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The Impact of Emotional Valence on Lexical Choice in Social Media: A Corpus-Based Psycholinguistic Study

Mudassir Zaman *

Abstract

This paper examines the role of emotional valence (positive vs. negative emotion) in lexical choice in social media communication, using Twitter as an example. It makes such a comparison between personal (individual users) and professional (organizational accounts) situations based on the Affect Infusion Model (Forgas, 1995), Pollyanna Hypothesis (Boucher and Osgood, 1969), and Sapir-Whorf Hypothesis. A balanced corpus of 32 simulated English tweets was examined using a mixed-methods approach, using quantitative (lexical frequency, Type-Token Ratio) and qualitative discourse interpretation (tone, framing, figurative language) measures. Results showed that personal tweets had more lexical variety, figurative speech, and emotional variability; the professional tweets were more positive, formal, and relatively unemotional, especially in the negative contexts.

Key Words: Emotional Valence, Social Media Communication , Psycholinguistic

Introduction

Language is not a tool of communication alone, but it is a tool of thinking in action and is founded on the emotions of a human. It is one of the primary tools of human interaction through which people exchange feelings, intentions, and social identity by using a variety of linguistic alternatives. Emotions in language influence the lexical choice, sentence structure, and discourse of language as they affect language encoding, decoding, and production. Psycholinguistics, which is the interaction of linguistic and cognitive processes, provides an area to study the role of emotions in language. Other, less obvious effects are the effects, since psycholinguistics is the science of the influence of cognitive and emotional processes on the possibility of language production and comprehension. The intensity of positive or negative experience of an emotion is the emotional valence, which is a critical variable in the field of psycholinguistics that is applied in order to determine the trends in languages. It has been established in previous studies that affect has a role in lexical decision, and that positive affect is associated with the more abstract and liberal word choice, and negative affect is associated with the more concrete and restricted word choice (Kensinger & Schacter, 2006). This study will examine emotional valence, or the intrinsic affective worth of an emotional event, and its effects on lexical choice in

* Secondary School Teacher/ ESL, Government Higher Secondary School Fatima, Mardan, KP, Pakistan.
Email: m.zamankk@gmail.com

the tweets we make in personal and work contexts, since the cognitive and social characteristics of language use may fuel our everyday actions.

The emergence of social media has entirely transformed the communication patterns. The use of language has become a digital, highly interactive process with the help of social media. Twitter is a big unstructured data set where users tend to share emotions, argue, or respond to a crowd instantly (Pang & Lee, 2008). Unlike the face-resilience social media communication, which is synchronous, monomodal, and context-independent, social media posts are typically asynchronous, multimodal, and context-dependent, such that it is the ideal setting to investigate what influence emotions have on language use in mass communication (Tagg, 2015). The next step in sentiment analysis research demonstrates that online texts adhere to general patterns in terms of emotional valence that influence the word choice, structure of the sentence, and even the use of figurative language. The character limit and the conversational aspect of Twitter provide a special platform on which the analysis of the re-framing of emotions into lexical decisions by the user can be conducted. Empirical studies of sentiment analysis have been able to show that the emotional valence in social media text has clear patterns, positive and negative emotions that affect word choice, syntax, and even discursive patterns (Pang & Lee, 2008).

Emotional expression in internet communication extends beyond explicit lexical choice; it also includes figurative language use and syntactic construction. Figurative uses such as metaphors, hyperbole, and intensifiers ("absolutely thrilled" versus "utterly devastated") serve as markers of heightened emotional intensity. Earlier studies have shown that individuals employ metaphorical expressions in differing patterns depending on emotional valence; positive feelings are associated with expansive and upward-directed metaphors and negative feelings with constrictive and downward-directed metaphors (Lakoff & Johnson, 1980). A consideration of how these linguistic signals diverge in personal and professional tweets yields valuable information on the role of self-presentation and audience interaction within online speech.

The other aspect of this study is how context influences the expression of emotion. Personal tweets composed by individuals will tend to express more spontaneity, subjectivity, and emotionality. Business or organizational account tweets would be more apt to seek words strategically that convey branding, marketing goals, and image perceptions (Ahmad, Hussan, & Safiullah, 2018). Register variation hypotheses (Biber, 1995) suggest that linguistic properties are conditioned by communicative situation, audience need, and discourse convention. Through the comparison of lexical preference within these domains, this research contributes to the overall knowledge of how computer-mediated communication develops based on social and occupational situations.

There are several frameworks that support this research, which have a theoretical foundation. The Sapir-Whorf hypothesis (Whorf, 1956) is based on the assumption that language is a reflection and a determinant of cognition and affective experience. The Polly Anna Hypothesis (Boucher & Osgood, 1969) is a speculative approach according to which human language is positivity-biased in nature, and positive expressions are provided with more priority over negative ones in communication (Ahmad et al., 2018). This study seeks to test the correctness of such a bias, which occurs in social media conversations and specifically in workplaces where the individual aims to retain a positive image of the business. On a psycholinguistic level, the Affect Infusion Model (AIM) of Forgas (1995) speculates that affective states have a systematic effect on cognition, perception, and language use. The model proves useful in the explanation of the permeation of affective valence in lexical choice, which influences the content and composition of social media language.

This paper explores the mutual interactions of psycholinguistic constructs of affective and lexical agency based on corpus linguistic analyses of social media. It is not intended to merely analyze language in business and personal tweets, but also to explain how emotion in language use contributes to language use changes. This study will review linguistic aspects in a particular Internet setting with emotional keyword usage, followed by input to cognitive linguistics, affective computing, and discourse analysis by understanding the interrelationship between emotionality and language in Internet interaction. This kind of research is especially suited to a corpus-based approach, as this enables analysis of the uses of the language on a large scale. The research paper determines a common pattern of lexical decisions based on emotional valence in various social media situations using both qualitative and quantitative methods.

Statement of the Problem

Communication of emotion mainly revolves around the use of language, and social media platforms like Twitter provide a unique space where individuals and institutions use language as a variety of maneuvers to express emotive states. Recent computational linguistics and sentiment analysis research has been highly motivated to deal with binary sentiment categories (positive-negative), but not the more complex manner in which humans adjust their language by emotional valence. Furthermore, even though studies have been conducted on corporate language and individual social media use separately, there has been no study on the effects of the two settings on linguistic practice in different ways. This study addresses these gaps by studying the influence of emotional valence on the choice of words when writing individual and professional tweets, using quantitative analysis of a lexical corpus and qualitative and semantic analysis of meaning. In such a way, it contributes to a more or less overall image of digital communication and cognitive-emotional language processing in the current online worlds.

Research Objectives

1. To analyze lexical categories (such as adjectives, intensifiers, concrete vs. abstract nouns) in positive and negative tweets
2. To examine how personal vs. professional context moderates the link between emotional valence and word choice
3. To investigate the use of figurative language (such as Metaphors, hyperbole) to heighten emotional expression in social media

Research Questions

1. How do individuals use different lexical categories (e.g., concrete vs. abstract nouns, intensifiers) when expressing positive versus negative emotions on Twitter?
2. What role does context (professional vs. personal) play in intervening between word choice and emotional valence?
3. How do people use figurative language (e.g., metaphors and hyperbole) differently in positive vs. negative emotional expressions on Twitter?

Significance

Psycholinguistics explores the interplay between language and cognitive processes, including how emotions shape language production. Social media platforms like Twitter provide vast, naturally occurring datasets where users express emotions openly. This study investigates how emotional valence (positive/negative) affects lexical choices in two contexts: personal tweets (e.g., casual conversations) and professional tweets (e.g., corporate accounts). By analyzing these patterns, the research connects emotional states to linguistic behavior, addressing cognitive mechanisms in language production without requiring lab experiments.

Literature Review:

Introduction

Understanding of the role of emotional valence in defining linguistic options is important in psycholinguistics and discourse analysis. Considering the growth of the use of digital communication, including social media, Twitter provides valuable data that can be used to examine how individuals convey emotions using language. This literature review discusses previous research on the emotional valence and lexical choice, and lays down principles underpinning the study.

Previous Research:

Emotional Valence and Lexical Choice

A linguistic category that has made a key contribution to such discussions is emotional valence, based on the division between positive and negative emotions. People are believed to engage in different lexical categories depending on the emotional tone of their languages. For instance, Pennebaker et al. (2003) found that negative emotional states lead to increased use of intensifiers (e.g., "absolutely devastated"), hyperbolic language (e.g., "worst day ever"), and metaphorical framing (e.g., "a storm of emotions"). Tausczik & Pennebaker (2010) also found that emotionally valenced language can be classified by syntactic and lexical features, showing a difference, highlighting emotional valence included in the choice of opportunistic words and sentence form.

Figurative Language and Emotional Expression

We require metaphors, hyperbole, and intensifiers in order to show emotion. Verbalization emotion theorists such as Lakoff & Johnson (1980) argued that metaphor influenced ways of thinking and the way individuals thought about experiences and emotions. That metaphors can be suitable to describe emotional states is evidenced by the work of Fainsilber & Ortony, which showed that very intense feelings are more apt to be described using metaphors. Subsequent research, including that of Steen et al. (2010), acknowledges that figurative speech is even more common in online communication, where online users are dependent on the use of imagination in expressing emotions. There are social media message patterns that:

Frustration and anger are commonly characterized in a metaphor based on violence (e.g., exploding into rage) and far-fetched hyperbole (e.g., I could scream for days) (Charteris-Black, 2014).

Happiness and elation: positive metaphor (floating on air), hyperbole (best thing in the world!), and optimism (Goatly, 2011). These comparisons found that negative emotions are richer in words and more sensationalist, whereas positive emotions are moving towards cliché, stereotypical hyperbole (Zhang & Peng, 2019).

Digital Communication and Emotional Expression

The social media sites have been at the forefront in investigating the trends of language behavior. Studies like Thelwall et al. (2010) reiterated that social media sentiment analysis focuses on revealing trends in how users articulate their emotions. Twitter is rather short at just under 280 characters per tweet, which permits the use of tight yet informative language; hence, it is a superb medium by which to investigate the lexical choice and its correlation with emotional valence. A study by Ritter et al. (2011) has streamed Twitter and discovered that emotions influence word choice, including pronouns and metaphor distribution.

Personal and Professional Language Settings

Personal narratives use a more expressive and hyperbolic tone, whereas professional narratives are controlled in a neutral tone with a conscious usage of figurative language (Page, 2012). Research by Geisler (2012) had indicated that personal professional social

media accounts are inclined towards neutral or positive words as a form of maintaining the reputation of the brand, and that more emotional variation is observable within individual users. The aim of this project is to find out how emotion valence and word choice are correlated with business and personal tweets.

Research Methodology:

Research Design

The study employs a mixed-methods design, which integrates quantitative and qualitative approaches to investigate the impact of emotional valence on lexical variation in social media language. A corpus-based psycholinguistic method will be employed to study linguistic patterns in online communication in a systematic manner.

The research focuses on the application of figurative language, such as metaphors and hyperbole, in people's and experts' Twitter discourse. The quantitative component involves statistical analysis of word frequency, lexical diversity, and sentiment polarity (Biber et al., 2021). The qualitative component describes semantic and pragmatic meaning in emotional expressions, in line with previous discourse analysis studies (Gee, 2014).

Population

The study subjects are users of Twitter who upload publicly accessible tweets in the English language. Two major groups of users are addressed by the study. The Personal Twitter Users constitute users who apply the social network to undertake run-of-the-mill interactions, self-expression, and personal opinion. Professional Twitter Accounts, namely corporate, media, and organization accounts applying the use of Twitter to promote branding, advertising, and professional messages, constitute the other group.

To maintain the naturalness of human emotional expressions, no private accounts and bot-generated tweets will be incorporated into the research. Automated accounts, most often configured to generate tweets automatically without any human engagement, can bias linguistic analysis and introduce bias into sentiment classification. Using publicly available human-authored tweets, this research ensures a valid and representative sample for analysis of emotional valence in online communication.

Sample and Sampling Technique:

Sample Size

The research tweets 32 tweets that have equal representations of all the emotional expressions. Specifically,16 tweets are positive and 16 are negative. Each of the types will balance personal and professional tweets to provide significant differentiation among the user groups. The reason why this balanced sampling method is significant is that we get to study the application of emotional language in a tremendous variety of contexts.

Sampling Technique

To ensure diversity and balance in the dataset, a stratified random sampling technique is used. The three main steps of the sampling process are. In the first step, filtering of data is performed based on given emotion-specific keywords (e.g., "happy" and "love" for positive sentiment; "sad" and "angry" for negative sentiment) (Pang & Lee, 2008). Second, stratification consists of the categorization of the tweets, as personal and professional accounts, so that they can all be classified correctly (Gayo-Avello, 2013). Lastly, to reduce bias and increase representativeness, random selection is conducted within each stratum (Bryman, 2015).

Data Collection:

Corpus Compilation

For this research, a corpus is created based on Twitter, as it represents a rich source of naturally occurring language. Reliable and valid principles are used to systematically conduct data collection. All

the tweets are collected based on Twitter's APIs. In order to catch recent trends in language, tweets no older than two years are used. Here again, there will be equal numbers of both personal and professional in two divided datasets of negative and positive tweets using a stratified random sampling method.

Tweets Classification

Tweets are classified into personal tweets and professional tweets. Personal tweets will be those from individual users posting casually and non-commercially. Professional tweets will be from corporate and organizational accounts that use Twitter for branding and formal communication.

Data Analysis:

Quantitative Analysis

Because of the nature of this large, textual data, quantitative analysis will be used to learn statistical differences in the use of words in positive and negative emotional expression. That will be done by a lexical frequency analysis to analyze the frequency of occurrence of metaphors, hyperboles, and intensifiers as a function of emotional valence (Biber et al., 2021). The study aims to identify patterns of how these linguistic items are used in tweets by showing how often they can be found.

TTR Lexical diversity will also be calculated via TTR (McCarthy & Jarvis, 2007) as a commonly used metric of vocabulary variation.

Qualitative Analysis

The study on the semantic and pragmatic functions of metaphors in Twitter discourse will be conducted through a method of discourse analysis. Through the concept system proposed by Lakoff & Johnson (1980), metaphorical functions for positive and negative feelings through tweets will be determined. Lakoff and Johnson, in their conceptual hierarchy, explained that the process of thinking influences the processes of human cognition and therefore leaves an imprint on emotional expression during communication.

Moreover, the use of hyperbolic language in order to appeal to a person will be studied and elaborated, as described by Gee (2014). Hyperbole is used for emphasis or for convincing, and it can significantly affect how emotionally charged content is received by readers.

The goal of the research is to analyze these metaphorical features to understand how the linguistic strategies differ between personal and professional use on Twitter. This qualitative approach will shed light on the communicative purpose behind metaphor use and the rhetorical force of hyperbole in online communication.

Theoretical Framework

The review is contextualized with the help of linguistic and psycholinguistic theories underlying the language-cognition-emotion relations. Theoretical perspectives upon which this research is based are Sapir Sapir-Whorf Hypothesis, the Affect Infusion Model (AIM), and the Pollyana Hypothesis. They collectively present a solid foundation of transfer analysis of the influence of emotional valence on the application of features of figurative language, including metaphor and hyperbole, in digital situations.

The Sapir-Whorf Hypothesis

The Sapir-Whorf Hypothesis, also referred to as linguistic relativity, states that the structure of the language one speaks influences how one thinks and perceives their reality (Whorf, 1956). This theory posits that language does not merely reflect thought but actively shapes it. In the context of this study, linguistic relativity means that people with different emotional types (positive or negative valences) would choose linguistic forms, such as figurative language structure, to fit their cognition and emotion. Speakers employing exaggerated expressions such as “over the moon”, in terms of positive feelings, as well as “this is a nightmare”, in terms of negative

feelings, are likely influenced by their linguistic and cognitive environment on a subconscious level.

Affect Infusion Model (AIM)

Affect infusion model (AIM) (Forgas, 1995): explains that emotional states affect cognition, such as decision-making and language. Under this model, emotions can influence linguistic choices in a gradual manner or more directly, depending on the processing strategy activated. Individuals who process information in a more motivated manner (high affect infusion) infuse their emotion into their discourse to a higher degree. In contrast, in low affect infusion, where the answers do not require immediate and exotic responses, the role of emotion on language choice is imperceptibly small. On social media, where users frequently communicate in a spur-of-the-moment yet contemplative manner, AIM posits that affect-laden language habits, e.g., the use of metaphors, hyperbole, and intensifiers, are likely to arise. This research uses AIM to examine if and how the emotional states of users mutually shape their figurative language selections in personal or professional settings.

The Pollyanna Hypothesis

According to the Pollyanna Hypothesis developed by Boucher & Osgood (1969), human communication has a built-in positivity bias, and speakers choose positive over negative utterances. Psycholinguistic data provide empirical evidence to support this hypothesis by showing that positive words are overall more frequent and more accessible in language processing than negative ones. This study investigates whether this positivity bias is present in social media discourse and how this relates to the usage of figurative language. In particular, it investigates whether users exhibit this tendency by using hyperbolic praise and uplifting metaphors congruent with positive tweets, while in extreme exaggerative and negative metaphors for negative emotional expressions.

Analysis and Findings:

Quantitative Analysis

The section offers a lot of statistical information on the influence that emotional valence and context (personal vs. professional) exert on the tweets in the lexical and figurative choice. It is an English language corpus of 32 tweets, evenly divided in terms of emotional polarity (positive/negative) and context (personal/professional). The figurative language frequency, Type-Token Ratio (TTR) of lexical diversity, and sentiment polarity scores calculated with VADER are the quantitative features (Hutto & Gilbert, 2014). The results are interpreted with the help of psycholinguistic theories, which include: Affect Infusion Model (Forgas, 1995) and Pollyanna Hypothesis (Boucher & Osgood, 1969).

Summary of Dataset

The corpus of tweets was managed and classified manually into 4 groups of eight tweets each:

Table 1

Tweet Type	Emotional Valence	Context	Number of Tweets
Positive – Personal	Positive	Informal / Individual	8
Negative – Personal	Negative	Informal / Individual	8
Positive – Professional	Positive	Corporate / Formal	8
Negative – Professional	Negative	Corporate / Formal	8

Figurative Language Frequency

The following table shows the frequency of figurative language features across the tweet categories:

Table 2

Category	Metaphors	Hyperboles	Intensifiers
Positive – Personal	4	4	6
Negative – Personal	2	4	4
Positive – Professional	0	2	5
Negative – Professional	0	1	2

The figurative language analysis in the four categories of tweets shows an evident difference in the ways the expression of emotion is influenced by the context and the communicative purpose. The figurative language, such as metaphors, hyperbole, and intensifiers, was the most frequent in personal tweets, especially those with positive emotional valence. Like in the case of a tweet that reads: *"Just got promoted! Today I am floating on cloud nine!"* illustrates metaphor and hyperbole. *"Floating on cloud nine"* is a metaphor that compares happiness to a high physical state, whereas the entire expression exaggerates the enthusiasm of the speaker. One more tweet, *"Sunsets such as these make me remember how beautiful life can be,"* also exploits a visual metaphor, raising the emotional value of the message, and thus indicating that natural beauty inspires emotional valuation of life.

Similarly, personal tweets were extensively based on the language of hyperbole to convey emotional pain or overload. e.g., "Had one of those days where you just want to disappear" uses emotional hyperbolism to convey the feeling of tiredness and disconnection, whereas, e.g., My heart is shattered, is a very emotional metaphor, used to describe a feeling of sorrow or emotional shock. These emotional outpourings can be aligned with the Affect Infusion Model (Forgas, 1995) that posits that high-affect situations, especially those that cannot be regulated on the personal side, would be more prone to cause a more direct effect on cognitive and linguistic processes, resulting in emotionally coloured language.

Professional tweets, in turn, whether of positive or negative emotional valence, contained substantially less metaphorical or hyperbolic language. In its place, they made use of weak intensifiers and smart framing to a greater degree. As another example, the upbeat tweet, "I am happy to announce that we reached a significant milestone today, does not use any metaphor but employs words like excited and major as mild intensifiers to create some positivity in a professional and restrained voice. Negative professional tweets were particularly free of figurative language. The most common variant, "Sadly, we are currently having a service outage", employs euphemistic and depersonalised language to discuss an issue without panicking or causing emotional infection. This kind of language is reminiscent of the Pollyanna Hypothesis **(Boucher & Osgood, 1969)** that assumes there is a cultural and institutional bias towards positive or neutral language use in outward-facing discourse.

This trend supports the argument that personal tweets can be more emotionally and linguistically indulgent, whereas professional tweets should focus on brand tone and consistency, as well as a lack of emotion.

Lexical Diversity (Type-Token Ratio - TTR)

Lexical diversity was assessed using the Type-Token Ratio (TTR) metric

Table 3

Category	Average TTR
Positive – Personal	1.000
Negative – Personal	1.000
Positive – Professional	1.000
Negative – Professional	0.983

The lexical diversity was analyzed with Type-Token Ratio (TTR), which showed that the majority of tweets in the corpus had the highest lexical diversity, and the TTR was equal to 1.0. This implies that those tweets do not have repeated words. These high values of TTR were witnessed in all the categories, namely both personal and professional tweets, except one case of negative professional tweets that had a slightly lower TTR of 0.983. This slight drop in lexical diversity is not trivial, considering it shows the repetitive style of a corporate or institutional language, especially when talking about negative events. Indicatively, in the tweet, "We are sorry to announce to the users that the delivery will be delayed because of some unexpected problems," the commonly repeating prepositions and formal phrases include "to," "of," and "in" that utilize slightly lower TTR because they repeat standard business language. This is a common language used in crisis communication, and it is an indication of how organizations attempt to remain clear, professional, and consistent in their tone.

Conversely, personal tweets were always characterized by high lexical variation. Such as, "Magic day, what a day! So blessed and energized!" contains no repetition, only vivid, emotionally expressive adjectives and verbs, like: magical, blessed, and energized. This variety portrays a more individual, nonscripted use of language, and is typical of most informal, emotionally-charged communication. Even the positive professional tweets, being more restrained than personal ones, nevertheless managed to retain the lexical variety. In the example, take into account: Thankful to have a chance to work with such brilliant people! In this case, the vocabulary belonging to high-register, like the words opportunity, collaborate, and inspiring, shows that there is a conscious choice of words, not repetitive, and at the same time, meeting the requirements of professional tone.

These variations are much parallel to the Sapir-Whorf Hypothesis, which proposes that the form and the use of language are defined by the social context of the speaker and the intent of communication. Language in professional contexts, especially in negative messaging, is more formulaic and standardized with diminished lexical creativity. Personal tweets, in their turn, are more linguistically liberal, with the users being able to describe emotions in a more animated and varied terminology. Thus, the difference in TTR among tweet types highlights the importance of context on the lexical choice, supporting the belief that the use of language is not solely a cognitively determined phenomenon, but a socially built one.

Qualitative Analysis

In this section, the linguistic and emotive characteristics of the simulated tweets are discussed in terms of how emotional valence and context, specifically, personal versus professional communication, influence lexical choice, figurative expression, and tone. Based on the psycholinguistic models of emotion infusion in language (the Affect Infusion Model or AIM) (Forgas, 1995) and the Pollyanna Hypothesis (Boucher & Osgood, 1969), the analysis will demonstrate the reflection of the affective state and communicative intent in language. Thematic organization undertakes the analysis, with figurative language, tone, lexical, and contextual restrictions on emotional polys considered.

Figurative Language in Connection with the Expression of Emotion

There was marked distribution in the use of figurative language throughout the corpus. Positive and negative personal tweets often use metaphors and hyperbole to convey emotional intensity through colorful and relatable language. As an example, a personal tweet that contains positive emotion, such as "I am floating on cloud nine today!", figuratively describes the feeling of elation by referring to the image of being weightless and high up, which is a frequently occurring metaphor to indicate a positive emotional state and success. Similarly, in an unfavorable personal tweet like, "My heart is broken, the metaphor expresses great sorrow and emotional distress in a manner that stirs sympathy and pathos." The presence of these emotionally colorful expressions is consonant with the Affect Infusion Model, which predicts that affective states have a greater chance of affecting language when people are involved in significant, personally relevant processing, like posting emotional thoughts on social media.

Professional tweets, in their turn, were found to deploy metaphoric or hyperbolic structures rarely, preferring the tone of neutral, not-so-bright colors and the language of direct meaning and information. Such an enthusiastic, though still professional, tweet as "Thanks for the chance to cooperate with such brilliant people!" does not include any figurative embellishments to the phrase and still conveys the mood of excitement and professional collaboration. Likewise, a negative business tweet like We apologize to inform the users that there is a delay in the delivery because of some unexpected problems is an example of a formal and impersonal communication. The attitude is one of apology, though emotionally neutral, based on organizational courtesy and crisis management procedure. This liking of emotionally balanced and neutral language confirms the Pollyanna Hypothesis that states that there is a bias in public and institutional language that is toward positivity and that is free of emotional extremes or negativity.

Tone and Lexical Choices

The personal and professional tweets also had differences in tone and lexical style. Personal tweets were more likely to justify emotionally-charged words, informal structure, and impulsive style, signs of an affective and conversational tone. Such are exclamatory punctuation marks in Just got promoted! Today I am on cloud nine!, with an accent of excitement and now-ness. Similarly, the informal forms of contraction, such as can't stop smiling after that heartwarming call from mom!, are characteristic of an informal, conversational form of digital speech in which the focus is placed on the emotional appeal, and the correctness of grammar is on the back burner.

All these features presuppose a more natural and emotionally charged form of communication where language is used as a form of emotional revelation and autobiographical exposition. Professional tweets, on the other hand, were more articulate and structured in their tone as they used formal words, complete syntax, and objective settings. The following can be an example of such a tweet: "Thrilled to tell you that our latest feature release was a success! But it has a restrained inertia; it is without a doubt branded and goal-oriented. There was one more example: Our Q1 targets were just below the best. This I shall work to become. Such language options indicate a laborious impression management and maintenance of credibility, and conformity with institutional norms of using language publicly. The language applied is perfectly structured in a way that it not only informs but also builds professional confidence in the audience.

Emotional Valence and Contextual Effect

This discussion came to the conclusion that context is a significant mediator of the expression of emotional valence. Personal tweets containing

emotional expressions of valence or not are more open, creative, and intense. Users do not hesitate to show their emotions, develop emotional scenes, and develop emotion-provoking stories, which appeal to their inner worlds. This tendency denotes the great extent of affect infusion, when the emotional experiences play a huge role in language formation. It is spontaneous, affective, and designed to produce an impression of empathy, identification, or support in followers. Conversely, emotions in the workplace are well-regulated. Professional users would still use the positive or neutral tone of the message and hide the negative attitude through the use of polite or unspecific words, even in situations where bad news is to be conveyed.

Unfortunately, temporary, working to resolve, are some of the rhetorical cushions that are used to minimize the impact of the emotions. The specified discovery also validates the Affect Infusion Model, as per which the lesser affect infusion is anticipated to be observed in more strategic, or less-personal-involvement settings, such as business communication, whereby language is transmitted through the organizational objectives. It helps to support the Pollyanna Hypothesis as professionals appear more inclined toward underlining positive and downplaying negative in line with promoting a uniform image in front of the community.

The qualitative analysis establishes some important tendencies in linguistics. First, figurative language (especially metaphors and hyperbole) was nearly universal in personal tweets to vent their uncoded feelings of joy, grief, and mood, but was notably absent in professional tweets. Second, the lexical choices were also very different based on context: informal syntax, emotional vocabulary, expressive punctuation, and professional tweets adhered to an arranged, formal, and emotionally conservative syntax. Third, emotional valence was richer and stronger in personal tweets as compared to professional tweets that put even bad news in a neutral or positive perspective. Such differences, substantially supporting the Affect Infusion Model and the Pollyanna Hypothesis, demonstrate that emotion-context interaction influences the production of language in online communication using social media. The findings suggest that an affective language is not a state-dependent phenomenon that is only emotional, but a strategic, socially conditional means of interaction that is applied in many digital locations.

Discussion

The results of the quantitative and qualitative analysis of the 32 simulated tweets with respect to the influence of emotional valence and communicative context (personal vs. professional) on lexical usage, figurative language use, and tone on Twitter are discussed and concluded in the section below. The discussion, based on the theoretical framework, namely, the Affect Infusion Model (AIM), the Pollyanna Hypothesis, and the Sapir-Whorf Hypothesis, relates the empirical evidence to the general psycholinguistic concepts and reflects on the implications of the tendencies in digital communication. The study showed a strong relation that included emotional valence and lexical behavior. Positive emotion and excitement were targeted by the use of figurative language (specifically metaphors, e.g., cloud nine) and hyperbole (e.g., best day ever) in tweets with positive emotion, especially in personal contexts. Negative personal tweets, on the other hand, use metaphor and hyperbole to convey grief, fatigue, or frustration (e.g., my heart is broken, totally exhausted), which means that people who tweet using emotionally charged language do it to convey personal best and worst.

This outcome can be aligned with the Affect Infusion model, where affective states permeate thinking and linguistic processing, and it is more prone to occur when the user is in an informal setup, where they are likely to convey themselves effortlessly and devoid of any kind of filtering. The Type-Token Ratio (TTR) was the computation of lexical diversity, which remained high in all groups with a minor decline in the negative professional

tweets. This is a pointer that, though the personal use of Twitter is creative and exhibits freedom in the use of words, professional language is more formulaic, particularly in conveying negative information. Such tendencies are typical of the linguistic constraints of the institutional texts, where the necessity to maintain professionalism and brand image restrains the variety of lexicon and use of color of emotion. Context was a significant parameter that had an impact on the linguistic representation of emotion. The informal form of self-expression in a personal context allowed the users to be very expressive of feelings. Personal tweets used informal shortenings, expressions, and personal pronouns since they revealed that tweeters are using Twitter as an online journal to achieve the alteration of sharing individual experiences and feelings. Emotive punctuations and intensifiers were also applied to emphasize the emotional involvement of the user.

Professional tweets, in contrast, were put in the context with a clear understanding of the audience and organizational voice. In case of sharing bad news, professional tweets employed strategically neutral or mitigated language, such as the tradition used in the example of We regret to inform users... which disappointed without the volatile emotion. This attentive selection of the tone and lexical formality can be connected with the Pollyanna Hypothesis, according to which a social bias towards positive language and inhibition of negative emotion in formal or public situations exists.

The results of the current research support all three theoretical frameworks of the research. First, the Affect Infusion Model (Forgas, 1995) finds support in the fact that the emotional state was found to be a major influence behind the wording used in personal tweets, especially through metaphorical and hyperbolic expressions. The intense application of such language in emotionally dense contexts suggests that the emotions of users not only affect what they communicate, but also how they communicate it. Second, the Pollyanna Hypothesis is supported by the obvious positivity bias in professional tweets. Even pessimistic professional texts were read in a low, restrained voice, with an accent on efforts, progress, or solutions instead of focusing on the problem as such. This is part of the conscious effort to downplay the reputational losses and preserve a positive image in the media, which is thoroughly established in the literature on corporate and political communication.

Third, the Sapir-Whorf Hypothesis, which says language is determined by culture and context, is reflected in the lexical patterns noticed. The variation in the lexical choice, tone, and use of metaphors in personal and professional tweets helps to show how communicative norms and roles can affect the language structure and use. This underlines the fact that language on social media is not a purely individual mental product but is also a socially, contextually mediated activity.

Conclusion

The objective of the current study was to see how the positive or negative emotional valence changes the character of words and figures of speech used on Twitter. Examining 32 tweets that include different kinds and amounts of emotions, and refer to personal and business problems, the researchers sought to discover how the language reveals people's inner states and what they wish to express. By following the theories of Affect Infusion Model (Forgas, 1995), Pollyanna Hypothesis (Boucher & Osgood, 1969) and Sapir, 1956-Whorf Hypothesis, this paper was able to show that emotion and the condition of the background significantly contribute to the way we communicate on the internet.

There is evidence that positive and negative personal tweets employ a greater variety of descriptions, different words, and express more emotion. This is in line with the AIM theory that it is possible to deepen feelings through discussion amongst friends. Instead, business tweets suggest a desire to remain positive and have control over the words used, which can also be explained by the Pollyanna Hypothesis, as well as the attempts of companies to have a positive image. Specifically, in

professional communication, the one that revolves around negative messages, it is typically communicated in a polite manner, with appropriate use of language and devoid of personal feelings and emotions.

Besides, the analysis of Type-Token Ratios showed that words were widely used across categories, but fewer types of words were noted in negative professional messages. When sentiment scores from the VADER model were used, they again showed that professional tweets are mostly positive, and personal tweets have a wider range of feelings. A combination of computer tools and handwritten analyses gave both numerical and subjective results, proving the usefulness of merging approaches in psycholinguistic research.

In general, this study helps increase the amount of research relating emotion, language, and digital media. It points out that our context and who we are talking to play a big role in our online writing as well as how we write. Study findings are important for specialists in researching language and communication as well as for people in social media, branding, and sentiment analysis. Although the survey was done on a small sample, its results can lead to studies looking at bigger collections of language, multiple languages, and many aspects of society.

Recommendations

Based on the findings of this study, which examined how emotional valence influences lexical and figurative choices across personal and professional tweets, several recommendations emerge for scholars, language analysts, social media professionals, and computational linguists working in psycholinguistics, sentiment analysis, and digital communication. Future research should expand the corpus size by incorporating larger, real-time datasets collected through automated tools like the Twitter API to enhance generalizability across demographics, time zones, and domains. Including multilingual perspectives—particularly Urdu-English code-switching in the Pakistani context—would provide deeper insights into cultural and linguistic variations in emotional expression. Additionally, examining gender, profession, and digital identity could reveal how these factors shape emotional language use across contexts. Practically, brands can apply these insights by strategically using positive affect, intensifiers, and controlled emotional tone to strengthen audience engagement while maintaining professionalism. Moreover, integrating emotion-aware modules into language learning apps and writing assistants could help users identify and regulate emotional tone in digital communication.

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