

## Celebrities' Debunking Rumours and Misinterpretations: A Case Study of BTS' Namjoon's Letter on Weverse Through Pragmastylistic Analysis

Aqsa Arshad<sup>1</sup>

Dr. Aisha Farid<sup>2</sup>

Dr Muhammad Sabboor Hussain<sup>3</sup>

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**Abstract:** *The phenomenon of debunking rumours and misinterpretations has been investigated in its general terms without considering celebrities' emotions through linguistic expressions and speech acts. This research aimed to conduct a case study incorporating a pragmastylistic analysis of BTS' RM's letter (2022) on Weverse to debunk BTS' disbandment rumours and misinterpretations about BTSFESTA. The study also determined to scrutinize the types of speech acts used to clear certain propositions and assumptions. The study employed a qualitative research method to address the research questions. The theoretical framework was based on Speech Act theory (Austin, 1962) to analyse the speech acts in the letter under felicity conditions (Leech, 1962). The findings of the study suggested that Namjoon used simple and declarative statements performing hybrid speech acts such as expressive, commissive, directive, expositive, verdictive, etc. Mostly, the speech acts were inclined towards expositive and commissive expressions to clear certain ambiguities and make commitments to manage to do this in future as well. This study was methodologically significant for incorporating pragmastylistic analysis to study the language of celebrities' debunking rumours on social media. The study recommended that future researchers take both celebrities' voices and pragmastylistic analysis together to reach various conclusions and novel findings.*

**Keywords:** *celebrities' rumours, debunking, felicity condition, pragmastylistics, Speech Act Theory*

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<sup>1</sup>MS Scholar, English Linguistics, Department of English, Government College Women University Sialkot, Pakistan. [aqsaarshad744@gmail.com](mailto:aqsaarshad744@gmail.com)

<sup>2</sup>Assistant Professor, Department of English, Government College Women University Sialkot, Pakistan. [aisha.farid@gcwus.edu.pk](mailto:aisha.farid@gcwus.edu.pk)

<sup>3</sup>Professor, Department of English, University of Sialkot, Pakistan. [dr.muhammadsabboorhussain@uskt.edu.pk](mailto:dr.muhammadsabboorhussain@uskt.edu.pk)

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### Introduction

Digital communities and networks have been the major daises in diffusing various information and rumours about

national and international matters, since the advent of digital technology in the common grounds. The increasing

frequency of the populace's use of smart electronic devices has become a universal phenomenon. According to Anderson and Jiang (2018), the estimated value of teenagers who owned smartphones in 2015 was 95% with 22% increased numbers from 73% of teenagers in 2014 (Anderson & Jiang, 2018). However, public figures and celebrities have a tremendous impact on the lives of social media users through continuous appearances on various social media platforms such as YouTube, WhatsApp, Facebook, Instagram, Twitter, etc.

Though, celebrities and public figures share a universal and remarkable bond with their fans. Every gesture of celebrities is recognized and interpreted by the fans according to their mutual understanding and common cognition. Robert Schickel calls this the 'illusion of intimacy', as fans consider their relationship to be personal with the celebrity who has indeterminate and fuzzy apprehension about his fans (Petersen, 2007). The lack of personal interaction and the advent of

the Cyberspace community makes public figures share their personalities and decisions online (publicly) with open discussion and interpretation forums, to be recognized worldwide. However, misinterpretation, misinformation and misunderstanding are not something that can be controlled by celebrities in online social interactions. As Erawaty and Kartikawangi (2019) epitomise the 'Online Social Network' (OSN) to be a prodigious mechanism for the dissemination of misinformation (Erawaty & Kartikawangi, 2021). In this regard, celebrities debunk false notions through their choice of words and actions to save their positive self-image.

### **Debunking False Rumours and Misinterpretations**

Debunking can be considered as 'proving something false and less important than it seems to be'(Cambridge Academic Content Dictionary, 2022a). Likewise, a rumour can be defined as 'an unverified fascinating statement or news report that can be authentic or completely

fabricated and spreads rapidly from person to person' (Cambridge Academic Content Dictionary, 2022b). However, celebrities and publicly recognized figures protect their self-image through the debunking of rumours and false interpretations against them with the careful choice of linguistic expressions. As Bhatia & Sangwan (2020) pinpoint the rapid and abrupt notice of viral and harmful rumours by so many people hurt celebrities (Bhatia & Sangwan, 2020). According to a broader perspective, rumours have been historically debunked by either sensible judgements or more specialist investigations (Rubin, 2017). Thus, attempts to sort things out with positive expressions can calm and debunk false rumours and misinterpretations.

### **Statement of the Problem**

Social media platforms have been widely used for the amalgamation of real information with false and manipulated data to reproduce it for personal benefit. According to Chen et al., (2015), the constructed

restriction and limitation between mainstreaming news or information on social media and user-generated data has been beclouding (Chen, Conroy, & Rubin, 2015). Likewise, the understanding of premeditated streaming content exploitation seems to have declined among internet users, while dependability on unconfirmed and invalid information remains at a high level (Rubin, 2017). In this regard, due to the problematic information data streaming online, the targeted individuals (i.e., celebrities) create their voices and narratives to overcome the rumours with convincing speech acts to make people believe in their points and conditions. However, various researchers (i.e., Petersen, 2007; Rubin, 2017; Bhatia & Sangwan, 2020, etc.) have discussed and evaluated the phenomenon of debunking rumours and misinterpretations in general terms without its elaboration in terms of celebrities' emotions through linguistic expressions and speech acts. In this regard, this study mainly focuses on the letter written by a K-pop Idol, Namjoon

from a South Korean Boyband, BTS, to scrutinize the speech acts for debunking rumours and misinterpretations.

### **Kim Namjoon (RM) from BTS**

Kim Namjoon, also known as 'Rap Monster' (RM), is a well-known South Korean male artist and Rapper. He belongs to a widely recognized K-pop male idol's boyband, singers, known as 'BTS' (Bangtan Sonyeondan). Various researchers have been elucidating the rapid success of BTS (i.e., Lee, 2018; 2019; McLaren & Jin, 2020; Yoon, 2019 etc.) along with their relationship with one of the big fandoms in the globalized society as ARMYs. However, BTS, being a continuously growing phenomenon, has occupied digital networking sites all over the globe. In this regard, due to their widely recognized celebrity status, BTS has

been facing various conflicts, rumours and misrepresentations along with their melodious journey in the music industry.

Though, it has been a 10-year-long journey of the boys working together and producing the global hit songs without any break to work solo. In this regard, they decided to go on 'Hiatus' as a solo to sing according to their tastes in the last year, 2022. But the decision was not acceptable for the ARMYs seeing them together for a long time. Although, the ARMYs were informed through a surprised VLIVE, a common platform for BTS and ARMYs to interact. The video, named BTSFESTA dinner party, created various rumours and misinterpretations as shown in Figure 1 below.

**Figure 1**

*BTSFESTA's Dinner Party (2022)*



However, this video, Namjoon's crying in particular, went viral with false interpretations. Consequently, Namjoon commented in a letter on Weverse to debunk the false rumours.

**Objectives of the Study**

In this regard, the present study aims to do pragmastic analysis of RM's letter on Weverse to debunk the rumours and misinterpretations. The study also aims to scrutinize the types of speech acts Namjoon uses to create an impact on the audience. In this regard, the study has the following research objective;

1. To evaluate the speech acts used by Namjoon to debunk the rumours and misinterpretations.

about BTSFESTA.

2. To scrutinize the intentions of using certain speech acts under felicity conditions.

**Research Questions**

Following the objectives, the study aims to answer the following research questions;

1. What are the speech acts used by Namjoon to debunk the rumours and misinterpretations about BTSFESTA?
2. How do certain speech acts convey the intentions of Namjoon under felicity conditions?

### **Significance of the Study**

The present research is methodologically significant incorporating pragmatylistic analysis to study the language of celebrity, debunking rumours on social media. However, the phenomenon of debunking rumours has been discussed in various research (i.e., Petersen, 2007; Rubin, 2017; Bhatia & Sangwan, 2020, etc.) along with pragmatylistic analysis in different research (i.e., Raditya & Purba, 2022; Astiandani, Setiawan & Munir, 2022; Adeagbo, 2022; etc) separately. However, this study aims to investigate both phenomena together to assist future researchers in looking at the public discourse through the lens of advanced stylistic techniques.

### **Literature Review**

Research in the area of debunking rumours and misinterpretation of the populace on social media has been practised in its general use of the terms for a variety of reasons. Petersen (2007) studied the rhetorical composition of Bob Dylan's film documentaries (Don't Look Back, No Direction Home) which

caused him to be misconstrued and mistreated by the fans, media and folk community. Fans' interviews about their reactions to misinterpretation were labelled as a matter of identity construction. Though, the documentaries illustrated Dylan's identity in particular which led the viewers to build their own identity of the celebrity, Dylan (Petersen, 2007). However, fans create a strong connection between them and their idealized celebrity who meets their expectations. In contrast, certain undemanding footsteps by celebrities lead their fans towards misinterpretation and a sense of detachment.

However, social media users detect rumours through various techniques. Rubin (2017) conducted a study on social media deception detection techniques and debunking rumours. The study discussed and recommended adding a variety of content testing and verification tools along with the traditional ones for social media, due to its expanded channels for communication (Rubin, 2017). This

study aims to give various techniques to detect and debunk rumours without elaborating on social and public figures. Similarly, Bhatia and Sangwan (2020) conducted a study based on rumour detection in celebrities regarding Instagram. They found that disparagement related to a significant figure or celebrity offers the highest risks (Bhatia & Sangwan, 2020). However, the phenomenon of misinformation has been widely discussed through the detection of various techniques to overcome rumours.

As Erawaty and Kartikawangi (2021) target the celebrity, Kiminfo, practically debunking and reacting to rumours against him, through social media (Erawaty & Kartikawangi, 2021). However, the focus of the study was directed to the communication used to convince the audience. The language detection and speech acts were not elaborated on and implemented, which gives rise to the need to implement pragmastylistic approach. Similarly,

Souri and Merc (2020) analyzed Donald Trump's tweets through his use of speech acts detected by the research participants. The findings declared the nature of native and non-native speakers to detect the speech acts in different ways. However, the lack of awareness about political awareness and language manipulation was one of the reasons for the failure to comprehension of common political cognition (Souri & Merc, 2020). Thus, people misinterpret things on social media due to the celebrities' distant and different understandings of various expressions which mark the boundary between fans and celebrities. Likewise, various research (i.e., Raditya & Purba, 2022; Astiandani, Setiawan & Munir, 2022; Adeagbo, 2022; etc) have been conducted on non-literary texts through pragmastylistic approach in particular. Therefore, it gives rise to the need to elaborate on the celebrities' resolution of debunking rumours through linguistic expressions. However, with the advent of pragmastylistic analysis, different

meanings can be captured from celebrities' certain speech acts and expressions. In this regard, this study aims to detect the reason for to use of certain expressions by Namjoon in his letter to debunk disbandment rumours.

### **Research Methodology**

The present research aims to conduct a case study on celebrities' use of language to debunk rumours and false interpretations which risk their reputation. The study is qualitative incorporating Pragmastylistics as a theoretical framework to analyse Kim Namjoon's (2022) letter on Weverse debunking the disbandment rumours.

### **Theoretical Framework**

#### **Pragmastylistic**

Pragmastylistics is the amalgamation of two separate fields 'Pragmatics' and 'Stylistics'. Levinson (1983) defines pragmatics as 'the phenomenon of evaluating what humans do with their language, its functions and its practitioners, rather than the language itself' (Levinson, 1983). Likewise,

stylistics can be defined as studying the way writers write using different linguistic expressions to be marked as different from others. As Leech (1962) defines stylistics as 'the intersection or nexus of language and literature' (Leech, 1962). In this regard, pragmastylistics can be known as 'stylistics with the additional components of linguistics added into it' (Hickey, 1993). However, stylistics has advanced its dimensions to study linguistic phenomena with various linguistic disciplines and fields of discourse. It has also been connected with pragmatics to study the intended and implied meaning of language usage.

#### **Speech Act Theory**

One of the significant aspects of pragmatics is the Speech Act theory proposed by Austin (1911-1960) as the study of language that performs various actions (Austin, 1962). However, the Speech Act's taxonomies by Austin (1962) and Searle (1969) have been created according to various functions of the languages as shown in Table 1.



**Table 1**

*Speech Act's Taxonomies by Austin (1962) and Searle (1969)*

<b>Speech Acts Classification by Austin (1962)</b>	<b>Speech Acts Classification by Searle (1969)</b>
<b>Verdictives</b> (estimate, value, judgement)	<b>Representatives</b> (expressed proposition's truth)
<b>Executives</b> (power exercise, influence, dedication)	<b>Directives</b> (directing to do something or not)
<b>Commissive</b> (commitment, promises, swear)	<b>Commissive</b> (commitment of future attempts)
<b>Behabitives</b> (social behaviour, attitudes)	<b>Declarations</b> (describing something as being existing)
<b>Expositives</b> (consume, hypothesize, clarification)	<b>Expressive</b> (psychological state)

Similarly, Searle (1969) identified the '**felicity conditions**' of these speech acts performed in certain manners such as;

**Preparatory Condition:** The context of the information which directs the speakers to perform certain speech acts.

**Propositional content condition:** This condition includes propositional speech acts about the limited facts of something being provided.

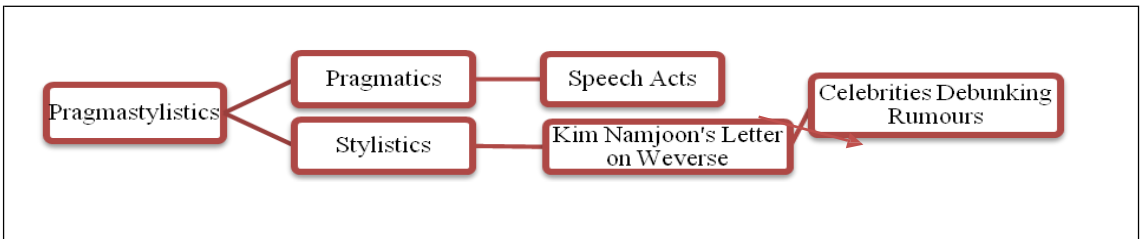
**Sincerity Condition:** This condition includes the intentions of the speakers, their beliefs and desires.

**Essential Condition:** This condition contains the basic counts and attempts that speech acts contain.

In this regard, this study aims to discuss these aspects of speech act theory for the analysis of text. The analytical framework is shown in the Figure2, has been adapted from (Ibrahim & Waheeb, 2017).

## Figure 1

*Analytical Framework (Ibrahim & Waheeb, 2017)*



This study aims to proceed with the analysis of Kim Namjoon's letter to ARMYs and the audience in general to

scrutinize the speech acts to debunk disbandment rumours.

### Data Analysis

#### Analysis of Kim Namjoon's Letter

##### Extract No. 1

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*"After the video was out, I received the most calls and messages since our debut".*

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#### Pragmatic Level

##### The Categorisations of Speech Acts

- **The Locutionary Act:** This is a conditional statement due to the reasons established through certain conditions.
- **The Illocutionary Act:** This statement has an expositive-verdictive hybrid speech act.
- **The Perlocutionary Act:** The effect of the utterance is to make

the audience aware of the current situation of the artists facing the dire consequences of their reactions to their videos.

##### The Establishment of Felicity Conditions

- **Preparatory Condition:** Namjoon believes that ARMYs will understand their decisions like the past.

- **Propositional content condition:** Namjoon wants the ARMYs to know about his condition to be exhausted due to the continuous debate on misinformation of their disbandment rumours. He addresses the ones who have been making things more complicated, discussing the false interpretations. His unstated request is conveyed to people to stop them from messaging and discussing the rumours.
- **Sincerity Condition:** Namjoon wishes to be open to discussion in a voluntary manner with the idea of being understood by the addressed audience and ARMYs.
- **Essential Condition:** Namjoon initially makes a direct attempt to cover the misinformation and

indirectly addresses the target audience to stop misinforming.

#### **The analysis at the stylistic level:**

Kim Namjoon's style of opening up the discussion from the core point makes the first sentence of this letter more felicitous. He evaluated the current, on-air discussion in this sentence to show the level of frustration due to the video which left many confusing remarks. He starts with a conditional statement to create a connection between the previous and prevalent information. However, the Perlocutionary Act lacks little to make the minds of the referees understand the intention of the writer. Thus, the psychological state and cognition of the artist are made clear expressing exhaustion.

#### **Extract No. 2**

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*"On the screenshots I got, there were provocative keywords such as 'disband', 'hiatus', 'announcement', etc. It was not unexpected, but it still feels bitter to see all of these. I didn't expect people to leave their comments after watching the full video where we are crying tears but.."*

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## **Analysis at the Pragmatic Level**

### **The Speech Act categorization:**

- **The Locutionary Act:** The whole extract contains declarative statements.
- **The Illocutionary Act:** The statements include verdictive-expositive and expressive hybrid speech acts.
- **The Perlocutionary Act:** These statements intend to make the addressees aware of their embarrassing and unrelated misconceptions about the video.

### **Establishment of Felicity Conditions**

- **Preparatory Condition:** Namjoon assumes that by highlighting all the problematic and misrepresented terms, things will become clear to the intended audience.
- **Propositional Content Condition:** Namjoon wants the ARMYs and other false interpreters to know about the irrelevant expressions associated with them. He addresses screenshots captured from the video which were directly targeted to

them. Similarly, Namjoon's target is to make the audience stop being quick in labelling things in the wrong way. He assured me to be open to various challenges along with the decisions they make. It shows their level of unity being a band which cannot be separated due to some reasons. Similarly, he uses a clear expression of always being ready for multiple interpretations, and being happy and satisfied at the same time. It has an intentional purpose to stop thinking about their disbandment in the future as well.

- **Sincerity Condition:** Namjoon believes that expressively exposing their intentions will make them aware of their purpose.
- **The Essential Condition:** Namjoon attempts to threaten the false interpreters using direct expressions to make them clear about the misunderstandings and put a stop to false accusations.

### **Analysis at the Stylistic Level**

Namjoon uses declarative statements which include verdictive-expositive and

expressive hybrid speech acts. His use of illocutionary forces proves to be felicitous to debunk the misinterpretations and false rumours. Namjoon directly targets the material exposed to the audience with false accusations, and partial and incomplete interpretations. However, this leads to the face-threatening act of disregarding

the material by directly pointing it out. He does not target the audience, but the expressions which have been declared to be more intensive and misinformative. However, the speech acts collectively creating the gradual debunking of rumours and making things clear at the same time.

### **Extract No. 3**

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*"With the Uniqueness of BTSFESTA on an irregular basis and the symbolic significance of the on-air date (June 13th), it was just a video dedicated to our fans who have always been with us for 9 years. I understand that other people say that we should count our blessings and stop complaining. But like other artists and their fandoms, it is true that BTS and ARMY also have a special bond with each other as we have continuously shared our time for almost 10 years."*

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#### **Analysis at the Pragmatic Level**

##### **The Speech Act Categorization:**

- **The Locutionary Act:** The extract contains declarative and compound-complex statements.
- **The Illocutionary Act:** The statements contain hybrid verdictive-expositive speech acts.
- **The Perlocutionary Act:** These statements intend to debunk the rumours by directly targeting them with the advent of a determined,

special bond between BTS and the Army.

##### **Establishment of Felicity Conditions**

- **Preparatory Condition:** Namjoon wants ARMYs to know that they have a special place and bond with BTS. All efforts are dedicated to ARMYs. He wants everyone to know that the video is specifically intended to convey a particular

mutual understanding about BTS to their ARMYs.

- **Propositional Content Condition:** Namjoon threatens the false accusations and rumours by directly stating them. He targets the negative face of rumours with the face-saving act manifesting the relationship between BTS and their fandom, ARMYs. He accepts the criticism of the people and tries to explain things to get understood.
- **Sincerity Condition:** Namjoon wishes ARMY to understand his evaluative and expositive remarks to understand the BTS and ARMY bond.
- **Essential Condition:** Namjoon attempts to create a narrative voice for ARMYs to understand their bond.

### Analysis at the Stylistic Level

- In this extract, Namjoon uses declarative and compound-complex sentences which contain hybrid verdictive-expositive speech acts. However, these speech acts prove to be felicitous according to the conditions and needs for debunking the false rumours. He mentions rumours directly with the unmarked function of debunking them. Likewise, the style of reporting the main features directly makes the things and actions more clear. The intention of the speaker to make things clear to the audience has been fulfilled according to the built narrative voice. He politely targets impolite things to be recognized in all manners.

### Extract No. 4

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*"We are asked about this bond hundreds of times, but it's really hard to describe with a few sentences. Always it was our confession to our fans who have always been more than happy to commune with us within the bond without any reward. Those who watched the video might understand; as the title of the song 'Yet to Come' says, what we truly wanted to say was that this is never the end. Only the scene of me sobbing was captured and it continued to spread, which made me think I should've not done this".*

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## Analysis at the Pragmatic Level

### The Speech Act Categorization:

- **The Locutionary Act:** This extract encompasses declarative and compound-complex sentences.
- **The Illocutionary Act:** The statements contain verdictive, expressive, expositive and commissive hybrid speech acts.
- **The Perlocutionary Act:** The main purpose of these statements is to make the BTS and ARMY relationship clear and exposed to be recognized worldwide. The ending statements of this extract intend to make the readers debunk their false interpretations.

### Establishment of Felicity Conditions

- **Preparatory Condition:** Namjoon wants to ensure the intended audience that the video has content directly related to their fandom. There is no point in making a single, common point of his sobbing as the reason for creating conflict.

- **Propositional Content Condition:** Namjoon believes that the ARMY will understand the feeling of being detached for some time, not forever. He debunks the misinterpretation of his crying (as shown in Figure 1) in particular as a leader due to which things became more convincing and manipulated.
- **Sincerity Condition:** Namjoon believes that the audience will understand the band's decision with a different hybrid use of speech acts.
- **Essential Condition:** Namjoon attempts to debunk the misrepresentation of his common underlying expression of sobbing.

### The Stylistic Analysis

This extract contains declarative and compound-complex sentences with verdictive, expressive, expositive and commissive hybrid speech acts. The illocutionary forces used in the sentences make the expressions more felicitous for providing convincing expressions for the audience to

understand. Namjoon attempts to debunk the false rumours of his viral expression with a more convincing remark to make it less significant as

considered to be. However, the meaning is conveyed to the audience with careful choice of words and hybrid speech acts.

### Extract No. 5

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*"The courage to be honest always seems to cause unnecessary misunderstanding and anger."*

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#### Analysis at the Pragmatic Level

##### The Speech Act Categorization:

- **The Locutionary Act:** This extract has a simple, declarative statement.
- **The Illocutionary Act:** The statement contains a hybrid verdictive-behavioral speech act.
- **The Perlocutionary Act:** This statement intends the readers or addressees to recognize the true intention of BTSFESTA.

##### Establishment of Felicity Conditions

- **Preparatory Condition:** Namjoon assumes that honesty has to pay hard which makes him produce the statements to fuel the fire.
- **Propositional Content Condition:** Namjoon expresses the negative side of the interpretations politely. He wants ARMYs to understand the

sincerity of their decisions avoiding irrelevant conclusions.

- **Sincerity Condition:** Namjoon wishes his remarks about the video and its purpose will make the ARMYs understand their basic intention.
- **Essential Condition:** The attempt is made to let the interpreters recognize their level of false and meaningless interpretations.

##### The Stylistic Analysis

In this extract, Namjoon uses a simple and declarative statement which contains hybrid verdictive-behavioral speech acts. He uses simple expressions to elucidate complex thoughts and expressions. However, due to the monotonous purpose of one narrative voice to declare the basic intention of their video, the felicitous conditions meet the required standard to convey the intended meaning to the addressees. However, the basic intention of



debunking false rumours and

interpretations has been conveyed to the audience.

**Extract No. 6**

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*"What I'd like to tell you is that we didn't mean to beat around the bush. We just wanted to say it as it is and share all the emotions that were in process with our courage and tears. I believe that ARMY, who knows us well, will understand what we are saying. What we said in the video was everything."*

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**Analysis at the pragmatic Level**

people will make it more clear and satisfactory.

**The Speech Act categorization:**

- **The Locutionary Act:** The extract contains the declarative and long complex-compound statements.
- **The Illocutionary Act:** The statements contain hybrid expositive-expressive and commissive speech acts.
- **The Perlocutionary Act:** The premise to use certain expressions is to make a clear distinction between ARMY and others to make the addressees clear of their points and stand.

- **Propositional Content Condition:** Namjoon tries to clarify the dimension and purpose of their video and its content. He believes that ARMYs will understand things in proper dimension which is the ultimate goal of discussion.
- **Sincerity Condition:** Namjoon believes that his use of hybrid speech acts or illocutionary forces will be helpful to satisfy the ARMYs to understand things in the proper dimension.
- **Essential Condition:** He attempts to use certain expressions to get recognition and a clear understanding of the intentions in the first place.

**Establishment of Felicity Conditions**

- **Preparatory Condition:** Namjoon believes that his discussion on the expressions misinterpreted by the

### Analysis at the Stylistic Level

Namjoon uses some informal and common expressions to make the audience easily understand the basic dimension of the intention of the band. However, he uses declarative sentences embedded with various speech acts to

make the readers think differently. He has used the expressions misinterpreted by the people to make things more clear and satisfactory at the same time. Likewise, the hybrid speech acts proved to be more felicitous for him to make his intentions clear to the audience.

### Extract No. 7

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*"Junkook and Taehyung explained it well on VLIVE, but we have always been open to talking about BTS's future in the long term. There were times that we fought and argued with each other, but I believe those were our trials and errors in our journey from starting our social lives at our young age to getting mature as adults."*

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### Analysis at the pragmatic Level

#### The Speech Act categorization:

- **The Locutionary Act:** The statements are declarations with compound-complex sentences.
- **The Illocutionary Act:** This extract contains hybrid verdictive-assertive and expositive speech acts.
- **The Perlocutionary Act:** These statements intend to provide clarification and insights to the addressees about BTS's long-term future.

#### Establishment of Felicity Conditions

- **Preparatory Condition:** Namjoon wants ARMYs to recognize their struggle and attempt to make things clear to everyone.
- **Propositional Content Condition:** Namjoon adds evidence about other members' topics of discussion to make things clearer along with the previously constructed narrative of their struggle to convince the readers.
- **Sincerity Condition:** Namjoon wishes his use of certain illocutions

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contribute to understanding the basic nature of their decision.

- **Essential Condition:** Namjoon adds some evidence of the members' discussion to clear things up in the first place.

### **The Stylistic Analysis**

Namjoon uses simple declarative statements with compound-complex sentences which contain hybrid

verdictive-assertive and expositive speech acts. The basic reason to use these expressions is to create felicitous conditions to make the audience and ARMYs understand things with different insights in a simple voice. However, every expression contains remarkable content to debunk the rumours about BTSFESTA in a strategic manner.

### **Extract No. 8**

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*I'm afraid this post will add fuel to the fire, but as the person who talked more in the video. I'd like to leave a brief comment.*

*Thank you to everyone who watches our videos and gives us good support, love, and energy from afar or near. We'll do our best to show you good performances, whether it's as a team or as an individual. Thank you."*

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### **Analysis at the pragmatic Level**

#### **The Speech Act categorization:**

- **The Locutionary Act:** The statements are declarative and complex-compound.
- **The Illocutionary Act:** The statements contain hybrid verdictive-expressive, commissive-expressive, and expositive speech acts.

- **The Perlocutionary Act:** The aim and intention of the statements is to make the addressees clear about certain decisions.

#### **Establishment of Felicity Conditions**

- **Preparatory Condition:** Namjoon believes that an open threat about the possible misinterpretation of his

words will directly debunk the rumours.

- **Propositional Content Condition:**

Namjoon openly threatens further indications of query and misinterpretations. He closes the discussion convincingly by thanking and promising better future actions.

- **Sincerity Condition:** Namjoon wishes ARMYs to keep the false notions aside and take things in a positive sense.

- **Essential Condition:** Namjoon attempts to end the discussion without leaving any room for further interpretations.

### **The Stylistic Analysis**

Namjoon uses a remarkable choice of speech acts to conclude the letter to make the readers unable to form any further false rumours or misinterpretations. The speech acts such as; verdictive-expressive, commissive-expressive, and expositive make the reader experience different kinds of emotions at the same time. However, the illocutionary forces proved to be

felicitous to invoke the intended meaning into the addressees.

### **Findings and Discussion**

The findings of the study indicate that Namjoon has used simple and declarative statements performing hybrid speech acts such as expressive, commissive, directive, expositive, verdictive, etc. The more acts were inclined towards expositive and commissive expressions to make things clear and manage to do this in future as well. This research supports the findings of the study conducted on President Goodluck Ebele Joanthan's speech for the use of commissive speech acts to convince the audience (Abuya, 2012). Likewise, Namjoon's target is to make the audience stop misinterpreting things without clear evidence. Likewise, he directly targets the material exposed in social media with false, partial and incomplete interpretations.

However, the study finds that the basic reason to use certain expressions and speech acts is to create felicitous

conditions to make the audience and ARMYs understand things with different insights in a simple voice. Thus, every expression contains remarkable content to debunk the rumours about BTSFESTA in a strategic manner. He mentions rumours marking directly with the unmarked function of debunking them. Likewise, the style of reporting the main features directly makes the things and actions clearer. The intention of the author to make things clear to the audience has been fulfilled according to the built narrative voice. He politely targets the impolite things to be recognized by the ARMYs who make false interpretations.

### **Conclusion**

Namjoon uses a variety of expressions through declarative and compound-complex sentences with verdictive, expressive, expositive and commissive hybrid speech acts. The illocutionary forces used in the statements make the expressions more felicitous for providing convincing expressions for the audience to understand his point

clearly. Namjoon attempts to debunk the false rumours about BTS' disbandment and his viral expression of crying with a more convincing remark to make it less significant as considered by the ARMYs and other audiences. However, the meaning is conveyed to the audience with careful choice of words and hybrid speech acts. In this regard, the study has the following recommendations;

- Future researchers can take both celebrities' voices and pragmastylistic analysis together to reach various conclusions and novel findings.

Moreover, various types of research can be done considering mainly the rhetorical compositions of various linguistic expressions of celebrities to convince the audience incorporating pragmastylistic analysis as well.

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