

Socio-semantic Study of Social Media Awareness Campaign in Pakistan regarding Covid-19 3rd Phase: A Corpus-Based Study

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ABSTRACT

The study highlights the problems in present time media about issues in coronavirus posts, videos, discussions safety measures about Covid19 in Pakistan on social media resources all that we are feeling, observing and watching of ourselves or about others. The researchers used the quantitative and qualitative research method and descriptive in nature. The researchers have started with collecting data from different websites as <https://www.thenews.com.pk/latest/638305-coronavirus-pandemic-confirmed-cases-near-2300-death-toll-surpasses30>, <https://www.pide.org.pk/pdf/PIDE-Covid-Blog-4.pdf>, and adding data collected files of 96 research papers comprising 9,71,749 words in AntConc 4.3.4 (windows) 2014 by Laurence Anthony, and started with key words for the semantic analysis. The researchers have explored the social, economic, biological, psychological, moral, spiritual and demographic characteristics of the respondent, by investigating various social and economic dimensions that lead to the nature of problems of psychological issues as in abnormalities of perception, illusions of hallucination as false conception, delusion as misperception, and schizophrenia. It is recommended that

the quarantine 'LOCKDOWN' 2020 is not a horror but is an opportunity to turn back to family, friends and Allah Almighty's obligations. It's the best time to ponder upon what has been done in the past, amend the present and plan for a better future. It is recommended that on social media the use of sophisticated and polished language free from religious, sectionalism and regional biased approach may be used. Humanity respect may be entertained and is appreciated in caring and healthy suggestions.

Key words: social media, modern era issues of bad health, wealth, materialistic approach , spiritual morality, life worth, save humanity.

INTRODUCTION

According to George Yule, Semiotics or semiology is the study of signs and sign-using behavior. The Swiss linguist Ferdinand de Saussure, defined Semiotics as the study of "the life of signs within society" and Semantics is the study of the meaning of words and sentences are understood by mental representations of the speakers.

Corona19 started from China then moved to Italy, France America, England and entered in Pakistan in January, 2020. It has impacts of all spheres of life as economic, literal, psychological, religious activities, celebrations business approach ,job atmosphere and academic approach specially social media in genera's depiction as News ,YouTube, twitter, Face-book, what Sapp, personal accounts and so on.

To share true picture of complexity in their approaches to sociolinguistics, ethnography, gender and language variations, economical aspects, religious identifications, interaction, contextualized approaches, personality challenges, threats, conversational analysis, discursive psychological Feminist Post-structuralism Discourse Analysis, Coverd dressed, coverd language wrapped in moral sophisticated level had been target throughout the world by developed set up to marginalize and suppress the spiritual minded people specially female as hindrance to progress and development .

According to behavioral sciences study, to Marriam (2020), this movie depicts the secret horror of everyone who is in quarantine in covid 2020, especially the ones who live alone. Being is a social animal, a human can't live without interaction with others, in this video, a young boy is also killing his time by talking to his girlfriend so that the time may pass peacefully. This is a general basic requirement and to some extent weakness of a human being, that he can't live alone. He needs anyone who listens to him, talks to him, spends a value time with him.

Secondly, this video is visualizing the mind of a person who is locked down in his house. And due to his loneliness, he is facing many psychological problems like depression, anxiety, insomnia. To overcome his depression and to enhance his mental activity, he is smoking as well. Due to insomnia he can't sleep even at 2:30am. These are some side effects experienced by a person who has no social companion to live with.

Thirdly, due to a very long duration of staying home alone, he might have developed some sort of schizophrenia or delusion or even hallucination. In this video, the boy might have visual and auditory hallucination. That's why, he is feeling that someone else is also at home and will definitely kill him.

OBJECTIVES

The major objectives of the study are to explore the reasons how did Corona virus-19 Spread, treatment and Prevention to investigate the various social and economic dimensions that lead to media role, to study the nature of media problems, to determine the impacts of media on the mind of people and to find out the media role in addressing the mass audience.

The major objectives of the study are to a) explore the reasons how did Corona virus-19 spread, b) investigate the various social and economic dimensions that lead to horror of lockdown 2020 and its impacts on the mind of people and c) find out the semio-semantic study of the short horror film 'lockdown,2020, addressing the mass audience.

RESEARCH QUESTIONS

1. What are the social and spiritual characteristics of the social media users?
2. How can the various social and economic dimensions can be measured?
3. What are the methods to determine the psychological impacts of media?
4. What are measures to address growing problems of modern era?
5. How can the various social and economic dimensions be measured in the concept of horror?
6. Which are the effects of lockdown on the attitude of youth?

LITERATURE REVIEW

According to Dr. Yao and Wang (2020), in January, corona virus entered in family in China with symptoms of fever, sore throat and respiratory symptom. Its estimated that the coronavirus may have been transmitted by touching and asymptomatic carrier. Till 26th of January two more patients have the same symptoms. Same symptoms were found in Italy, Iran and then in Pakistan with the border crossing of Pilgrims from Iran in Qurenteena center in March, 2020. By M. Khan -March 30, 2020, according to Pakistan Institute of Development Economics, The effected people in Pakistan rose to 1,670 till mid of March, 2020. Punjab were 45 more patients, taking to 638 from 593 from the previous day. Earlier, the national dashboard had reported with six new cases in Sindh; three in KPK; five in GilgitBaltistan and eight new cases of Islamabad. The country also reported two new deaths, taking the nation-wide 19. Welfare Dr AzraPechuho confirmed the death of two more patients in the country. “Both 52 and 66-year-old patients and had been confirmed with COVID-19 three days earlier. The health minister said in a statement. Punjab recorded the highest number of coronavirus cases in the country, 638, with Sindh coming in second with 508. KP has reported 195 cases, Balochistan 144, Islamabad 51, Gilgit-Baltistan 128 and AJK six.



According to Creed the horror film may be dealt as an illustration. It is found that a horror film satisfies a wish to save pleasure. It is explained by Creed that in Kristeva’s view, the feminine body is most specifically polluting mind and soul. The excremental is more closely related to the mother’s semiotic mapping of the infant’s body, as it is unable to clean up its own abjections and relies on a maternal figure. Kristeva’s use of the term “semiotic,” a term which most would associate with post-structuralist theory to describe signs and symbols and their use or interpretation for Kristeva refers to the language, action, sound and music.

Dr Indu Rao (2020) described that Lockdown is a blessing in disguise for students, parents, teachers, business men and all. It was added that for learning purposes, there are plenty of study courses and material in nature around. It was further guided that in LOCKDOWN 2020, there is a technique, active participation, cleanliness measures, cleanliness of mind, body and soul rather than horror. Horror had been the characteristic of dirty, polluted, frustrated mind, heart and soul.

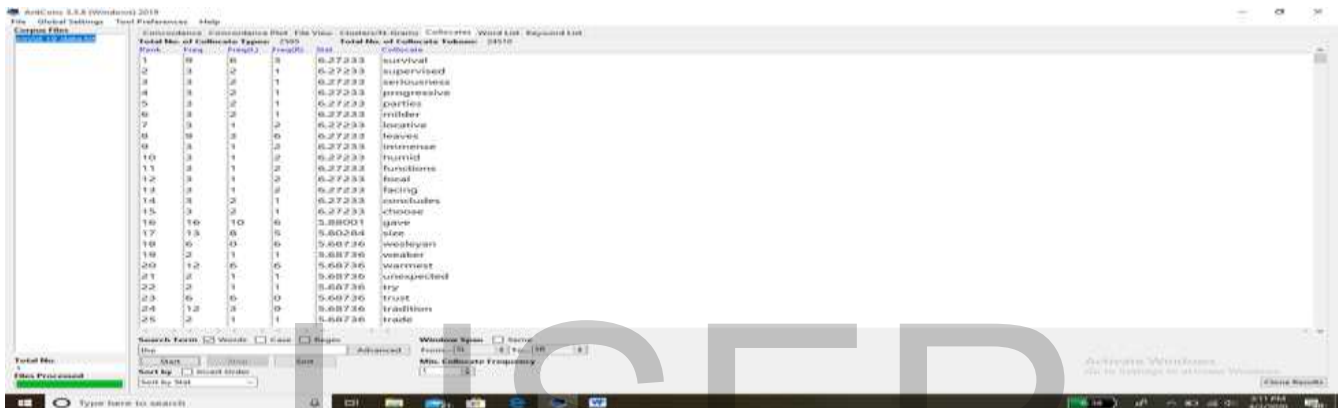
Dr. Indu Rao further guided that In the hectic schedules of current modern computerized educational system, students had no leisure time. In LOCKDOWN 2020, students can also pursue their passion for reading, writing, music and other extra-curricular options. Students should not think they have been left behind or harmed by this lockdown. Instead, such students have got more time to spend with their parents, to witness and reflect on the true nature, meaning and purpose of life, to develop a higher empathy towards humanity and to set their priorities right. The current lockdown is a blessing in disguise.

METHODOLOGY

The present research is fundamental, descriptive-analytic and qualitative in nature. Data were collected by net websites as <https://www.thenews.com.pk/latest/638305-coronavirus-pandemic-confirmed-cases-near-2300-death-toll-surpasses30>, <https://www.pide.org.pk/pdf/PIDE-Covid-Blog-4.pdf>, and adding data collected files of 96 research papers comprising 9,71,749 words in AntConc 4.3.4 (windows) 2014 by Laurence Anthony, and started with Key Words. A collection of modern research papers on coronavirus paws and jaws on modern man was placed on Notepad and entered in Antconc software for analysis. The researchers have got login access to Academia website. Data were collected by websites as <https://www.pide.org.pk/pdf/PIDE-Covid-Blog-4.pdf>, <https://www.thenews.com.pk/latest/638305-coronavirus-pandemic-confirmed-cases-near-2300-death-toll-surpasses-30>, <https://www.osha.gov/SLTC/covid-19/standards.html>, <https://www.sid.ir/en/journal/ViewPaper.aspx?ID=709736>, <http://corona.sid.ir/>, <https://pubmed.ncbi.nlm.nih.gov/32104911/>, <https://bellatorchristi.com/2016/02/02/the-pneumatology-of-watchman-nee-part-4-spiritual-empowerment-and-nees-impact/> and OSHA COVID-19 Website external icon, having 63,151 words. The researcher has started with adding data collected file in AntConc 4.3.4w (windows) 2014 by Laurence Anthony, and started with Key Words, political, frequency level to find out the social and spiritual impact of social media.

FINDINGS

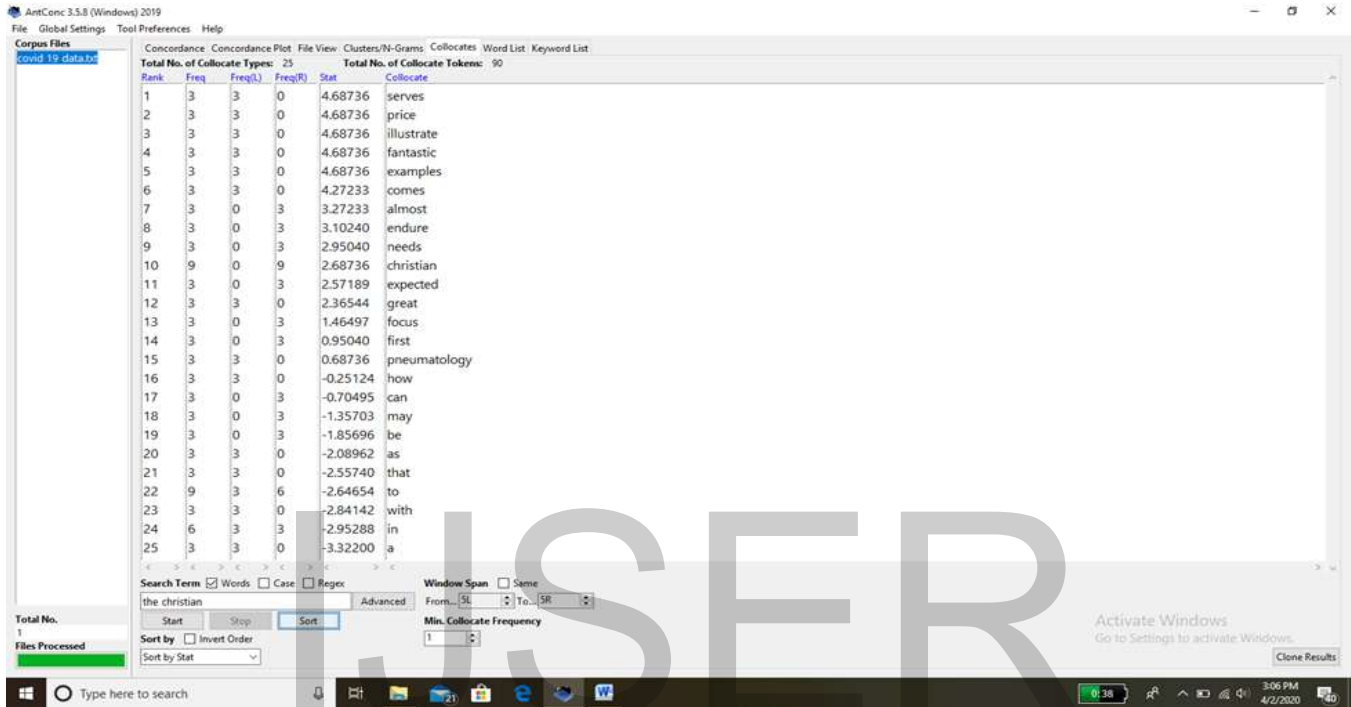
The data were added comprising of 63,151 words in AntConc 4.3.4w (windows)2014 by Laurence Anthony, and started with Key Words as Face-book. In political collocates, as far the word “political” is assessed in software, it has cluster types, as political parties, political participation, political activities, characterization of political personalities, political information, ways of political campaign about candidates, celebrations comments, pictures, statements, political exposure in political scenario, figures and features of political demonstration are discussed in details.



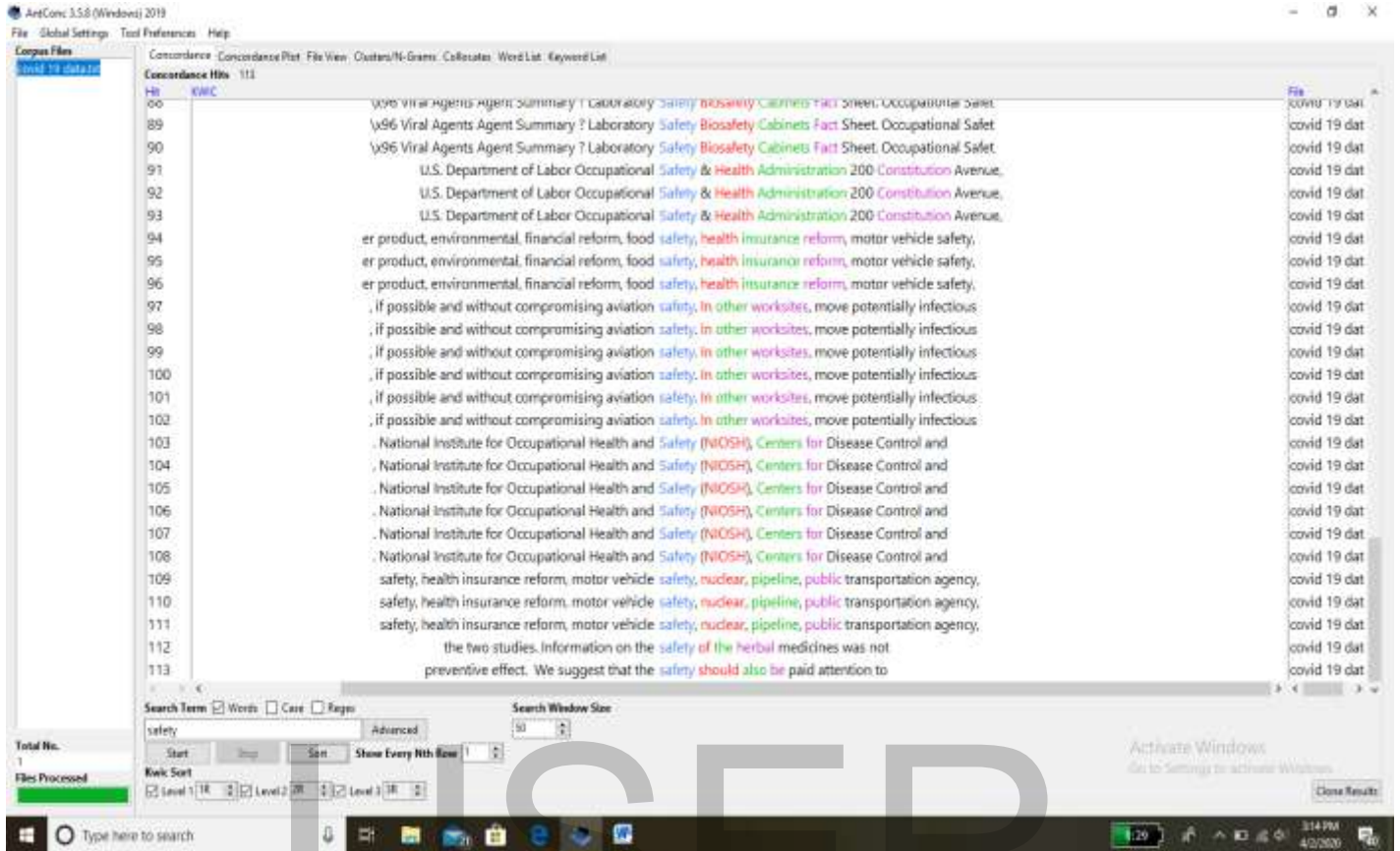
The screenshot shows the AntConc 4.3.4w (Windows) 2014 interface. The main window displays a list of collocates for the word 'political'. The list is organized into columns: Rank, KW, KW1, KW2, KW3, KW4, KW5, KW6, KW7, KW8, KW9, KW10, KW11, KW12, KW13, KW14, KW15, KW16, KW17, KW18, KW19, KW20, KW21, KW22, KW23, KW24, KW25. The collocates listed include: supervised, supervision, progressive, parties, mother, location, leaves, interview, friend, functions, local, facing, consultants, choose, give, sleep, wedding, weekend, warrent, unimpacted, top, trust, tradition, trade.

After adding word list the words as political were analyzed to find out frequency level to find out the use of social media impact on society, scientific approach and human psychology. The psychological aspects of youth captives in homes with no fast food, no availability of drives, no servants, no cook, no cinemas, no outside fun, no outside visit and date with girlfriend, no liberty to move outside freely, no chance to show latest fashioned dresses, no chance to move in latest model car, no chance to wear latest brand shoes, no chance to show off latest fashion of haircut, no chance to have race in car. These are the victims of hallucination and feel insecure locked in their homes. The only character represents the youth of modern era facing restrictions and his dialogues with his girlfriend also represent nothingness growing inside. Indecisive talk with the ghost is the frustration of restlessness of lockdown which is killing the liberty of youth and so on. The scene of sitting aimlessly and smoke to kill the time. The dead hour of time represented the restlessness of mind, heart and soul. Having feeling the shades of hands on the back showed restlessness, to feel the presence of monster on piano is frustrated sign of hallucination. His conscious is not clear. He feel burden of previous life deeds of no virtue. In feelings of horror, he did not want to take refuge in the lap of nature or creator rather again called to his girlfriend to cover the

frustration. As cat closes her eyes to save herself from monster pigeon, the boy entered the bed and took the quilt over him. There was no monster in reality. It was his frustrated attitude and hallucination that he considered that , the monster had tried to kill him with dragon The character can represent the frustrated attitude and hallucination of young generation



The word Concordance hints shows remarkable ratio. On social networks, its greater volume offers a great world level academic publications, incorporated advertising, dealing of infected patients in an innovative way, social network adds, availability of greater market in greater volume, offering a new model to advertise, advertising on one social network cite. It is notable that social media is continually growing. It shows how a rejected and dejected youth is stranded at home, cut off from the human beings, from society obsessed with solitude and prevailing darkness which show his mental state of mind. He is quite aware of the fact that no one would reach to help him out due to the real time of corona lockdown.



In concordance plots the word safety is health insurance, safety for public transportation, safety at home, safety in offices, safety to use electronics , safety from infections and safety by herbal and homeopathic medicine. IN semantics approach safety in this world and safety here after as well.

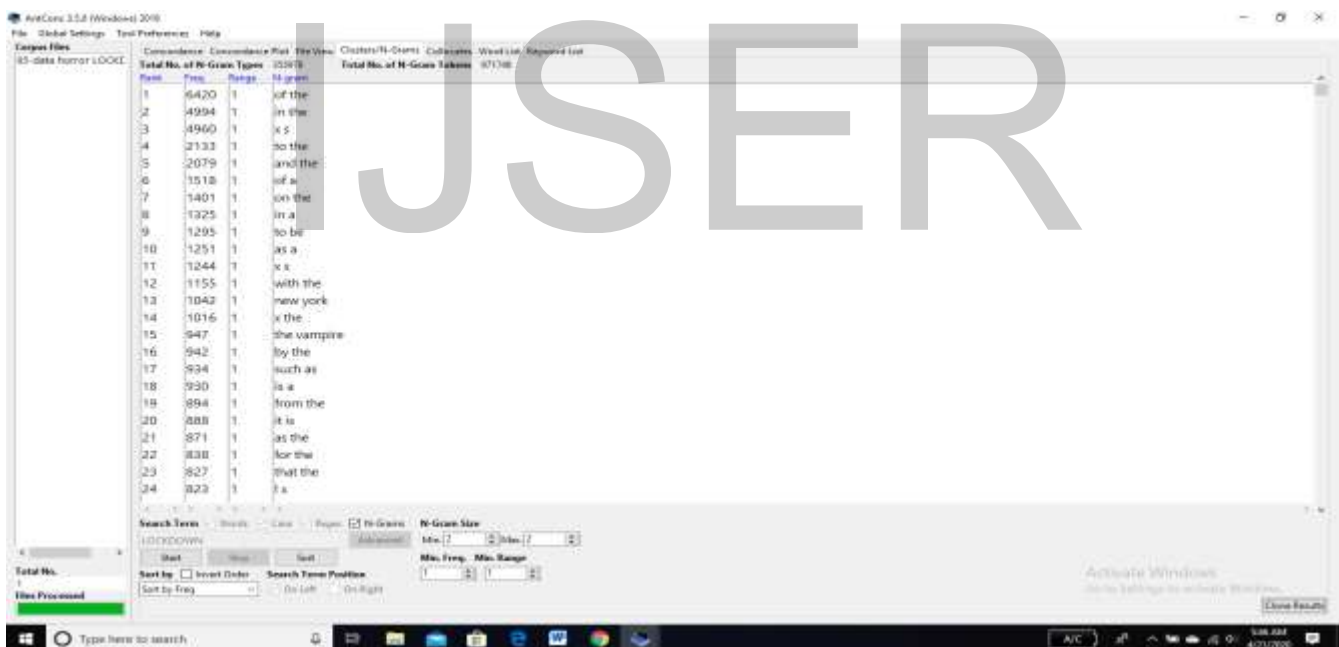
The data were added comprising of words 9,71,749 word type 53672 in AntConc 4.3.4 (windows)2014 by Laurence Anthony, and started with Key Words. Short horror film depicts the secret horror of everyone who is in lockdown in covid 2020 especially the ones who live in solitudes. Being a social animal a human can't live without interaction with other human beings. Feelings of greed, pride, upper class, mental retardation, failure in life depiction affect his consciousness.

Rank	Freq	Freq/L	Freq/F	Collocates
1	2	1	1	0.22145 proactively
2	3	1	2	5.00641 pretorius
3	4	2	2	5.63648 philippe
4	1	0	1	5.22145 zuk
5	1	0	1	5.22145 zutz
6	1	0	1	5.22145 zmmek
7	2	2	0	5.22145 yuppies
8	2	2	0	5.22145 yuhajir
9	1	1	0	5.22145 ydel
10	1	0	1	5.22145 yachking
11	1	0	1	5.22145 woodsmen
12	1	1	0	5.22145 wolfbase
13	1	0	1	5.22145 wshomtrachings
14	1	0	1	5.22145 willamans
15	1	0	1	5.22145 wiglaf
16	1	0	1	5.22145 whims
17	1	1	0	5.22145 wesses
18	2	2	0	5.22145 werthal
19	1	0	1	5.22145 wemptl
20	1	1	0	5.22145 waterlow
21	2	0	2	5.22145 wahl
22	1	1	0	5.22145 wadsworth
23	1	0	1	5.22145 wapsire
24	2	1	1	5.22145 vitals
25	1	0	1	5.22145 victorizer

Collocates type 4692 and total No of Collocate tokens 20790 indicate psychological aspects of fear and horror of bad actions, evil planning, evil deeds and false dirty ways of living. It indicates that the will of Creator will be done at any cost whereas in some rare case the fate, misfortune, bad luck and evil results are changed and amended with prayer, pardon to Allah Almighty, the Creator of the universe, the super and supreme power. Wealth, aristocracy, costly castle, treasures cannot get the satisfaction of heart and conscious. When conscious is relaxed with good deeds then there will be no effect of any physical and moral disease at all.

Rank	Freq	Freq/L	Freq/F	Collocates
1	1	0	1	5.22145 wchibidze
2	2	2	0	5.22145 wchidze
3	1	1	0	5.22145 wchidze
4	1	1	0	5.22145 wchidze
5	1	1	0	5.22145 wchidze
6	1	1	0	5.22145 wchidze
7	1	1	0	5.22145 wchidze
8	1	1	0	5.22145 wchidze
9	1	1	0	5.22145 wchidze
10	1	1	0	5.22145 wchidze
11	1	1	0	5.22145 wchidze
12	1	1	0	5.22145 wchidze
13	1	1	0	5.22145 wchidze
14	1	1	0	5.22145 wchidze
15	1	1	0	5.22145 wchidze
16	1	1	0	5.22145 wchidze
17	1	1	0	5.22145 wchidze
18	1	1	0	5.22145 wchidze
19	1	1	0	5.22145 wchidze
20	1	1	0	5.22145 wchidze
21	1	1	0	5.22145 wchidze
22	1	1	0	5.22145 wchidze
23	1	1	0	5.22145 wchidze
24	1	1	0	5.22145 wchidze
25	1	1	0	5.22145 wchidze

In horror short film by a Pakistani artist, in N- Gram Clusters, Total No of N -Gram Types are 355978 and Total No of N –Gram Tokens are 971748, the depiction of horror. According to Paul Acker cited Tolkien’s essay “Beowulf: The Monster and The critics” have discussed that readers achieved intentions, that of placing the monsters at the center, rather than at the periphery. After the life corruption there is restlessness in heart and mind. It leads to hallucination and illusion of mind. Horror of next generation penalties, horror of failure in life, disrespect in the eyes of people, social status breakdown dilemma, economical collapse, dishonor in this mortal word and the immortal eternal spiritual world hereafter. The horror does not stand for a monster but the horror is in the heart and mind. If a person is satisfied on his actions, thoughts and dealings, he has no fear but faith on Allah Almighty, that is the first ladder of faith sovereignty to go for believe and confirmed eternal bliss.



According to Katherine Tillman (2012), the opening word lockdown stands for engaging with fictions stimulating the conscious thoughts. The spread of corona virus, its effects on life, its safety measures to wash hands with sanitizers, wearing masque on face, wearing gargles, wearing head cover, wearing gloves, wearing shoe covers, all have made the atmosphere in hospitals, in news pictures , in

films, in documentary reports all give horror picture for kids, children young people, old ones and female specially.

The young boy in the horror film is universal character. He stands for all the people of all ages and all gender and age level. He stands for lonely young boy, a lover, a defeated person, a social being to miss the friends company, a jobless person worried about money, a business man thinking about lost business loss due to lock down, a husband not satisfied in the company of wife, a father who is not happy in the sweet company of kids, a brother who is not feeling blessed with sister, a brother who has missed and lost his real companionship in his real brother. In fact he is a live body without passion and soul in the mind cells there is disturbance and to save the life, family company is needed.

It also indicates the thoughts of an old man who has spent all of his life in evil ways, marry making and neglecting the good deeds. He sold his soul to devil and adopted sins, evil doings, extravagancy and lechery rather than piety. The setting of his room indicates that he is a person of materialistic approach. He has worldly aims instead of eternal bliss. The word LOCKDOWN stands for his fate is locked, his will, happiness, desire, merry making, bliss, satisfaction is finished and locked.

On the other hand this boy stands for spiritual alarming and warning that we must repent before death and real lockdown of eternal death. The developed countries had been target the covered dress of women considering from lower class but now in virus spreading scenario the whole worlds men, women, kids, young and old are in gloves, masques, covered full dresses from head to toe. It indicated that covering the body is to save body to save soul and to save life. It shows that life is precious and precious things are kept in covered custody.

In the film, time of night in solitude describes disturbance in mind. As John Edgar Browning cited David (1929) in Classical Hollywood Horror, that 1929, claimed horror film. It was a moment the

dark shade waited for. Mental retardation is clear to kill time by smoking activity. Lockdown stand to refrain from social activities. It stands for to say good bye to enjoyment of social, economic and physical entertainment.

On the other hand it leads to lockdown bad habits, bad customs, and bad activities, refrain from bad company. It stands for backbiting, time wastage in useless meetings. It indicates saving in dresses, cosmetics, utensils, shoes, accessories without which life is in peace. Lockdown is good to control vehicles to free the world environment from air land and water pollution. Lockdown gives rich time to company family members and to probe into the family gossips that had been never done in hectic hours of busy routine life. Lockdown takes man close to love of nature, love of missing fellow beings and love of the humanity in a real sense.



West, L. J. (Ed.). (1962) discussed about hallucinations in the joint American Psychiatric Association. A symposium on hallucinations was held in December 1958. In this photograph of short horror film, neurophysiologic theory of hallucinations; the role of the brain stem reticular formation are discussed.

In this click of a short horror film, pharmacy dynamics of hallucinations; comparison of drug induced and psychotic hallucinations are depicted by Daniel Carey to show that when conscious is not satisfied then every contact is lost. It interprets that when one loses his contact with Allah Almighty, the

creator, then every signal is disconnected. Love of creator is the main current to activate all organs and open all keys of life.

In this picture of a short horror film, concept of hallucination in sleep deprivation, visual hallucinations; hallucinations in schizophrenia; hallucinations in young slot; effects of Covid-19 on our society foretold by Defoe long ago are discussed as there is end of every link and contact.

In this horror film the young boy stands for young generation of computer age, busy in screen time involvement rather than the green time in natural environment. The horror is not in film it is in the mind and heart of every person. This horror leads man to go for right path, right ways. If it is law of nature that ever poor, rich and mediocre has to taste death. Then all men will die as law of nature. In Sufism approach after this mortal life there is eternal life hereafter. All will get reward or punishment on the day of judgment.

In use of all genera, novel, film, or social media covid-19 has impacts on the social, physical, economical, spiritual impacts on mind and soul of the people. Deaths rate has generated horror among masses. After taking any step in business, there is ray of hope and horror. In taking any test or exam there is horror in mind. For the biggest test of man decision of hell and heaven has the peak level of horror in heart for those who did not spend the past in a good justified way. Lockdown is a chance to revise the deeds actions and complete life.

CONCLUSION

The researchers have explored the social and demographic characteristics of the, investigate the various websites of social media and its disastrous nature of problems of media users impacts of language use on the mind of people, the role of media in addressing the mass audience and propose measures to address growing problems of corona virus, its social and spiritual characteristics to investigating personality ideas, utilized individual personalities attributes, people embrace etymological or articulations that list starting point, sex, age, or class distinction, social, religious, spiritual and sectional aspect show social groupings.

The researchers have explored in this short film, a young boy is smoking, talking to his girlfriend. In short, he's sitting useless. He is unaware of the blessing that God has given him TIME to re-set his life but he is facing psychotic problems. He should sit for a while and think about his deeds and his repentance. This time is given for repentance. And Allah loves those who repent. This time is not a time of leisure, fun and useless activities. It is the time to rebirth. 'LOCKDOWN' 2020 is the greatest gift of nature as it never comes back. According to William Shakespeare (1612), it's up to man to make hell out of heaven and heaven out of hell. The short horror film depicts the social and demographic characteristics of the modern computer age man whose life is full of worries, restlessness and conscious disturbance. It is suggested that this quarantine is an opportunity to turn back to family, friends and Allah Almighty's obligations. Restlessness, materialistic approach and weak faith on creator Allah Almighty are the social and spiritual characteristics of the social media users. The various social and economic dimensions can be measured with application of fear of creator in mind and heart. The methods to determine the psychological impacts of media are to collect data and its analysis. Negligence towards rights and duties are measures to address growing problems of modern era. The various social and economic dimensions be measured in the concept of horror in the mind for the deeds to get hell or heaven at the end of the life journey. The effects of lockdown on the attitude of youth can be measured by their horror, fear, restlessness and dissatisfaction of mind and heart.

RECOMMENDATIONS / SUGGESTIONS

On social media the use of proper, nice and polished language is recommended. In modern time the language use on media response, has become the cause of psychological nuisance and disturbance. Enjoying the opportunity of living in net global community, the modern era man should open the generous hearts eyes as well to pray and thanks to creators blessings by ignoring fear, dissatisfaction, restlessness, greed, creed and materialistic approach aside. All religions, all elders should be respected as humanitarian grounds. Basic principles of human rights from holy prophet's military approach should be honored, Mansoor. K (2018) highlighted that the holy prophet (P. B. U. H), during his 10-year-ruling in Median, had 85 battles. In all of these battles, the holy prophet ordered his soldiers and followers to respect humanitarianism rights on individual grounds. Life plans, schedules should be planned again according to latest scenario. As William Shakespeare has stipulated that the world is a stage and we are like characters to come on the stage, play our role that is fixed on the mind of people and fresh alive in

the hearts and memories of people forever. As a film is recorded in camera role, similarly all deeds are recorded by divine power the creator.

In the film horror the stands as a warning to perform good deeds in life, they get reward in life and hereafter. Individual messages on face-book indicate to revise life priorities. What Sapp images shows to remember the creator to enjoy the blessings of life. The news clearly tells that simplicity in food saves life. Simplicity in residence saves time and mental burden, Simplicity of character traits is the crown of humanity. Simplicity in writing encourages literacy and learning.

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