



Public Praise in Digital Discourse

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Research questions

1. What linguistic forms are most frequent?
2. How are digital elements integrated into congratulatory messages?

Research Aim

To investigate how international English speakers realize congratulatory speech acts in digital discourse.



Congratulations as Speech Acts

- Congratulations belong to expressive speech acts.
- They express positive feelings toward another person's achievement.
- Express approval and support.
- Maintain social relationships.
- Create solidarity among speakers.
- Frequently occur in digital communication.

Congratulatory Strategies

- Direct congratulations
- Expressions of happiness
- Expressions of pride
- Compliments
- Good wishes
- Combined strategies
- Emoji-based congratulations

Strategy

Direct congratulations

Expressions of happiness

Expressions of pride

Compliments

Good wishes

Combined strategies

Emoji-only congratulations

Capitalization and punctuation

Letter repetition

Digital Example

"Congratulations on your promotion! 🎉 🥳"

"I'm so happy for you! 😊 🍀"

"So proud of you and everything you've achieved! 🙌 ❤️"

"Amazing job! You truly deserve this success! 🌟 🙌"

"Congratulations! Wishing you continued success and happiness! 🌸 ✨"

"Congratulations on your graduation! 🎓 🙌 You worked so hard, and I'm incredibly proud of you. ❤️ 🙌"

"🙌 🙌 🥳 🍀 ❤️"

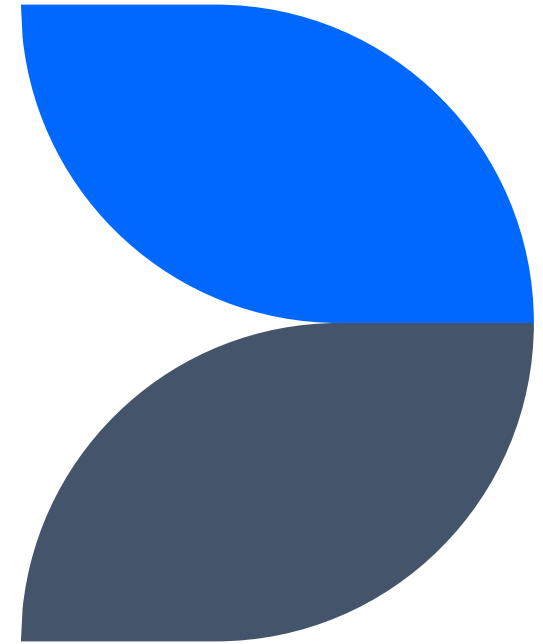
"CONGRATULATIONS!!! 🙌 🙌 🙌"

"Congraaaats! 🥳 🙌"



Digital Features

- Emojis 🎉 🙌 ❤️
- GIFs
- Repetition of letters
- Capitalization
- Exclamation marks
- Examples:
- Congratulations!!!!
- Well deserved 🙌 🙌 🙌



Most frequent realization patterns

Direct congratulations

- **Professional Achievements**

 Congratulations on your promotion! Wishing you continued success in your new role.

- **Personal Milestones**

Congratulations on your wedding! Wishing you a lifetime of happiness. 

Indirect Congratulations

- Praise:

You both make such a wonderful couple. 

- Expression of happiness

I couldn't be happier for you and your team.

- Good wishes

Wishing you every success in this next stage of your career.

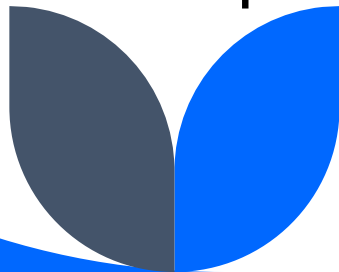
- Admiration

A truly inspiring family story.

❖ **Professional achievements** tend to trigger more praise and recognition of effort, whereas **personal milestones** often attract expressions of happiness, affection, and good wishes.

Key Conclusions

- ❖ Congratulations are an important expressive speech act in online communication.
- ❖ English speakers employ diverse congratulatory strategies.
- ❖ Digital discourse shapes the realization of public praise.
- ❖ Pragmatic competence should be developed alongside linguistic competence.



Future contributions

The findings can help EFL teachers:

- Teach learners how to perform congratulations appropriately in different contexts.
- Raise awareness of cultural and social norms in English-speaking online communities.
- Improve learners' digital communication skills.
- Integrate speech act instruction into communicative language teaching.

Suggested Classroom Activities

1. Social Media Comment Task

Students write congratulatory comments for different online posts.

2. Strategy Identification Activity

Students identify strategies in authentic posts.

3. Cross-Cultural Comparison

Students compare English congratulatory messages with those used in Macedonian.

English: *"Congratulations! Wishing you continued success! 🎉"*

Macedonian: *"Честитки! Ти посакувам уште многу успеси!"*



Expected benefits:

- ☐ Enhanced pragmatic competence
- ☐ Greater intercultural awareness
- ☐ Improved digital literacy
- ☐ More natural and appropriate online communication in English





Thank you