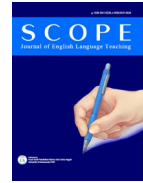




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Review

Genre and Register Analysis on Lily Gladstone's Instagram Post

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A B S T R A C T

This article explores the genre and registers in Gladstone's Instagram post from May 5, 2023. Using a descriptive qualitative method, the writer examined the captions and hashtags line by line to identify genre structures and register elements. The analysis reveals that the genre element is an exposition, conveying a message of cultural and social advocacy. Additionally, the writer identified three primary contexts: Field, present in 4 data points; Tenor, in 3 data; and Mode, in 1 data. By doing this analysis, the writer concludes that understanding register and genre in Instagram posts is essential for comprehending the language, tone, and overall theme of shared content, providing insights into the purpose and emotions conveyed by Instagram users to raise awareness of the ongoing issue of missing Indigenous women in Amrica.

INTRODUCTION

According to Knapp & Watkins (2005) The term 'genre' has been around for a long time. It has been theorized from a range of perspectives, including literary studies, popular culture, linguistics, pedagogy, and more recently. Anne Freedman in Knapp & Watkins (2021) explains that;

First, the genre is an organizing concept for our cultural practices; second, any *Field* of genres constitutes a network of contrasts according to a variety of parameters; third, the genre is place occasion, function, behavior and interactional structures: it is very rarely useful to think of it as a kind of 'text'; fourth, cultural competence involves knowing the appropriateness principle for any genre, knowing the kind of margin you have with it, being able to vary it, knowing how to shift from one to another and how many factors would be involved in any such shift

Based on the explanation above, the writer argue that genres help readers to organize things such as cultural activities, language use and guiding how we do things. In different areas, various genres create differences based on different things. Genres are more than just words; they include where, when, why, how, and the way we act and interact. Being culturally competent means knowing what's right for each genre, understanding its limits, and being able to change it when necessary. Moving between genres needs awareness of what factors are involved, showing that our cultural expressions are always changing.

Genres are growing and changing in today's society. Various viewpoints, such as literary studies, popular culture, linguistics, pedagogy, and more recently, have been used to theorize genre. One of them is in text. The language used in a text reflects the social setting in which it was made to create the meaning. In order to create meaning, it is necessary to understand where that meaning

comes from. The complete meaning is found within the text, and the text is situated within a context (Knapp & Watkins, 2021). In language, the process to identify meaning is recognized as *context of culture* and *context of situation*. (Halliday & Hasan, 1989). Hu *et al.* argues that (2022, p. 232) The cultural context is a combination of countless situational contexts, the scope of the language. In summary, the way language is used in a specific context or genre is intertwined with the social and cultural aspects of that context. Hu *et al.* also emphasize that in *context of situation*, communication linguistics can be exchanged with *register* (2022, p. 232). Essentially, *register* refers to the arrangement of linguistic meanings, where members of a cultural group are connected to a specific common situation (Brown & Yule, 1983). Given that language register reflects culture and serves a predictive function, it enables the social situation of the discourse to be anticipated based on specific characteristics within the discourse. Halliday in Fang Z, *et al.* (2020) describe *register* as ‘a variety of language, corresponding to a variety of situation’, with situation interpreted ‘by means of a conceptual framework using the terms *Field*, *Tenor* and *Mode*’.

When we explore genres, it's crucial to understand the text thoroughly because genres are closely connected to text. In essence, a text is something we typically read. Knapp & Watkins (2021) argues that “Texts are always produced in a context, while texts are produced by individuals, individuals always produce those texts as social subjects; in particular, social environments.” Means that text emphasizes that the nature of a text is shaped by the specific communicative goals it aims to achieve. Knapp & Watkins (2021) also adds that from this perspective we need to recognise that media texts are any texts (whether literary or factual) that are used in channels of mass communication such as print, broadcasting, cable, film and video.

Based on the explanation above, the writer argues that the study of genre and register is crucial because it offers insights into the communicative functions and dynamics within specific social contexts, like social media. Register analysis, focusing on Field, Tenor, and Mode, provides a framework for understanding how language choices reflect the subject matter, the relationship between communicator and audience, and the mode of communication itself. These elements are essential for practitioners in fields such as digital marketing, media, linguistics, and social advocacy, where precise language use can influence public perception, engagement, and emotional response.

The writer argue that Instagram captions serve varied communicative goals, such as providing information, entertaining, or maintaining a formal or casual tone. In essence, just like other media texts mentioned by Knapp &

Watkins, Instagram captions are a form of text used in mass communication channels, contributing to the broader landscape of textual diversity. It allows writers to explore how individuals shape their language to communicate effectively in an online environment, reflecting broader linguistic and societal trends.

According to Erren (2023) *Caption text* is a short text that is used to complete an image. *Caption text* appears usually under pictures, photos, graphics, posters and even tables. The main purpose of a caption is to help readers or viewers better understand information that might not be obvious in the visual content, like photos or videos. In essence, captions offer context or details that improve the audience's understanding of the visual material. Therefore, The writer uses Genre and *Register* as seen in the Instagram caption to reveal their uses of them in the social context used by the actress, Lily Gladstone.

Lily Gladstone created a historic moment by becoming the first Indigenous American to receive the 81st Golden Globe for Best Actress in Motion Picture-Drama. Additionally, she also earned a nomination for this year's Academy Awards in the same category. Gladstone went viral because, during her acceptance speech, she made history by starting it in the Blackfeet language, a unique occurrence that had never happened on the Golden Globes stage before. She earned this recognition for her performance in "Killers of the Flower Moon," a film depicting the real-life series of murders against Osage Nation members during the 1920s in Oklahoma, widely known as the Reign of Terror. As per an interview with Vulture (Willmor, 2023), the actor shared that her dad is of Blackfeet and Nez Perce descent, and her mom is of Caucasian origin. Gladstone, with her Instagram account named *lilygladstone* boasting 260k followers and has shared 319 posts. She is known for regularly showcasing her daily life as an Indigenous American and raising awareness about overlooked Indigenous history.

Lily Gladstone's post on the awareness of missing Indigenous women is crucial to analyze because it addresses a significant social issue while illustrating broader linguistic and cultural trends in digital activism. Posts like this not only inform and engage the public on critical topics but also demonstrate how language and online platforms can mobilize communities for change. By studying the genre and register of this post, writers can gain insight into how Gladstone effectively uses language, tone, and structure to reach and impact her audience. This analysis highlights the ways social media is used for advocacy, making it an ideal subject for exploring genre and register in the context of cultural and social influence.

To support this study, the writer selected several prior studies by writers who examined similar topics in genre

dan register analysis, using these works as references. The first previous study is done by Suwarni *et al.* (2021) entitled *A Genre Analysis of The Undergraduate Thesis Abstracts: Revisiting Swales's Theory of Written Discourse*. This journal describes the patterns and variations in the structural moves found within undergraduate thesis abstracts from a specific college in the Bone Region. The writer uses this journal as previous study because it highlights how both academic abstracts and social media captions use genre-specific patterns to achieve distinct communicative goals.

Second previous study is done by Nurhadi *et al.* (2019) entitled *A Genre Analysis Of Students' Writing Hortatory Exposition Text At Eleventh Grade Of Senior High School*. This journal discuss about generic structure and language features in student essay by using Halliday approach. By studying this journal, the writer learned correct method to discover how Gladstone choice of words, tone, and structure resonate with and engage her audience.

The last journal is done by Yao *et al.* (2024) entitled *Linguistic Variation In Mediated Diplomatic Communication: A Full Multi-Dimensional Analysis Of Interpreted Language In Chinese Regular Press Conferences*. Like diplomatic language, Gladstone's advocacy-oriented captions are informative and objective. By studying these patterns, genre and register analysis in Gladstone's captions can uncover how her language choices balance formality with empathy, catering to a diverse audience on social media and amplifying her cause.

METHOD

Research design is a scientific way that is required to help writers obtain data in conducting research. The research design used in this research is a descriptive qualitative method. According to Sugiyono in Elisabeth & Novianty (2020, p. 30) "The descriptive method is a method used to analyze data by describing or portraying the collected data as it is". This writer employs the descriptive qualitative method because the data utilized by the writer consists of Instagram posts by Lily Gladstone uploaded on 5 May 2024. The data sources for this inquiry encompass particular elements such as pictures, hashtags, and captions which depict the exploration of **Genre And Register Analysis On Lily Gladstone's Instagram Post**. Readers may need to comprehend unconventional visual techniques. The current investigation presents the following research questions:

1. Which genre and *register* analysis attributes are evident in Lily Gladstone's Instagram Post?

2. How does the genre and *register* analysis elements contribute to interpreting the overall Instagram post's meaning?.

RESULTS AND DISCUSSION

Apart from her career as an actor, Lily Gladstone is also recognized as an activist. In November, she received an honor for her dedicated advocacy in support of Indigenous women's rights. As per Variety (Murphy & Wu, 2023), Gladstone actively collaborates with the National Indigenous Women's Resource Center (NIWRC), a non-profit organization committed to ending violence against Indigenous women. Their involvement extends to conducting sculpture garden workshops for the organization. Notably, the NIWRC has previously established a comprehensive database enabling individuals to search for legislation related to missing and murdered Indigenous women across different states. Gladstone's dual roles as an actor and an advocate underscore her commitment to making a positive impact beyond the realm of entertainment. Lily Gladstone's dual roles as an actor and activist reveal a compelling example of how *Field, Tenor, and Mode*, operates within her public communication, especially in her advocacy for Indigenous women's rights. One of her posts about activism is visible in the post below;

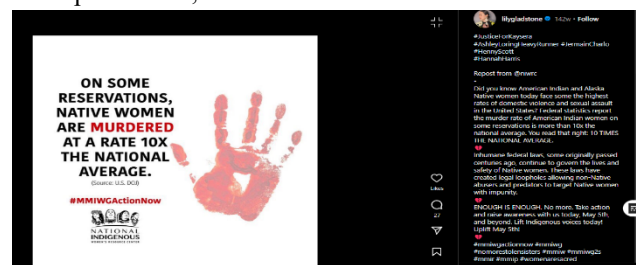


Figure 1. #JusticeForKaysera, #AshleyLoringHeavyRunner, #JermainCharlo, #HennyScott, #HannahHarris

Did you know America Indian and Alaska Native women today face some of highest rate of domestic violence and sexual assault in the United States? Federal statistic reports the murder rate of America Indian women on some reservations is more than 10x the national average. You read that right: 10 TIMES THE NATIONAL AVERAGE Inhumane federal law some originally passed centuries ago, continue to govern the lives and safety of Native women. These laws have created legal loopholes allowing non-Native abuser and predators to target Native Women with impunity. ENOUGH IS ENOUGH. No more. Take action and raise awareness with us today. May 5th, and beyond. Lift Indigenous voice today!. Uplift may 5th!

REGISTER ANALYSIS

Halliday in Yao et al. (2024) explain that language use varies across situational contexts, shaped by the interplay of field (subject matter or topic), mode (channel or medium), and tenor (relations among participants). In this

section, the writer imposes limitations on the analysis by categorizing registers into three forms: *Field*, *Tenor*, and *Mode* as followed;

Table 1. *Field* Analysis in Lily Gladstone's Instagram Post

Text References	Topic of Discussion	The Role of Language
#JusticeForKaysera, #AshleyLoringHeavyRunner, #JermainCharlo, #HennyScott, #HannahHarris	Using hashtags as form of solidarity	Statement
Did you know American Indian and Alaska Native women today face some of the highest rates of domestic violence and sexual assault in the United States? Federal statistic reports the murder rate of American Indian women on some reservations is more than 10 times the national average. You read that right: 10 TIMES THE NATIONAL AVERAGE	Giving information about high rates of domestic violence, sexual assault, and murder faced by American Indian and Alaska Native women	Spreading awareness
Inhumane federal law some originally passed centuries ago, continues to govern the lives and safety of Native women. These laws have created legal loopholes allowing non-Native abusers and predators to target Native Women with impunity.	Expressing the main points of the problems being faced by Native American women	Statement of problem
ENOUGH IS ENOUGH. No more. Take action and raise awareness with us today.	Call for action	Advocacy Statement

As stated before that the *Field* refers to the subject matter or the topic being discussed. In this case, the *Field* revolves around cases of violence against Native American and Alaska Native women, bringing attention to and illustrating the primary topic of discussion. The use of hashtags indicates that the text concentrates on the struggle and justice for Native American and Alaska Native women who have fallen victim to violence. The hashtags also serve as symbols of solidarity and awareness regarding the issue.

The writer argue that text adopts an advocacy register within the *Field* of social justice and human rights. It presents statistical information and impassioned language to highlight the grave issue of domestic violence and sexual assault faced by American Indian and Alaska Native women. The use of phrases like "*Did you know*" and the rhetorical question serve to engage the reader's attention and create awareness. Gladstone brings attention to the prevalence of these issues and the disturbing statistics, making it the central focus of the communication. The *Field* analysis highlights the gravity and urgency of addressing this problem by emphasizing the severity of the situation, such as the murder rate being more than 10 times the national average. The mention of "*Inhumane federal law*" introduces a critical perspective on existing legislation, using language that conveys moral judgment. The text employs hyperbole, such as "10 TIMES THE

NATIONAL AVERAGE," to underscore the severity of the issue.

The call to action, with phrases like "*Take action*" and "*Raise awareness with us today*," is characteristic of an advocacy register, seeking to mobilize support and instigate change. Gladstone also choose terminology, such as "*Federal statistic*" and "*American Indian*", used to emphasize urgency or evoke empathy. The informal tone, as seen in expressions like "You read that right" and "ENOUGH IS ENOUGH," contributes to the overall emotional appeal. The specific date, "*May 5th*," is highlighted repeatedly to emphasize a focused and timely call for action. In summary, the text strategically utilizes linguistic choices and rhetorical devices within the *Field* of social justice advocacy, aiming to inform, evoke emotional responses, and galvanize readers to address the urgent issue presented. Studying this field helps identify how specific terms and frames highlight the severity and systemic neglect in such cases. The *Field* shows how linguistic choices can emphasize disparities, bringing attention to ignored injustices.

The next variable that shapes a context is *Tenor*. According to Humaizi et al. (2020), *Tenor* or participant can be observed through various elements, such as *power*, *contact*, *affect* and *speech role*. Humaizi et al. (2020)

summarize that *power* is hierarchical roles determined by age, gender, class, *contact* is levels of closeness ranging from strangers to close family or friends, *affect* is roles manifested by interactants in the form of emotional impulses is, and *speech role* is roles created by language itself through speech functions. Another perspective on *Tenor* is presented by Eggins (2004), who condenses the roles in *Tenor* into three categories: *power*, *contact*, and *Affective* as outlined in following table;

Table 2. Type of *Tenor* and Participant Role in Gladstone's Instagram Post

<i>Tenor</i>	<i>Power</i>	<i>Contact</i>	<i>Affective</i>
America Citizen	Equal Relation	Intense	High emotional involvement
General public	Equal Relation	Intense	High emotional involvement
Netizens	Equal Relation	Intense	High emotional involvement

In this context, Gladstone's statement in her Instagram becomes evident through the strategic utilization of social media tools, underscoring a united endeavor to tackle the hardships encountered by American Indian and Alaska Native women. Gladstone establishes an equal power dynamic by incorporating semi-formal language and addressing the audience with the term "*you*." This indicates she and her readers have equal relation to convey current facts and information to the readers. The utilization of "*you*" creates a direct engagement with the audience, emphasizing a shared understanding and involvement in the discourse. Furthermore, the semi-formal tone adds a level of professionalism to the communication, enhancing the credibility of the information being presented. Overall, the strategic use of language in this caption not only establishes a sense of equality between the author and the audience but also underscores the author's commitment to delivering accurate and timely information.

The incorporation of hashtags serves as a virtual conduit, uniting individuals who harbor shared concerns regarding the difficulties and injustices spotlighted in Gladstone's Instagram caption. The adoption of hashtags on social media underscores the participation of Netizens, the General Public, and potentially American Citizens, collectively contributing to the amplification of awareness surrounding the issue. The establishment of an equal power relation implies a concerted and collaborative approach, signifying a shared responsibility in confronting the adversities confronted by Native women.

The pronounced emotional engagement, discernible through the hashtags and the urgency conveyed in

expressions like "*ENOUGH IS ENOUGH*," creates a strong emotional appeal, engaging the readers on a personal and empathetic level. It also motivates the reader to actively engage and lend support to the cause. This comprehensive strategy aligns with Gladstone's intention to foster a sense of unity and prompt meaningful action in addressing the challenges faced by the Native community. The reference to "*inhumane federal laws*" passed centuries ago adds a historical dimension to the narrative, highlighting the prolonged injustice faced by Native women. This historical context elicits empathy and anger, further enhancing the affective impact of the message.

The call to action – "*Take action and raise awareness with us today. May 5th, and beyond. Lift Indigenous voice today!*" – empowers the readers to be part of a collective movement. This sense of empowerment can trigger positive emotional responses, as individuals may feel motivated to contribute to the cause and bring about change. In summary, the *affective* of the *Tenor* in this paragraph is heightened through a combination of emotional appeal, shocking statistics, historical context, and a call to action. The strategically placed hashtags further amplify the emotional resonance of the message, making it more likely to capture the attention and empathy of the audience.

The next dimension of situational context is the *Mode*. Emilia & Martin (2023) mode refers to the role language plays in organizing ideational and interpersonal meanings according to the texture which different channels of communication afford. Means that Different channels—like spoken conversation, written text, or digital media—offer unique structures and textures for expressing and arranging these meanings, influencing how information is presented and how interactions unfold. This conversation on Instagram serves as an effective communication channel between Gladstone, acting as the speaker, and the readers. Declarative informative clauses dominate this conversation, where Gladstone uses concrete information to raise awareness about the ongoing issue of violence against Native Women. In the data, the author identified several modes, including visual, written, and dialogue. This is because the data not only contains images as visual elements but also includes captions written to explain the photos. Additionally, the dialogue mode is present as the data includes captions that serve as communicative information conveyed by the author to the reader.

In the first declarative informative clause, Gladstone presents facts about the high rates of domestic violence and sexual assault faced by Native American and Alaska Native women. The use of hashtags indicates that this conversation is also part of a larger movement. Gladstone uses declarative informative clauses to convey staggering statistical reports about the murder rates of Native

American women. The goal is to provide a strong understanding to the readers about this concerning situation. In the next declarative informative clause, the speaker voices the injustice caused by inhumane federal laws that have been in place for centuries. This statement explains that these laws create legal loopholes allowing non-Native perpetrators to target Native women without consequences. Overall, this Instagram conversation aims to provide information, build awareness, and encourage readers to actively engage in the fight against injustice towards Native Women.

GENRE ANALYSIS

The term "genre" is widely recognized particularly within the genre-based approach (GBA). GBA is developed from the genre-based approach, often referred to as "text types." Theoretically, the concept of "genre" originates from a new language paradigm known as systemic functional linguistics (SFL). According to Saragih (2013) a genre is typically described in terms of its (1) social function, (2) generic or schematic structures, and (3) linguistic realization. In this analysis, the writer focuses on exploring the generic structure of Lily Gladstone's Instagram caption. According to Christie in Nurhadi & Hidayat (2019), there are at least 13 types of texts based on the genres they belong to, namely: recount, narrative, descriptive, analytical exposition, procedure, anecdote, review, report, discussion, spoof, news item, and explanation. Each type of text (genre) has a different general structure and social purpose. In this analysis, the author determines that the captions created by Lily Gladstone are exposition texts. For instance, the exposition text follows (Abstract) ^ Thesis ^ [Argument] ^ Conclusion. Here, the symbol ^ denotes 'followed by,' parentheses (...) indicate optionality, and square brackets [...] n signify reiterations, where the stage may occur once, twice, three times, four times... up to n times.

Tabel 3. Specification of Genre

Teks	Type of Genre	Social Function	Generic Structure
Lily Gladstone's Instagram Post	Exposition	Mobilize readers to take action and raise awareness	Abstract ^ Thesis ^ Argument ^ Conclusion

As *Abstract*, Gladstone starts by telling a surprising fact about the high numbers of domestic violence and sexual assault that Native American and Alaska Native women face in the United States. This introduction aims to grab the reader's attention and explain the main issue. Strengthened by the *Thesis* explanation that Native women are dealing with serious challenges, mainly because of unfair federal laws

like how the murder rate on some reservations is more than ten times the national average, and it points out how old federal laws create problems by letting non-Native abusers get away with it. Gladstone provides supporting arguments and evidence for the thesis. It discusses the murder rate on reservations being more than 10 times the national average and highlights the role of outdated federal laws creating legal loopholes for non-Native abusers. The text concludes with a strong and direct call to action, using the repeated phrase "ENOUGH IS ENOUGH" emphasizing the need for change and urging readers to take action. Gladstone mentions a specific date "May 5th" which is highlighted as a day for collective action..

CONCLUSION

In this analysis, three main components were identified: Field, Tenor, and Mode. The Field which is presented in 4 data points focuses on social justice, particularly the issue of violence and injustice against Native American women, which forms the central subject matter of Lily Gladstone's Instagram post. The Tenor which is presented in 3 data explores the relationship between Gladstone and her audience, highlighting an equal power dynamic and an empathetic tone aimed at fostering a sense of collective responsibility. The Mode, which is presented in 1 data, examines how language and visual elements are combined on social media to engage a broad audience and mobilize action.

The genre of Gladstone's post was identified as an exposition, structured to inform and raise awareness through an emotional appeal and a call to action. This study underscores the value of genre and registers analysis in understanding how advocacy messages in social media settings can influence public awareness and engagement. By examining language use in social media, researchers can uncover effective strategies for engaging audiences and raising awareness about marginalized issues. This analysis not only contributes to academic discussions on language and social justice but also provides practical insights for digital activism, emphasizing how targeted language choices can enhance public engagement and emotional resonance in advocacy efforts..

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