Studying Fake News Spreading, Polarisation Dynamics, and Manipulation: A Study of Language on Social Networks

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Abstract: With the propagation of fake news and its effect on societal polarisation, the digital era and social networks offer the opportunity to share information rapidly and widely. The study uses Fairclough three dimensional language model in the broader context of social networks, to understand how fake news spreads, how polarisation dynamics work and how it manipulates people. By textually, discursively, and socially analysing the propagation of digital information, the research explains how language exerts or is exerted upon by digital information propagation. The analysis of fake news reveals effective practices of favorable dissemination of insidious manipulation, weighed by linguistic scrutiny. In addition to focusing on language in the study of polarisation dynamics, the study urges us to understand the function of language to minimise polarisation, pointing to the necessity of understanding discursive practices to mitigate polarisation. The research examines how language choices on social networks enhance or shape public opinion and perceptions by having manipulative features. Fairclough's model helps as a strong framework in uncovering the power of language dynamics in cultivating a more extensive comprehension of manipulating mechanisms. The study's findings revealed the persuasive linguistic choices in fake news employed to mislead the readers. The study offers a valuable guidance for scholars and policymakers to cope with the negative impact of these phenomena on our interwoven world.

Key Words: Fake News, Polarisation Dynamics, Manipulation, Language Use, Social Networks, Fairclough's Three-Dimensional Model, Digital Information Dissemination, Linguistic Scrutiny, Ideological Divides

Introduction

As the intense growth of online media interfered with news diffusion, it navigated the reevaluation of conveying the truth and authenticity in an age dominated by rapid information exchange and varying levels of credibility. It severely threatened our democracies, public health, and media outlets' credibility. "Fake News" is not a recent problem; it has existed for a long time. Over a hundred years back, in 1925, Harper's Magazine published an article known as "Fake News and the Public," which inferred concern about new technologies that can disrupt traditional journalism while there's always been a struggle to combat false information, propaganda, rumors, and lousy reporting in the history of journalism and news diffusion Fake news can substantially impact society because it's more accessible to prompt false and manipulated content (Kumar & Shah 2018). Fake stories resemble real ones because detecting fake news automatically is indubitably challenging. People who generate these fake stories strategically choose their words, making it difficult to determine the news's integrity. In today's digital world, fake news and misinformation have become contentious challenges as they influence public opinions, shape political landscapes, and potentially incite actual world actions. The proliferation of fake news and language manipulation on social networks escalates societal divisions. The persuasive imperturbability of fake news and the amplification of polarising content have generated societal divisions. Throughout the process of dealing with fake news and misinformation, the most challenging issues had to do with public vulnerability and the user's unawareness (Sharma et al., 2019). This is a complex problem because many people believe almost everything on the internet because they don't have digital talent or are unfamiliar with digital things (Edgerly et al., 2020).

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In the digital age, social media platforms have revolutionized the way people consume, disseminate, and interact with information. Over the last few years, billions of users have been actively engaging on platforms like Twitter (now X), Facebook, Instagram, and WhatsApp, as the Internet has become an irreplaceable part of the global information ecosystem. At the same time, however, there is a growing threat: fake news and misinformation, which spread at an accelerated pace are deeply involved in forming public opinion, democratic processes, and social cohesion. The vector through which fake news flows and attempts at influence comes through language.

Being social and political manipulators, fake news has become increasingly a deliberate tool of blatantly misleading, and tricking individuals into believing it is legitimate news. A coordinated disinformation campaign or fake content from organically generated falsehoods can lead to circulating fake content through widespread confusion, hatred, and even violence. Such content can spread very fast and widely across the viral nature of social media. In this context, polarization means that public discourse is becoming increasingly fragmented by ideologically homogeneous groups and becoming more hostile towards opposing views. Echo chambers and filter bubbles, two phenomena enabled by social media algorithms, force users to view content that concurs with their thinking. Thus, it is important to understand those linguistic features contributing to polarization to understand how communication on social networks impacts social dynamics. Moreover, social media manipulation is a complex combination of psychological, linguistic, and algorithmic aspects. This can occur with any words or phrases used by political actors, interest groups, and even state-sponsored agencies in order to mislead, deceive, or polarise users for the sake of strategic gains. But this manipulation is not always blatant; rather, there are various options — loaded language, euphemisms, sly insinuation, and emotional appeals — through which it can be done. However, such language use helps us to get important information about how information is framed and viewed and how public opinion is guided in a given direction.

Different languages and dialects may even be used to make the same message to certain communities differently in various cultural and linguistic contexts. Thus, a complete analysis should take into account to interpretation of the language of the message itself, its morphology, and its sociolinguistic factors.

In today's digital era, social networks have become the battlegrounds of information, misinformation, and control. Critical concerns about the reliability of information have become more necessary as it becomes tedious to propagate fake news that leads to the accession of polarised opinions and the subtle art of manipulation. While traversing the vast land of social media, we come to realize how language frames narratives. Fake news and other forms of deception involve carefully setting messages or stories that give a truthful impression (Zhou & Zhang, 2008).

The problem statement outlines social networks' rapid diffusion of information, leading to the widespread circulation of fake news and increasing polarisation and potential manipulation of public opinion. This study seeks to unravel the nuances of language that escalate polarisation and propagation of fake news, highlighting the linguistic patterns and mechanisms that facilitate the rapid spread of misinformation. This can serve as a means to create efficient approaches to combatting the adverse effects of misinformation, fostering well-informed discussions, and creating a healthier online environment.

Literature Review

Fake news proliferation, public discourse polarisation, and information manipulation on social networks have become significant challenges in today's digital era. Cambridge Online Dictionary defines deception as "concealing the truth to get an advantage." Deception depends on exploiting peoples' trust and intense emotions inhibiting them from voiding thinking and action (Aïmeur et al. 2018). Eagerly et al. (2020) investigated the influence of news headlines on the audience's disposition to verify whether a given news is accurate. They concluded that individuals are more likely to disclose higher intent to confirm the news only when they believe the headline to be accurate, predicted with pre-existing ideological tendencies. Audiences frequently lack the critical literacy skills to clarify the news content (Hango, 2014). The speed at which misinformation spreads and makes its way online is unparalleled in communication. This phenomenon is driven by the extensive growth of social networks that swayed online media and the peculiarities of how humans can process information (Silverman, 2015).

Several authors (Shu et al. 2018b, 2017; Shi et al. 2019; Bessi & Ferrara 2016) have also pointed out that fake news is likely to be initiated by non-human accounts, such as social bots with similar characteristics and structures in the network (Ferrara et al. 2016). Sharma et al. (2019) state that the rapid dissemination of fake news through social networks makes evaluating information credibility challenging. Similarly, Qian et al. (2018) claim that fake news and fallacious content spread rapidly at the early stage of its formation, influencing political events (Liu & Wu 2018; Bessi & Ferrara, 2016) and can lead to a significant loss in a short period (Friggeri et al. 2014). Furthermore, recently, researchers have attempted to understand misinformation and fake news dissemination on social media. They revealed such content can be constructed and propagated rapidly because of the low barriers on social media. Several authors (Said-Hung et al., 2021) focused on distorted information germination in academia and the issue of its labeling. Fakeluenc influenced articles about false information, which, in 2020, focused on how misinformation came into focus, how it is generated and produced, and how far it can go (Mottola, 2020). Misinformation has gained significant prominence unequivocally since the COVID-19 pandemic (Jwa et al., 2019). Despite Said-Hung et al. (2021) addressing the substantial number of papers about incorrect and misleading information from 2020 to 2022, the emergence of the invasion of coronavirus expanded this topic even more in academia. Fake news, disinformation, and misinformation prompted the president of the National Academy of Sciences of the United States, Marcia McNutt, who quoted (making an explicit allusion to the COVID-19 pandemic), "Misinformation spreads at the speed of light all around the globe, and it can be worse than an epidemic as it reinforces missing personal bias against all authentic pieces of evidence". This was also part of the joint assertion by the National Academies posted on July 15, 2021. There were fake reports too on the COVID-19 pandemic, which has flooded the web with the proliferation of fake news and has created panic in many countries. For example, there circulated a claim that if you hold your breath for ten seconds to one minute, it will be considered a self-test for COVID-19, and soon, it proved that the news was completely fake. Similarly, online posts that recommend various"cures" for COVID-19, for instance, eating boiled garlic or drinking chlorine dioxide (an industrial bleach), were verified as fake, and sometimes, it is identified as dangerous and offers no remedy to cure the infection.

Over 1 million tweets were estimated to be fake by the end of the 2016 US presidential election. In 2017, a German government spokesman referring to the massive spread of fake news on social networks stated, "We are handling a case that we have not seen before." Highlighting the strength of this significant phenomenon, fake news was selected as the word of the year in 2016 and 2018 by the Macquarie Dictionary and the Collins Dictionary in 2017. The impact of fake news has reached various areas and extended beyond online social networks and society (García et al., 2020).

Methodology

The research analyzed fake news linguistic dimensions through Fairclough's Three Dimensions Model of Critical Discourse Analysis (CDA). The text dimension analyzed linguistic features with fake news articles. The discourse practice dimension unified discourse strategies, communication patterns, and the role of language in creating opinions. The sociocultural practice dimension has analyzed social, political, and cultural factors that generate false information.
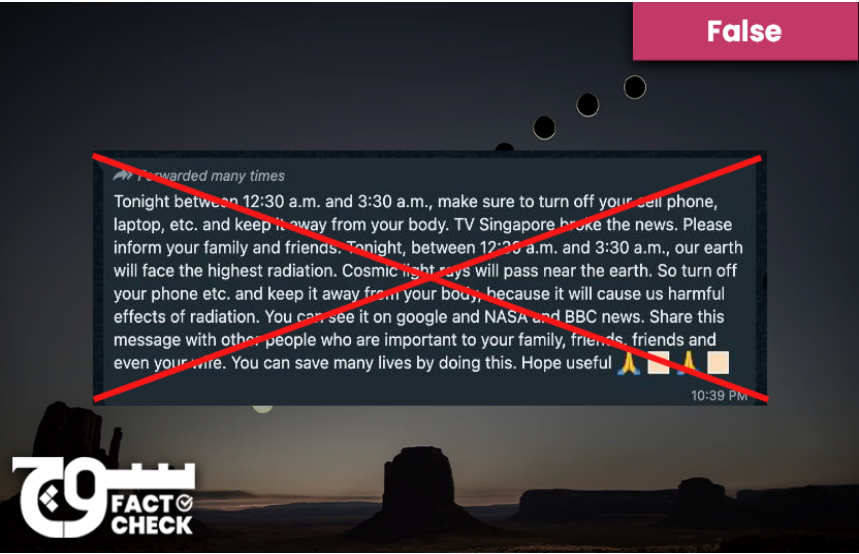
Figure 1

Fairclough's three-dimensional framework for analysis of discourse.
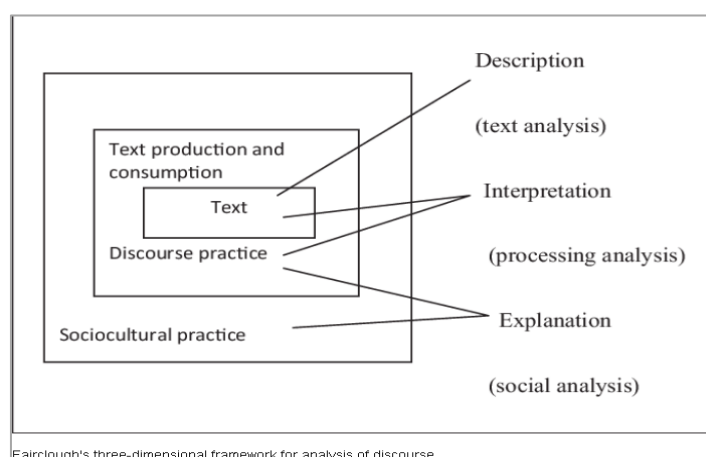
Data Analysis

The data is analyzed qualitatively utilizing Fairclough's Three-Dimensional Model, which comprises three interrelated dimensions: Text, Discourse Practice, and Sociocultural Practice. A collection of fake news has been selected for data analysis.

Data 1

On April 7, 2024, *Soch Fact Check* received a WhatsApp message, marked as "forwarded many times," which claimed the following:

"Tonight between 12:30 a.m. and 3:30 a.m., make sure to turn off your cell phone, laptop, etc., and keep it away from your body. TV Singapore broke the news. Please inform your family and friends. Tonight, between 12:30 a.m. and 3:30 a.m., our earth will face the highest radiation. Cosmic light rays will pass near the earth. So turn off your phone etc. and keep it away from your body, because it will cause us harmful effects of radiation. You can see it on Google NASA and BBC News. Share this message with other people who are important to your family, friends, friends, and even your wife. You can save many lives by doing this. Hope useful 🙏 🙏 "

Table 1

Dimension	Analysis
Text (Description)	**Vocabulary:** Usage of authentic sources, i.e. "TV Singapore," "NASA," and "BBC News" for credibility. **Grammar:** Imperative sentences, i.e. "make sure to turn off," "inform your family and friends," and "Share this message." **Cohesion:** Repetition of the time frame as: "between 12:30 a.m. and 3:30 a.m." and actions to be taken as: "turn off devices" and "keep them away." **Modality:** High certainty such as "will face" and "will cause."
Discursive Practice (Interpretation)	**Production:** Likely initiated by an individual or group intending to disseminate misinformation for fear appeal and necessity to evoke instant action and sharing. **Consumption:** Deliberated for a general audience, primarily those disturbed about health and safety who depend on authoritative sources. **Intertextuality:** Ensure references to trustworthy entities like NASA and BBC to validate the message.

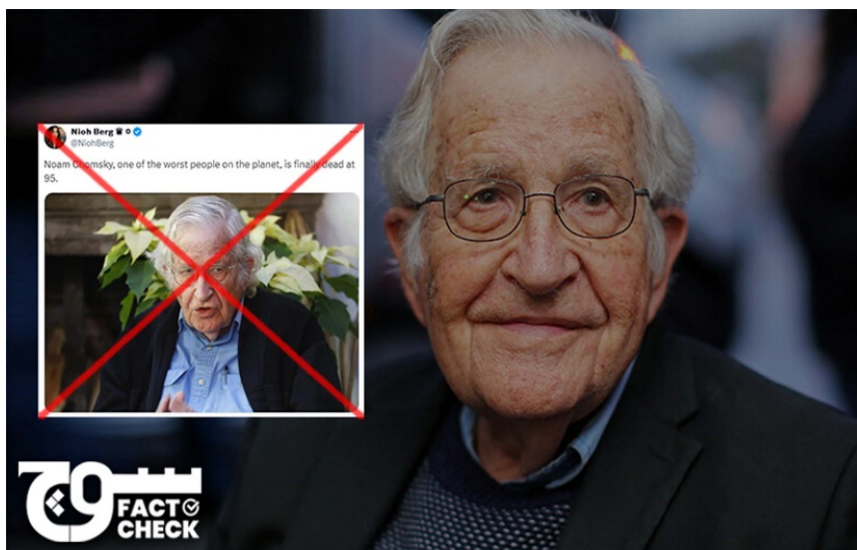| Dimension	Analysis
Social Practice (Explanation)	**Context:** Such messages can expeditiously go viral in the age of rapid information diffusion via social media. **Power Relations:** Trust is exploited by renowned organizations and media by manipulating public perceptions. **Ideology:** Exploits public behavior about technology and health. **Impact:** Cause unnecessary terror, obstruct routines, and propagate misinformation.

Explanation

In terms of textual analysis, the language employed is authoritative and urgent, integrating commands like "make sure to turn off your cell phone, laptop, etc", and invoking trustworthy sources such as "TV Singapore," "NASA," and "BBC news" to deliver validity. Repetition of the time range, like "between 12:30 a.m. and 3:30 a.m." and phrases such as "keep it away from your body" underline the presumed risk and the necessary steps to take action. A determined message, "Hope useful", gives a personal touch, making the message community-oriented.

According to discursive practice, the text appears to be structured based on a public service announcement, a familiar and recognized genre. By referencing valid and well-known organizations, it seeks to authorize false claims, exploiting people's trust in these institutions. The call for action to "inform your family and friends" and "share this message" drives the viral proliferation of information, leveraging social networks for rapid propagation. Social proof pressures individuals to conform, suggesting that others are already well-informed.

Concerning the social practice dimension, this text exploits general public nervousness about radiation and technology. It benefits from a general lack of scientific literacy and the inclination to fall for sensationalizing warnings, specifically, those allegedly backed by reputable entities. Imparting a sense of addressing crisis taps into the authoritative tone and urgent call concerning anxieties about health and safety. This manipulation reveals broader societal concerns about misinformation, precisely the ease with which deceptive information can be propagated through digital communication channels and its substantial impact on public sentiments and actions.

Data 2

On June 19, 2024, X (formerly Twitter) user @NiohBerg claimed that American professor, linguist, and intellectual Noam Chomsky had died.
Her post reads,
Noam Chomsky, one of the worst people on the planet, is finally dead at 95.

Table 2

Dimension	Analysis
Text (Description)	**Lexical Choices:** The phrase"one of the worst people on the planet" is execively charged and negative. The word "finally" reflects a sense of relief and satisfaction. **Grammar:** The sentence is declaratory, implying the information is a fact. **Cohesion:** The sentence utilizes cohesion, with a clear subject "Noam Chomsky," and a verb phrase like"is finally dead."
Discursive Practice (Interpretation)	**Production:** This text certainly emerges from a source with an intense bias against Noam Chomsky, probably attempting to undermine him posthumously. **Consumption:** The readers who share the source's negative views of Chomsky would agree with the statement without questioning, while those admiring Chomsky may instantly identify it as defamatory. **Intertextuality:** This assertion may be linked with a previous unfavorable portrayal of Chomsky in certain media outlets, promoting a specific narrative about him.
Social Practice (Explanation)	**Power and Ideology:** This false report reflects the power of media manipulation to build perceptions through false information. It also suggests an ideological stance that is strongly contrary to Chomsky's views. **Social Context:** In a broader context, this depicts ongoing conflicts over ideological domination in public discourse, where prestigious figures like Chomsky are targeted and criticized for misinformation. **Impact:** Such deceptive information would cause a polarisable society, that would disseminate misinformation and even corrupt the reputation and legacy of public personalities.

Explanation

In terms of textual analysis, the headline has intense and sentimental language in saying that Chomsky is one of the worst people on the planet. This statement is solely attempting to cause them to make a judgment against it and to feel something negative about it as well. The word finally suggests a feeling of relief and satisfaction, and thus Chomsky's death is an enjoyable event. The words used in this choice are obviously biased and are trying to mock Chomsky.

From the point of discursive practice, this is just a part of that general pattern of fake news about which provocative headlines and direct attacks on personal grounds are used to draw attention and sway public opinion. Such extreme and absurd assertions repeated over and over again could possibly help in normalizing xenophobic rhetoric and disinformation. Certainly, the formation and the dispersal of this headline involves actors with differing ideological motives bent on disgracing the legacy and work of Chomsky by casting the death in an adverse light. The headline can spread misinformation and reinforce readers' pre-existing biases if they consume it.

This headline connotes and exhibits a crippled media in the social practice where, for instance, Chomsky, one of the most critical political standpoint holders on politics and media is being vilified by disinformation projects. A depiction of Chomsky as "one of the worst people" aligns with broader societal and political moves to suppress dissenting voices and intellectuals who question dominant narratives. This fake news article can thus be interpreted as part of a larger scheme to undermine public figures who argue or critique particular political ideologies or actions. Analyzing this headline within Fairclough's three-dimensional framework shows how language, media practices, and societal structures interact to generate and propagate fake news.

Data 3

On April 15, 2024, a video was "forwarded many times" on WhatsApp and also shared on Facebook, with the following caption:

"Very important and highly alarming. Be extra careful while posting ur pic on social media. Never show ur fingers to the camera."

Table 3

Dimension	Analysis
Text (Description)	**Vocabulary and Phrasing:** Words like "very important," "highly alarming," and "extra careful" generate a sense of persistence and fear. The casual use of "ur" instead of "your" suggests an informal tone directed to a broad, probably younger audience. **Grammar and Syntax:** Clear and direct phrases raise the readability and resonance. The demand "Never show" urges the reader to take action instantly. **Textual Structures:** The structure highlights the necessity of a consecutive buildup to a specific directive.
Discursive Practice (Interpretation)	**Production:** Probably created by an individual or an organization to propagate terror or misinformation. The casual tone implies it might be constituted for swift sharing on social media. **Distribution:** Easily spread through social media sites, relying upon the viral nature of unpleasant content. **Consumption:** Intended to be scanned and shared widely, concerning the consumers' conviction of responsibility and the fear for personal security.
Social Practice (Explanation)	**Context:** In a social media context where privacy issues are common, the message disputes concerns about online safety. **Power Relations:** Manipulate readers by exploiting the power of fear to influence behavior and create a sense of an immediate threat. **Ideology:** Reinforces the idea that users must constantly be vigilant, contributing to a culture of fear and distrust in digital spaces.

Explanation

At the textual level, the language employed in the statement is cautionary and urgent. The phrases "very important" and "highly alarming" instantly generate a sense of fear and urgency. Using informal language, such as "ur" rather than "your," implies an attempt to reach a broad, probably younger audience that usually uses such shorthand in digital communication. The instructive "Be extra careful" and the explicit warning "Never show ur fingers to the camera" are straightforward imperatives intended to compel quick action from the reader. This simplicity and clarity in urgent warnings ensures the message is quickly understood and acted upon.

Moving to the dimension of discursive practice, the text most likely belongs to a context where rapid propagation of information occurs. Its spread depends on the networked nature of social media platforms, where sharing and reposting can expand messages rapidly. The utilization of this text engages readers who are likely familiar with the concept of privacy concerns related to social media. The text focuses on concerns about online security by evoking fear and emphasizing the need for caution. It is advantageous from the trend of viral warnings, where instead of its factual accuracy, the perceived credibility of the message increases as more people share it.

This text, in this form, is part of broader social practices of privacy and security in the information age. The concern about showing fingers to the camera is a likely discussion regarding biometric data theft, including the replication of fingerprints, topics that are common to current debates on cybersecurity. The text dramatically frames the caution and enters a culture of suspicion and fear of technology and personal data. It is consistent with a broader discourse that reveals the potential risk of digital exposure as it pertains to how people relate to social media. Having such fake news propagated can have social implications as great as increased fear and distrust of technological progress.

Data 4

On June 16, 2024, news website *Startup Pakistan* claimed (archive) in a Facebook post that an Indian man will send an artificial limb for the grieving camel whose right leg was chopped off in Mund Jamrao village, Sanghar district, Sindh on June 14.
The headline of the post States:
"Indian man to send artificial limb to grieving camel in Sindh, Pakistan,"

Table 5

Dimension	Analysis
Textual	**Description:** The text is examined in a structural, grammatical, vocabulary, and semantic way. **Vocabulary:** Indian man, artificial limb, grieving camel, and Sindh, Pakistan each come up with a narrative. **Grammar:** Declarative mood implies a simple sentence structure.
	Semantics: The words are a cross-border humanitarian act, which could be perceived as unusual keeping in view the political turmoil between India and Pakistan.

Dimension	Analysis
	Rhetorical Devices: By anthropomorphizing the camel with the term 'grieving', an emotional appeal is invoked.
Discursive	**Interpretation:** The text is examined for its production, distribution, and consumption. **Production:** It arises from various reactions to this fake news, from humor, and disbelief to a sort of fake cry from the other side of the border, subtly encouraging cross-border compassion and cooperation. **Distribution:** Most probably to go viral on social media sites, web pages, or other unverified channels in which false information has a tendency to flow freely. **Consumption:** The news can be taken in different ways by different readers depending on the background and beliefs of each reader; some may read it as a joke, and others may consider it a real news story. **Intertextuality:** In reference to the socio-political situation between India and Pakistan, where cross-border narratives are almost always sensationalized.
Social Practice	**Explanation:** Examination of the broader social context and power relations. **Context:** The relationship between India and Pakistan is historically tense, and such stories can influence public perception. **Power Relations:** With the text, existing stereotypes and prejudices may be undermined or reinforced. By diplomatic iteration, it implies that protection takes beyond politics, which throws off the negative narrative. **Ideology:** It could be considered in hope or in ignorance, depending upon the reader's viewpoint, but in some cases, it provides an ideology of humanitarianism and empathy even at the borders of disputed territories. **Impact:** Consequently, this may raise awareness and lead us question the validity of the news sources and spread awareness about where the fake news is coming from, and what's its consequences.

Explanation

In terms of textual analysis, the headline provides a narrative that entails empathy and cross-border benevolence. 'Indian man' and 'grieving camel' are the pick of words that offer an emotionally strong storyline. The use of terms such as 'artificial limb,' an explicitly mentioned place of Sindh, Pakistan, helps to create a sense of reality about the story. Such precise language helps in hiding the news' falseness by making it seem as if the news is actually something readers would comprehend as being made up.

Examining the discourse practice involving the text's production, distribution, and consumption reveals the headline is designed to draw attention and induce emotional responses. It exploits the themes of cross-border kindness and animal welfare. The heartwarming nature of the story is probably intended to be shared extensively on social media, where such content often attains traction. This fake news is produced by the people aiming to manipulate the public gaze in whatever possible way to foster well-being or slowly ridicule or criticize the folly of this humanitarian gesture across the borders.

In the context of sociocultural practice, this headline seems to emerge in a socio-political landscape where India and Pakistan have a complicated and frequently tense relationship. The fake news capitalizes on what it might do to help spread a message of unity and compassion to soften tensions by nailing two elements: a narrative that involves an act of kindness between an Indian and a Pakistani animal. However, it also risks trivializing the severe and ongoing issues between the two nations by focusing on an improbable and somewhat whimsical story. Furthermore, the representation of an Indian man as a savior figure to a Pakistani camel may challenge or reinforce the existing stereotypes based on the reader's perspective.

Discussion and Findings

Discussion

The study thoroughly examines the role of language use on social networks, contributing to the propagation of fake news, polarisation dynamics, and manipulation. Applying Fairclough's three-dimensional model, the study contributes to language's textual, discursive, and social dimensions, uncovering sophisticated strategies to craft and disseminate

disinformation. The findings reveal that linguistic analysis can play a significant role in recognizing and understanding these phenomena.

Fake News Spreading

Textual Dimension: The study in the paper, based on textual analysis of fake news messages, demonstrates how they achieve the sense of urgency and credibility created by using authoritative sources. For example, references to deliberate sources such as NASA and BBC in order to give the message about cosmic rays credibility.

Discursive Dimension: The consumption and production of fake news rely on using strategic, familiar, and trusted genres, for instance, public service announcements to legitimate misinformation. This strategy leverages trust in reputable organizations and social proof to encourage sharing.

Social Dimension: The social context is characterized by public fears, which fake news exploits to manipulate behavior and perception. This manipulation perpetuates societal issues, including a heightened vulnerability and a lack of scientific literacy to sensationalist warnings.

Polarisation Dynamics

Textual Dimension: Polarised content uses a language that is emotionally charged and divisive. There is an example of how extreme negative language is used in the claim about the death of Noam Chomsky, for instance, we see that it employs extreme language like "one of the worst people on the planet" to provoke strong emotional reactions and to intensify ideological divides.

Discursive Dimension: This type of content is produced to further reinforce such pre-existing biases and discredit opponents with particular ideological motives. Such negative portrayals repeated in some media outlets formalize extreme rhetoric.

Social Dimension: This reflects ideological battles that continue to play out and also targeted attacks of influential figures. Such content can help disseminate to an already polarised public discourse as well as divisions in society, where information sources are fractured along ideological lines.

Manipulation

Textual Dimension: Manipulative language is used in the text to show fear and urgency to change behavior.

Discursive Dimension: The rapid propagation of alarming content helps in creating manipulative messages. The conversational style and casual tone raised the probability of sharing and relatability.

Social Dimension: In the digital space, manipulative language contributes to a culture of fear and distrust. The messages formed in a way create a narrative of digital danger leveraging fears and and actions in ways that are consonant with the broader social angst.

Findings
Strategic Techniques in Fake News

The analysis demonstrated that fake news is involved in advanced linguistic strategies that are made to seem credible, and urgent by including authentic references and repetition structures for the purpose of overshadowing and expeditious dissemination.

Role of Language in Polarisation

Language is critical in heightening ideological divisions. Incorporating discursive practice being utilized to polarise content is essential in order to cultivate a constructive public discourse and ameliorate polarisation.

Manipulative Potential of Language

The study demonstrates how linguistic selections on social networks can establish overall perceptions. Manipulative language is used by social media users to emphasize their need to be aware and develop critical literacy.

Impact of Digital Communication

The findings revealed that linguistic analysis plays a vital role in solving the problems of digital communication. As social networks continue to evolve, it is essential to understand how power dynamics in language use develop strategies against fake news, polarization, and manipulation.

Conclusion

Thus, finally, applying Fairclough's three-dimensional model to analyze language on social networks has contributed valuable insights into the complex phenomena of spreading fake news, polarisation dynamics, and manipulation. This study has shaped our understanding of the intricacies of language use. It has reviewed the textual, discursive, and social dimensions of language use. Examining fake news propagation uncovered actors' nuanced strategies in spreading misinformation. In addition, contemplating polarisation dynamics contributes to understanding how language accentuates ideological division and exposes the importance of full awareness of the ways of discourse to tackle issues linked with growing polarization. The research also examined the manipulative parts of language utilized on social networks and linguistic decisions in altering public opinion and perception. Fairclough's model, however, has steadily become a powerful approach to revealing how power is insinuated in language and how manipulation is played out.

As we navigate the evolving landscape of digital communication, the findings of this research emphasize the significance of linguistic analysis in interpreting the complexities of information propagation and societal polarisation. Fairclough's three-dimensional model of language, power, and social dynamics on digital platforms assists researchers and policymakers in understanding the intricacies of the language, power, and social dynamics between each other in the digital platforms. This study finally advances the broader discussion on how the adverse effects of fake news polarisation and manipulation can be reduced.

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