি হোটেল থেকে নেমে একটা  
72 টুকটুক নিয়ে অনেক ঘোরাফেরা করতে পারবা আবার বিভিন্ন restaurants  
73 যেতে পারবা আবার shopping করতে পারবা আবার সামনে beach এ এসে  
74 chill করতে পারবা<.> Mermaid beach resort marine drive এরমধ্যে  
75 located so once you are there তোমাকে ওইখানের মধ্যেই সীমিত  
76 থাকতে হবে of course বাইরে টুকটুক তারপর অন্যান্য mode of  
77 transportation পাওয়া যায় তোমরা যদি আশেপাশে ঘোরাফেরা করতে চাও

78 but আমার মনে হয় when you are paying that high of price  
79 এইটাই সবাই চেষ্টা করে যে maximum পাইসা উসুলা  
80 resort এ যখন থাকাব resort এই থাকবো পুরা বছরের profile  
81 picture আমি এখানেই তুলবো <.>@ তো যেহেতু Mermaid beach resort  
82 actually spread over a huge area এইখানে অনেক অনেক সুন্দর  
83 যায়গা আছে তোমরা হাঁটিতে পারবা ঘুরতে পারবা and of course তোমার  
84 room এর বাইরে এইরকম একটা private beach পেয়ে যাচ্ছ <.>  
85 আসলে এইরকম বাইরে গিয়ে ঘুরার mentality টা বেশীরভাগ মানুষের থাকেনা  
86 but আমি একটু ওইরকম যে হ্যাঁ আমার কিছু একটা করা লাগবে একটা  
87 activity <.> লাগবে. যে ঠিক আছে beach বসে আছি এখন কি করবো?  
88 এখন কই যাবো? @ আমি Sayeman এ গিয়ে I was pretty relieved  
89 যে আমি টুকটুক নিয়ে ঘুরাফেরা করতেসিলাম আর ঐয়ে টুকটুকে DJ light  
90 আর গানগুলো বাজায় @  
91 so well-trained service wise দুইটা হোটেলেরই staff অসাধারন  
92 they are all very well trained. এতো এতো tourist এর সাথে  
93 তারা এতো এতো সুন্দর ভাবে deal করছে আর যার যেইটা সমস্যা আর যার  
94 যেটা problem সেটা খুব সুন্দরভাবেই sought out করছে. So, I was  
95 very pleasantly surprise and price নিয়ে কথা বললে Mermaid is

96 big up there and I totally found the worth the price  
97 কারন এতো একটা experience যে টাকা যাক সমস্যা নাই. মানে দরজা  
98 থেকে বের হয়ে এতো সুন্দর beach পাওয়ার opportunity আর সবজায়গায়  
99 পাওয়া যায়না. আর Sayeman তো Sayeman ই best. I mean it's  
100 Worth এমন না যে Mermaid এ gym নাই ওখানে other টুকটাক  
101 activities and gym ও আছে ওদের guest দেব জন্য for knowing  
102 comment down below.

Kaarina Kaisar: 250-taka pizza vs 250-taka pizza (6:52m)

103 KK Hi guys তো recently আমার newsfeed এ tiktok এর feed এ  
104 videos pop up করছে where people are doing blind taste  
105 test যেখানে তারা চোখে একটা পট্টি বেঁধে they try out different  
106 food item and try to guess what is in front of them. তো  
107 আমি ভাবলাম সারাদিনই আমি যেমন খাওয়ার উপরেই থাকি বিভিন্ন ধরনের

1108 ভিন্ন ধরনের খাবার খেতেই থাকি so why don't I taste this out as  
1109 well<.> এইটা আমি আগের থেকেই বলে দেই this is being done in  
1110 partnerships with Domino's <.> আর আমি বুঝি না আমি এইরকম  
1111 কোন collaborative partner video তে থাকলে আমি caption এ  
1112 দিয়ে দেই comment section এ তাদের ব্যাপারে information দিয়ে দেই  
1113 তাও তোমাদের মধ্যে কয়েকজন হুম জানিত এইটা sponsored video টাকা  
1114 নিস তুমি আরে আমিত বলেই দিসি caption এ tag করেই দিসি. তোমরা  
1115 এইটা point out করে নিজেদের কি Sherlock Homes ভাবো তা আমি  
1116 জানি না. ও হ্যাঁ আর একটা কথা হচ্ছে um... English বলে নিজেকে খুব  
1117 smart মনে করো? এইটা আমি বুঝি না এতো jealous কেন তোমরা?  
1118 Just calm down <music> তো একটা pizza order দেয়া হয়েছে  
1119 international chain Domino's থেকে আর একটা দেয়া হয়েছে local  
1120 একটা establishment থেকে that I have no idea about and this  
1121 is being conducted by my team. আর আমি দুইটাই taste করবো  
1122 আর guess করবো কোনটা Domino's আর কোনটা Domino's না.  
1123 okay I have my blind fold right here with me আর একটা  
1124 TikTok transition করবো 3...2...1... uhhu... yes, I am good  
1125 to go আরেকটা transition এ আমার সামনে magically pizza টা  
1126 চলে আসবে. 3.. 2.. <whistle> @ omg চলে আসছে @ <beep>

127 এইটা হচ্ছে pizza 1 <5> tast করলাম memory তে ঢুকসে time for  
128 pizza number 2 @ আচ্ছা তো <.> full disclaimer আমি প্রথম bite  
129 এই বুঝে গেসি যে এইটা Domino's<wow>. কারন Domino's এর taste  
130 টা খুবই distinctive. So this is /so good I want to finish  
131 this তারপর আমি দুইটা compare করে কথা বলবো. This was easier  
132 than I thought কারন আসলেই Domino's এর খুবই significant  
133 একটা taste আছে um: আর আমি যদি দুইটাকে compare করি not  
134 because I am in a partnership with them but this is far  
135 far far superior than this one. So don't take my word for  
136 it takes in the visuals যে দুইটাই BBQ chicken pizza দুইটাই pan  
137 pizza এইটার size কি আর এইটার size কি look at the topping  
138 আর flavor wise আমি বলবো this (not Domino's one) has a  
139 lot of room for improvements but this was bang off.  
140 প্রথম pizza তে chicken গাজর capcicum পেয়াজ cheese সবই দেয়া  
141 ছিল but overall flavor টা খুবই bland ছিল আর pizza টা গরম  
142 গরম deliver করা but dough টা খুব শক্ত ছিল আর crust টা তো খুবই  
143 বাজে ছিল আর Domino's এর crust টা একদম crispy of the outside  
144 and dough was very fluffy on the inside আর toppings তো  
145 দেখতেই পাচ্ছ extremely generous in amount when comparative

- 146 to the first pizza.
- 147 CP আপু price কত?
- 148 KK price কতো? <3> আচ্ছা Domino's এর a: margarita pan pizza
- 149 টার হিসাব যদি আমি করি ওইটা I think 300 something আর এইটাতো
- 150 BBQ chicken আরও toppings এইসব দাওয়া um: I am guessing
- 151 এইটা 5-600 আর এইটা a: এইটা আমি জানিনা এইটা ৩০০ টাকাও রাখা
- 152 উচিৎ না @ এইটা একদমই bakery তে ৭০-৮০ টাকায় pizza বিক্রি করে
- 153 এইটা এইরকম হওয়া উচিৎ <music>
- 154 ঠিক guess করসি নাকি কাছাকাছি গেসি?
- 155 CP আপু delivery সহ দুইটাই 250.
- 156 KK এইটাতো (Domino's one) 250 হওয়ার কথা না এইটা কিভাবে 250? আচ্ছা
- 157 বুজছি ঘটনা কি ১০০০ টাকার combo তে তাহলে তোমরা ৪ টা pizza আনস
- 158 ওইটা divide করে এই price টা পরসে আর I think এইটা delivery
- 159 সহ 250 পরসে. বেশী order করে we got a value for money ওই
- 160 হিসাবটা exactly মিলেনাই but আমি যদি একবারে ওই যে individual
- 161 rating এইটাকেই I have to place this a must higher position
- 162 আর honestly আমি বলবনা এই pizza টা খারাপ হ্যাঁ a: there is lot
- 163 of room for improvement. BBQ chicken এর কথা বলি এইখানে
- 164 (Domino's one) you can clearly see এইখানে ওদের signature

165 sauce থাকে আর chicken এর যে একটা smokey flavor থাকে এইগুলো  
166 সবকিছু এইখানে এইটার মধ্যে আছে আর এইটার মধ্যে (another one)  
167 ওরা dip দিয়েছে but এইটা BBQ dip না আর উপরেও ওইরকম কোন  
168 sauce নাই আর BBQ flavor টা কোনভাবেই এইটার মধ্যে আসেনা. This  
169 is felt like normally bakery pizza honestly so individually  
170 যদি আমি এইটাকে খেতাম তাহলে আমার খারাপ লাগতনা<.> Maybe কোনদিন  
171 অনেক খিদা লাগসে এইটা এমনি খেয়ে ফেলসি তখন এইটা ভালই লাগবে.  
172 But if I compare with Dominos of course this one  
173 (Domino's) takes the place or should I say this one take  
174 the pizza <blink>  
175 আজকে যেমন game এর ক্ষেত্রে চোখ বন্ধ করে এরকম খেয়েছি but  
176 usually যেহেতু চোখ বন্ধ করে খাইনা অথবা চোখ বন্ধ <picture> করে  
177 পরাশুনা করিনা বা রান্না করিনা বা TV দেখিনা তো similarly আমাদের  
179 চোখ বন্ধ করে খাবার order দেয়া উচিত না <.> এইটা আসলে আমার নতুন  
179 করে বলার কিছু না আর Domino's is a well-established  
180 international chain and the reason that it has developed  
181 as such a grand manner and is loved by so many people is  
182 because of its transparencies <.> Domino's এর যেকোনো  
183 outlet এ গেলে glass wall মাঝখান দিয়ে সবকিছু দেখতে পারছি <.>

184 আমাদের চখের সামনে আমাদের খাবারটা prepare করা হচ্ছে but এই  
185 luxury টা যেমন আমরা হারায় ফেলি when we are ordering food  
186 online কারন আমরা আসলে দেখতে পাচ্ছিনা how our food is being  
187 prepared and keeping that in mind Domino's has added an  
188 amazing feature <.> order place করার সাথে সাথে confirmation  
189 message এ যে link টা আসবে ওইটা দিয়ে তোমাদেরকে divert করা  
190 হবে pizza live theater screen এ where you can see how your  
191 food is being prepared এইটার একটা improvement করা যেত যদি  
192 আমরা actually এইরকম আমাদের phone দিয়ে instruction দিতে  
193 পারতাম যে এই ভাইয়া একটু বেশি করে chicken add করেন এ ভাইয়া  
194 আর একটু বেশি capsicum please<.> but I think ওরা figure out  
195 করতে পারসে যে আমার মত মেয়েরা তখন chef গুলাকে অনেক জালাবে  
196 <latch> I think this is revolutionary step কারন আর কোন  
197 establishment এইরকম কোন feature offer করে থাকেনা and  
198 Bangladesh এর food and restaurant industry and unhygienic  
199 environment ও hand in hand দুইদিন পর পর আমাদের এক একটা প্রিয়  
200 restaurant fined হয় এইরকম উলটাপালটা ভাবে খাবার দাবার তৈরি  
201 করার জন্য, বাসি খাবার বিক্রি করার জন্য তো এইরকম একটা feature  
202 এর access পাওয়া where there is absolutely no hidden sic



203 when it comes to your food is wonderful <.> so yaa if you  
204 want to test out their feature তাহলে Domino's থেকে order  
205 করে ফেলো <.> you can either place your order through their  
206 app through their website or you can call this number right  
207 here (display on screen) আমরা মাঝে মাঝে থাকেনা atleast আমি  
208 এইটা করি order place করে rider কে check করতে থাকি কই ও  
209 কতদূর @ ওইটা না করে @ preparation process টা দেখো @ <latch>  
210 anyway thank you so much for watching and I hope you are  
211 enjoying the video and I will see you on the next one /bye.

Fahrin Faiza:Top 5 pizza in Dhaka (16:42m)

212 F Hey guys Assalamualaikum this is Faiza from khudalagse  
213 and welcome back to another brand-new video so আজকের  
214 video তে আমি আপনাদের opinion নিয়ে তারপরে কিছু জায়গা try  
215 করবো এগুলো হচ্ছে pizza place আর আমি হচ্ছে কয়দিন আগে আমার  
216 group এ একটা poll create করসিলাম যে কোন pizza place you  
217 have ever try তো ওখানে যে ৫ টা place সবচাইতে বেশী vote পাইসে  
218 ওইখানে আজকে আমি ঘুরে ঘুরে খাবো আর last এ আমি হয়ত বলবো  
219 আমার কোনটা ভাল্লাগসে.

(1:16m)

220 So without any further do let's get into the video.

(1:45m-3:34m)

221 so আমাদের pizza চলে আসছে আর আমি যে pizza টা নিসি সেটা  
222 হচ্ছে creamy chicken and sausage এইটা ১২ ইঞ্চি পরবে আপনার  
223 ৫০০ টাকা এরপর vat আর service charge হাবিজাবি. তো first এ  
224 আমি একটা pizza slice তুলে নেই hmm <soft> ওদের কয়েকটা range  
225 এর pizza আসে <.> এইটা হচ্ছে একটা budget friendly pizza তো  
226 আমি ভাবলাম আজকে যেহেতু compete করবো তো budget friendly  
227 একটা try করে দেখি. আর এইটা আমি এর আগে অনেকবার খাইসি আর  
228 এইটা one of my favorites. Mainly because এইখানে sausage  
229 দেয়া আসে আর হচ্ছে chicken একসাথে দেয়া. আর cheese এর crust  
230 নিয়ে যদি বলতে হয় it's like একদম পাতলাও না আবার dough টা বেশী  
231 heavy না. এইজন্য এই crust টা আমার বেশী পছন্দ হয়. আর উপরে  
232 parmesan cheese দিসে আর সাথে বলল kesan একটা cheese আসে  
233 সেটা ভিতরে দিসে for the creamy খেয়ে দেখি কতটুকু justify করে  
234 এটা. আর এই sauce টা অনেক favorite আমার <3> এইটা আমি extra  
235 চেয়ে চেয়ে নেই সবসময়. First এ এইটা sauce ছাড়া খাই তাইনা?  
236 Hum... so good <music> এইটাতে অনেক মরিচ দেয়া থাকে ভিতরে আর

237 আমার এই জিনিসটা একদম ভাল্লাগেনা কারন একবার মরিচে কামড় পরে  
238 গেলে পুরা pizza খাওয়া নষ্ট হয়. Garlic sauce এর সাথে পেয়াজ দিয়ে  
239 দিলে খেতে আরও মজা লাগবে. উপরে toppings হিসেবে olives ও দিসে  
240 tomatoes ও দিসে আর tomatoes এর কারনে একটা tangy flavor  
241 আসতেসে আর base sauce টাও একদম normal regular sauce টা  
242 use করা হইসে nothing spicy or something যাতে সবাই খেতে পারে.  
243 এইটা আমার দাম crust সব কিছু মিলায় I think this is one of the  
244 best pizza in cheeze and overall in Dhaka.

(4:12m-6:05m)

245 so ওখানে যেহেতু আমি sausage type এর একটা pizza নিসিলাম তাই  
246 এইটাও একটু similar নেয়ার try করসি. এইখানে আমি নিসি sausage  
247 and peperoni. এইটা আমি medium size নিসি আর এইটার দাম ও same  
248 ৫০০ টাকাই পরবে আর পরে vat and sd. এইটা দেখতে বেশী সুন্দর  
249 লাগতেসে কারন peperoni দেয়া আর এইটা হচ্ছে beef peperoni by  
250 the way আর সাথে হচ্ছে jalapeno দেয়া আর sausage cut করে  
251 দেওয়া.এই sausage টা মনে হচ্ছে না যে they bought from any other  
252 store এইটা ওরা নিজেরা বানায় কারন it's very different and এইটা  
253 হচ্ছে beef sausage আর overall অনেক বেশী cheese দেওয়া আসে.  
254 আর ওদের crust তো সবাই জানেই Domino's এর crust আর cheeze

255 এর crust পুরা opposite. Domino's এর crust টা একটু heavy হয়  
256 আর dough টা একটু মোটা হয়. আর ওখানে যে cheeze এর crust টা  
257 খেলাম একদম পাতলা হয় আর পরে জায়না একদম hum... পাউরুটি হয়না@  
258 <soft> ওইটা আমার কাসে একটু better লাগে দেখি এইটা খেয়ে গরম  
259 গরম যে কেমন লাগতেসে. আগে থেকেই বলে রাখি যে আমার jalapenor  
260 প্রতি একটা আলাদা রকমের attraction আসে তো এইটাকে আমি হয়তো  
261 একটু বেশিও rate করতে পারি. ওহ আমিতো rate করতেসিনা আমি  
262 আপনাদের rating basis এ আসতেসি. আর আপনাদের rating wise  
263 Domino' ছিল 3rd number এ.  
264 আমার pizza টা তেমন একটা পছন্দ হয়নাই কারন ওদের marinara sauce  
265 এর কারনে. Sauce দাওয়াটা ভালো but অতিরিক্ত দিয়ে দিসে মনে হচ্ছে  
266 দুইটা pizza র sauce একটা pizza তে দিয়ে দিসে. তো আমার কাসে  
267 জিনিসটা ভাল্লাগেনাই. এর আগেও আমি এই pizza টা খাইসিলাম তখন  
268 এইটা বেশ ভালো ছিল but consistency ধরে রাখতে পারেনাই. এই কারনে  
269 আমারকাছে তেমন একটা impressive লাগেনাই. Beef sausage টা বেশ  
270 ভালো peperoni টা okay okay but sauce এর কারনে pizza টা আপনি  
271 এক slice ই পুরাটা খেতে পারবেননা যে এতো টক লাগতেসে. এটা আমার  
272 কাছে<3>তেও না এইটা আমার কাছে<5>এও থাকবেনা. I don't like it.

Fahrin Faiza: 18000tk vs 13000tk room at Sairu Hill Resort (9:42m)

(0:18s-5:33m)

273 FF Hey guys assalamualaikum this is faiza from khudalgse and  
274 welcome back to another brand-new video. So আজকের video  
275 তে আমরা চলে আসছি Sairu Hill Resort বান্দারবন এ. <music>  
276 আমি এখন যে room টা তে দারিয়ে আছি এইটা হচ্ছে Sairu র most  
277 premium room. আজকে আমি Sairu র most affordable room টাও  
278 আপনাদেরকে review করে দেখাবো. So without any further do  
279 let's get into the video.  
280 So আমার পিছনে যে bed এর উপরে আপনারা দেখতে পাচ্ছেন খুব সুন্দর  
281 করে একটা wallpaper দেয়া আর decoration টা কিন্তু খুবই nice.  
282 আর bed এর দুই পাশে দুইটা side table দেয়া আছে আর দুইটা side  
283 table এ যা যা information দরকার পরবে এইখানে থাকার সব দেয়া  
284 আছে. আর উপরে একটা ভালো AC. ভালো AC বলতেসি কারন আগে যে  
285 room টায় ছিলাম ওইটার AC তেমন একটা ভালো ছিলোনা @ <soft> আর  
286 উপরে কিন্তু ভালই ওদের একটা unique fan দাওয়া. আর side এ একটা  
287 ceiling light দাওয়া আছে. আর ceiling light টা decoration  
288 করার জন্য ওরা সুন্দর একটা innovation করসে যে ওদের dustbin টা  
289 কে উল্টা করে দিসে. This is the dustbin and এইটাকে ওরা উল্টা করে

290 দিসে. এইখানে TV দাওয়া আর নিচে একটা table দাওয়া যেখানে আপনি চা  
291 কফি খেতে চান সেটা দাওয়া আছে. মানে এইগুলো complimentary  
292 stuffs. আর এই side এ একটা work table দাওয়া আর একটা chair  
293 দাওয়া আছে. আর যেহেতু ডেস্কুর season আর আমরা বান্দারবানে আসছি  
294 তাই এইখানে আমাদের একটু বেশী cautious হওয়া উচিত. তাই আমরা  
295 একটা Xpel aerosol carry করতেসি. আর আমরা যেহেতু এখনি travel  
296 করতেসি তাই আমাদের উচিৎ এইরকম একটা aerosol bag এ রাখা উচিৎ  
297 কারন আশেপাশের অবস্থা বেশী একটা ভালো না. আমরা একটু পর যেহেতু  
298 lunch এ যাবো তাই এই aerosol টা একটু দিয়ে দেই. <music>  
299 আপনারা চাইলে যেকোনো super shop থেকে কিনে নিতে পারেন আর  
300 order করতে চাইলে আমি উপরের description এ একটা e-commerce  
301 site এর link দিয়ে দিয়েছি.  
302 আর এই side এ একটা সুন্দর কাঠের table. আমার কাছে table টা  
303 খুবেই aesthetic লাগসে আর নিচে একটা mat দাওয়া আছে colourful  
304 যেন এই room এর vibe টার সাথে সুন্দর করে যায় আর পিছনেই আপনি  
305 পাবেন একটা সুন্দর sitting area. আর আপনারাতো জানেন যে sitting  
306 area দেখলে আমি বলি যে আপনারা সুন্দর সুন্দর ছবি তুলতে পারবেন but  
307 আপনি যদি চান এইখানে বসে একটু বই পরতে বা একটু কফি খেতে পায়ের  
308 উপর পা তুলে এইখানে একটা সুন্দর view দেখবেন আর কফি খাবেন. I

309 really love this view. View টা এতো nice আর আপনিতো একটা  
310 পাহাড়ের উপরে. You can imagine like /so good but এই room এর  
311 সবচাইতে main attraction যেটা সেটা এখন দেখাই. So, this is the  
312 main attraction balcony টা আসলে কতোটা সুন্দর তা এখন বুঝা যাচ্ছে  
313 না কারন পুরা মেঘলা হয়ে আসে আর পুরাটা সাদা মনে হচ্ছে but this is  
314 the actual view my God this is so amazing trust me এইরকম  
315 সুন্দর view আমি আমার life এ আমার room থেকে কখনও পাইনাই.  
316 I love this I totally totally love this. আর এই side এ  
317 আপনাদের একটা সুন্দর জিনিস দেখাতে ভুলে গেসি <...>  
318 আর এই room এর best part টা দেখানোর আগে আপনাদের দেখিয়ে নেই  
319 এই room এর আলমারিটা. Gate দিয়ে ঢুকবেন আর হাতের বাম পাশেই  
320 আলমারিটা পরবে. এইখানে তিন পার্টের একটা আলমারি আর এইখানে আমরা  
321 আমাদের bag হাবিজাবি সবকিছু রেখে দিয়েছি. আর ওরা হচ্ছে এইখানে একটা  
322 বালিশ দিসে আর সাথে একটা blanket দিসে.  
323 একটা জিনিস যেটা noticeable যে ওরা জায়নামাজ provide করেনা.  
324 mini fridge দাওয়া আর সাথে হচ্ছে slipper দাওয়া আছে. And now  
325 I show you the best part on this room. This is the washroom  
326 আপনি washroom এ ঢুকেই দেখবেন সুন্দর একটা basin দাওয়া আর এই  
327 mirror টা আমার কাছে খুবই nice লাগসে. সবকিছুতেই একটা nice

328 earthy feeling পাবেন আপনি আর এইখানে একটা hair dryer দাওয়া  
329 যেটা আপনি আপনার most affordable room টা তে পাবেন না আর  
330 এইখানে আপনার complimentary জিনিস যা যা লাগে সব দেয়া আছে.  
331 I like the sink খুবই nice খুবই nice @ পাশে dustbin আছে আর  
332 এখানে toilet আছে আর এইখানে একটা মই দিসে mainly towel  
333 সাজানোর জন্য. I really like this. আর উপরের ceiling খুব nice  
334 পুরাটা বাঁশ দিয়ে decorate করা আর এইখানে shower দেখতে পাচ্ছেন  
335 সেটাও একটা antique feel দিতেসে and this is the bath tub the  
336 most premium round bath tub everyone desires. At least  
337 আমিতো অনেক desire kori. খুবই খুবই nice একটা vibe আসতেছে  
338 also the view is amazing. যদিও এখন বৃষ্টি পরতেসে আর পুরা view  
339 টা একদম ঢেকে গেসে but আপনি এইখানে যখন shower নিতে থাকবেন  
340 আর এইখানে পাহাড়ের আর মেঘের view দেখবেন /oh my God this is  
341 amazing @ /oh my God আমি বলসিলামনা washroom এই বেশী time  
342 কাটায় দাওয়া যাবে.  
343 overall this room is cost you 18000 per night আর এইটা  
344 দু room যদিও modern ইজনের জন্য আর এইটাতে breakfast included.  
345 lunch আর dinner সেইটা আপনাদের আলাদা করে কিনে খেতে হবে. I  
346 really like this room কারন এইখানে যে decoration টা করা মানে



347 modern হইলেও খুব earthy একটা feel দিতেসে. I like this one

348 আর সবচাইতে important জিনিস হচ্ছে ওদের view টা.

Rafsan: Hotel review at Cox's Bazar (0:37s - 1:00m)

RTC- Rafsan the Chotobhai

HS- Hotel Service

349 RTC আজকে ৮০০ টাকার হোটেল vs ১৫০০০০ টাকার হোটেলের video করবো।

350 আমার পিছে এইটা ১৫০০০০ টাকার হোটেল একটা room প্রত্যেক রাত

351 ১৫০০০০ টাকা কি আসে যে ১৫০০০০ টাকা let's go check that

352 hotel first out.

353 HS Please sir seat.

354 RTC they have fancy welcoming drink @ <4> not the best.

355 HS আমাদের room ready একটা signature লাগবে।

(1:20m -3:40m)

356 RTC so guys I am getting my first look in my ১৫০০০০ টাকার

357 room.

358 একটা fun fact বলি this entire thing পুরাটা apparently আমাদের

359 /এইটা মনে হয় living room এইখানে একটা balcony আসে /ow...

360 oh <.> okay but wait it has a view <music>

361 but guys আসো দেখাই ও এইখানে আর একটা bed room আসে /oh

362 /RGB lights /RGB lights @ this /room /oh wow

363 HS এইখানে পুরাটা view পাচ্ছেন।

364 RTC এইটা কি উপরে গেলে view আরও ভালো হবে?

365 HS উপরে swimming pool আসে

366 RTC উপরে নিজের swimming pool? [Personal?

367 HS [হ্যাঁ personal swimming pool.

368 RTC [আচ্ছা এই হোটেল room হল কত?

369 HS normally 1 a: ১৫০০০০ টাকার মতন।

370 RTC ১৫০০০০ টাকা? Guys এইটা কিন্তু ১৫০০০০ টাকা পুরা duplex building

371 টা. but আমি কিন্তু এইটা 45000 টাকায় পাইসি যান কেমনে? I got a

372 70% discount because I booked this hotel through sharetrip

373 and I booked my novoair flight from sharetrip and I got a

374 discount as well and use my promo code to get a discount

375 and before that আমরা private swimming pool টা কি দেখতে

376 [পারবো?

377 HS [yes yes

378 RTC wait ১৫০০০০ টাকার room এ কি আমি ভাবসি iphone এর charging

379 [cable থাকবে.

- 380 HS [আমাদের cable আসে সমস্যা নাই.
- 381 RTC @ /o: this is my private swimming pool বিশাল একটাও কি আছে?
- 382 HS ওইটা infinity swimming pool.
- 383 RTC ও ওইটা infinity swimming pool. আর এইটা আমার নিজের আমি
- 384 এখনই নামতে পারবো?
- 385 HS হ্যাঁ
- (4:50m-6:10m)
- 386 RTC so far, I love your service it is 10/10 ভাল্লাগসে personal
- 387 একটা pool আছে.
- 388 Guys আমি কিন্তু এখনো hotel room দেখান শেষ করিনাই.নিচে কি
- 389 room আছে আর?
- 390 HS আছে.
- 391 RTC নিচের room দেখি? আমি যে বাসায় থাকি এখন ঢাকায় বাসাটা একটু ছোট
- 392 তাই এখানে ভাল্লাগতেসে.
- 393 HS from this way.
- 394 RTC oh this way? Can I, do it? Can I do it?
- 395 I feel বড়লোক.
- 396 HS touch up here.
- 397 RTC [/oh @

398 HS [oh yeah come on

399 RTC [/oh /wow. So guys আমি দোতলা থেকে নিচতলায় আসলাম. So guys

400 এইখানে আর একটা room আছে আর এইখানেও RGB lightning আছে TV

401 আছে. And এই ground floor এ its come with another room and

402 this is the other room guys Oh /wow. আচ্ছা উপরের view টা

403 better but উপর নিচ similar?

404 HS yes

405 RTC উপর নিচ দুইটা carbon copy and উপর নিচ দুইটা [দুইটা চারটা

406 HS [উপরে তিনটা

407 RTC [উপরে তিনটা?

408 HS total 5 rooms.

409 RTC total ৫ টা room. মানে ১০ জন মিলে আসতে পারবে?

410 HS হ্যাঁ এইযে একদম.

411 RTC chill করতে পারবে? @

412 HS chill chill 100% chill.

(7:18m-7:55m)

413 RTC Guys room এর sunset এর view টা দেখাই তাড়াতাড়ি এইদিকে

414 আসো নয়তো miss করবা <music> /oh my God <music> guys এইটা

415 edited না <5> you know আমার best part লাগতেসে তোমরা সবাই

416 আছে and we are experiencing this together. Crazy @ <soft>  
417 this is a view and you would not wanna miss. So, guys  
418 আমরাতো ১৫০০০০ টাকার হোটেলে অনেক মজা করলাম.

#### Pizza review

419 RTC Guys right now we have every pizza in Bangladesh  
420 blind fold পরে আছি so কোনটা খাবো বুঝবোনা so Bangladesh এর  
421 best pizza কই সাত ধরনের pizza আছে we have pizza from Pizza  
422 Inn,Digger, Pizza Hut,Cheez, Domino's, PizzaBurg আছে,  
423 Bella Italia ওহ ভাই what Digger এর pizza box আর Cheez এর  
424 pizza box একই দেখতে...Hello guys this is Rafsan the Choto  
425 Bhai and right now we have every pizza in Bangladesh.  
426 Starting from a ১৭০০ টাকার pizza to ৮০০ টাকার pizza and we  
427 are gonna find out which one is better but তোমরা সবাইতো বল  
428 আমি নাকি টাকাখাই আর অনেক bias. এর জন্য আমি pizza টা খাবো  
429 blind fold যাতে আমি কিছু দেখতে পাবনা and আমাকে খাওয়ায় দেয়ার  
430 জন্য I have a tiktokker with you. So ও আমারে এখন খাওয়াবে and  
431 দেখবো কোনটা কোন রকমের and rating দিবো<.> Oh by the way

432 guys আমি pizza গুলা আগে একটু দেখতে চাই so let's open it up.

433 Wooh guys this looks oohkey oh by the way আমরা কিন্তু খালি

434 pepperoni pizza order দিসি today... Guys so let's see

435 PizzaBurg এর pizza কেমন দেখি guys oh wow! Oh Salman

436 Muqtadir এর number ও দিসে @whoaah let's go let's try it

437 out guys. So guys right now we have every pizza in

438 Bangladesh and আমি pizza যে খাবো আমি blind fold পরে আসি,

439 so কোনটা খাবো বুঝবোনা so unbiased একটা review দিবো. বাংলাদেশের

440 best pizza কই? সাত ধরনের pizza আসে we have pizza from

441 Digger, Pizza Hut, Pizza inn, Cheez, Domino's, PizzaBurg

442 আছে, Bella Italia আছে নাম বল সব আসে ভাই দেখি কোনটা so...

443 M ওকে headphone পরায় দেই?

444 RTC কারে?

445 Back ওর কানে

446 M Headphone নিয়ে আসো কারন ও sound বুঝবে কোনটা কোন side দিয়ে

447 আসতেছে I don't trust him

448 RTC [আচ্ছা okay okay <music>

449 let's start Mahadin

450 M Okay

451 RTC oh wait wait wait... guys খাওয়ার আগ দিয়ে guys important জিনিস  
452 make sure to smash the subscribe button and নিচে comment  
453 করো and last week একজন Gordon Ramsey এর video তে comment  
454 করসে যে this is the person this lucky commenter won ১০০০০  
455 টাকা you can be the next person যে ১০০০০ টাকা জিতে so make  
456 sure do comment, like & subscribe because August এর ৬  
457 তারিখে we are giveaway an iPhone 14. Let's go let the game  
458 begin! This is the first pizza...<music> um... dough টা পুরাই  
459 plastic এর মতো and definitely এইটা Domino's এর pizza. The  
460 dough is tasty, the topping suck so I would give this a 7.  
461 <sound> bro এইটা cheeze না এইটা পনির এইটা কই থেকে? এইটা  
462 cheeze না ভাই.  
463 M PizzaBurg? <sound>  
464 RTC না, Pizza Inn?  
465 M Final answer দাও.  
466 RTC But it it It's say it's from Pizza Inn. If I am coming  
467 about the ratings, it's a 6.  
468 ভাই pizza না দেখে খাওয়ায় আমার just taste আরও weird লাগতেসে.  
469 Okay lets' see. Let's try the third pizza. Let's go.

470 কইথেকে? Guys so far যে দুইটা pizza খাইছি আমার একেবারেই  
471 জমেনাই ভাই legit জমেইনাই ভাই <music>  
472 মজা, একটু বাংলা, একটু ঝাল আছে, good  
473 M Final answer?  
474 RTC My guess is this is from digger. uhm... rating... I would  
475 give it 8. I like it.  
476 M Fourth.  
477 RTC Forth pizza let's go. কইথেকে? <music>  
478 Hmm. Really thin crust but wow. This is Bella Italia.  
479 Right? /Right? Am I /Right?  
480 আচ্ছা you guys are hm okay it's a 9 I would give it a 9.  
481 It's from Bella Italia it's really good.  
482 M Fifth pizza.  
483 RTC Uhm <..> আমি কি ধরে দেখতে পারি? <music> @@ pizza hut.  
484 M Rating?  
485 RTC 5. <background sound>  
486 <eating> mm <..> Cheez right? /Right? এইটা কি Cheez?  
487 M এইটা পরে জানবা.  
488 RTC আচ্ছা. ভাই next কই? <music>  
489 ঝাল আছে



490 M আর একটা bite. <music>

491 RTC oh<5> <bip sound> তোমরা কি এগুলোয় মশলা দিস?

492 আচ্ছা ভাই ঝাল ছাড়া একটা দাওনা. I am sure this is Digger or

493 Pizza Burg <music> sausage তো এক জায়গায় দেওয়া <...> hmm এইটা

494 Pizza Burg mm <..> crust and everything not bad but এই

495 sausage is really bad I think I would give it a 6 <music>

496 done? So the rating <..> খুলবো? So first যে pizza টা খাইলাম

497 ওইটা কইথেকে ছিল? ভাই আমি ঘামতেসি ভাই তোমরা কতো O: my God

498 ভাই এইটা ফাটায় ঝাল ছিল <music>

499 So guys তোমরাতো আমার review দেখস যে which one is the best

500 so আমিতো biased হতেই পারি আমার tastebuds জঘন্য হতেই পারে

501 anything but that's why আমি আরও পাঁচজনকে আন সি ওদের

502 tastebuds এর জন্য <music> এখন ওরা ওদের review দিবে <eating>

16:20-

503 So guys ওদের খাওয়া শেষ so এখন basically আমরাতো জানলাম

504 which one is the best pizza and তোমরা একটা জিনিস বুজছও যে

505 সেইটাই ঠিক মনে হইসে literally প্রত্যেকটার মধ্যে except I think

506 pizzaburg এর টায় <..> because I think pizaburg এর টায় [ah:

507 M [Pizzaburg

508 is problematic man এইগুলো /কি?

509 RTC এমন করতেস কেন? [But bro

510 M [রুটি পাউরুটি

511 RTC [এইটা পাউরুটি না <..> so guys আমাদের pizza

512 খাওয়ার পর আমার যে final ratings এইটা ছিল এইটা (display

513 picture) and আমার teammate দেব pizza খাওয়ার পর final rating

514 ছিল এইটা and দুইটার cumulative score count করে আমার দেখসি যে

515 the winner is /none other than BELLA ITALIA < music> so I

516 am unbiased actually ha-ha...

517 so bro now guys <clap> we did trying every burger we did

518 trying every pizza you know what we should do trying every

519 French fries, right? <.> I don't know we should /make into

520 a /series guys /this is the 2nd episode of /entire series

521 <.> so guys <clap> you know what to do <.> <clap> make sure

522 to smash the subscribe button <.> this is the 2nd episode

523 we are gonna make it series after series after series after

524 series and guys let us know what we should try next and

525 তোমাদের কাছে কোন pizza টা দেখে সবচাইতে বেশী মজা লাগসে কারন

526 আমি এই মাত্র ভুল করে আমার জিহ্বায় কামড় দিসি and this is Rafsan

527 the ChotoBhai /bringing justice <.> oh wait এইখানেতো

528 অনেক pizza আছে <music> guys তোমরা যদি চিন্তা করে থাকো যে  
529 আমরা pizza গুলা ফেলায় দিসি নাকি then you are wrong completely  
530 wrong কারন আমরা actually pizza গুলা নিয়ে আমরা রাস্তায় সবাইদের  
531 দিসি <.> কেন? because we believe in sharing happiness and  
532 guys do you know what else is sharing happiness? Pizza.  
533 and সবাই অনেক খুশি ছিল and অনেক ভাল্লাগসে and আমরা সবাই try  
534 করবো মানুষজনদের আরও help করার that is my message কারন  
535 অনেক young মানুষজন দেখো always help because sharing is  
536 caring <music> this is Rafsan the ChotoBhai bringing  
537 justice to you /guys.