
| RESEARCH ARTICLE

A Cognitive Semiotic Study of Resilience on Social Media

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| ABSTRACT

The study aims to analyze selected posts of resilience on Facebook platform from cognitive semiotic perspective. The study develops a model which consists of Geeraerts et al.(2005) mental models ,Chandler's (2022) codes , Mandler, & Cánovas, (2014) image schema , and Peirce 's classifications(2006).Qualitative method is used to analyze six posts to get insights into how personal resilience is portrayed in the posts. The study shows various cognitive semiotic elements in the selected posts as perspective and attention which represent construct operation of the concept. Types of signs as icons and symbols are detected throughout the posts. Two kinds of ideological codes are observed which are individualism and progressive.

| KEYWORDS

Resilience, cognitive semiotics, mental models, blending, metaphor, colors.

| ARTICLE INFORMATION

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1. Introduction

Communication is efficient if it involves fewer symbols to convey complex scenes. Understanding can be hindered in case of reducing symbols (Lyons ,1977). Semiotics is a science in which it studies anything that produces signs .Aristotle identifies the sign with three dimensions which the physical side of the sign in which it involves the sounds which make up a word as cat) ; the second is the referent to which it attention and call and the last dimension is evocation of a meaning in which the referent entails socially and psychologically (Sebeok, 2001).

Resilience is a concept which arises in contexts to include the mental , emotional, and social realms. Resilience can be categorized as a personal trait, or a process, and an outcome. Resilience is considered as an individual characteristic, a trait is recognized as the adaptive resistance to anxiety and stress. It is perceived as an outcome that alludes to , stable, proficient and consistent under challenging conditions. (Amir, 2025).

The study pursues to answer the question:

- How is resilience portrayed in Facebook posts?
- What are semiotic codes employed the chosen data?
- How can cognitive aspects as mental models, perspective , attention implied in the data?
- What are the types of image schemata in the posts?
- How are blending processes are employed in the chosen posts?

The aims are:

- finding out how resilience can be portrayed in the posts .
- Identifying the semiotic codes in the chosen posts.
- investigating the contribution of cognitive aspects in the selected data.

- d. pinpointing the types of image schemata in the data.
- e. figuring out the blending processes in chosen data.

2. Cognitive semiotics and Resilience

Peirce points to the signifier a sentiment that literally means something which makes the representing and a form that inhering in the physical representation strategy. The form involves hand movement and the use of sounds for referential purpose). Peirce calls the referent is the object in that an entity is replaced from it's the real-world occurrence. He conceptualizes the meaning in which one gets from a symbol the interpretation. It suggests kind of negotiation to speak. The user of the sign responds or evaluates to what the sign socially, personally, and contextually means socially (Sebeok, 2001). Peirce divides signs into symbols, icons, and indexes (Farias, & Queiroz, 2006). Icon is seen as sign which is made to be similar, simulation, or reproduction its referent in one way. Photographs can be icon since they reproduce their referents in a visual manner while the index is observed as a sign which refers to someone or something in concepts of its location or existence in space or time, in relation to someone or something else. Fire is indexed in smoke referring out the place of smoke is or a cold is indexed in cough. The signs are not similar their referents. They point or display their place as there, here, down, and up. They refer to the location of things when one is speaking about them. Symbols are the sign which stands for referent in the arbitrary manner. Semioticians agree that symbolicity is what observes the human representations as apart from other species. They allow the human to reflect upon the experiences of the world from stimulus-response event (Sebeok, 2001).

Metaphors are fundamental in using one thing is described or triggered in terms of another thing. Conceptual metaphor theory is seen as conceptual, contemporary, and a main pillar of the cognitive linguistics which proceeds to argue for the connection between linguistic metaphors and cognition. Metaphor is the conventionalized argument employed in everyday language, and this is to be the case for most people. The structure of argument conveys one thing in relation of another, or it is a mapping knowledge about one the source concept to the target concept. It the implied argument in which one understanding turns out to rely on crucially on the nature of ones' bodies and the physical thing in that they function (Taylor, & Littlemore 2014).

Blending is a basic cognitive operation that is main to the way one thinks. In blending theory, there are component processes which grow to structure: composition, completion, and elaboration. The first component which involves the composition of items from different inputs. In the "CLINTON AS FRENCH PRESIDENT" example, composition attracts together the value "BILL CLINTON" with the role "FRENCH PRESIDENT" in the blend that results in "CLINTON AS FRENCH PRESIDENT". The second process is completion which involves schema. Schema induction comprises the effortless recruitment of background elements of frames. These complete the composition. For instance, in the "CLINTON AS FRENCH PRESIDENT" example, the process of completion presents the schema for "FRENCH POLITICS" and "FRENCH MORAL ATTITUDE". This operation of schema induction is termed completion since structure is used to fill the gaps or it is used to complete the information which projected from the inputs to derive the blend. The last component is elaboration. It is in on-line processing which introduces the unique structure to the blend. This process can be termed as running the blend (Evans, & Green, 2018).

Mental Model in the discipline of cognitive linguistics gives strong thoughts about the subconscious and subconscious content. The idea of metaphors particularly is useful for designers who seeks to grasp how one can make content accessible to others by the spatial and physical means (Taylor & Littlemore 2014). Human mind evolves with resources that are mainly devoted to motoric and perceptual processing, and whose activity contains on-line implied interaction with the surrounded environment. Action and perception are not separately, but they linked in mutually patterns. Perception only occurs through particular sensory apparatus (the visual system and eyeballs) in relation with specific brain areas, but it is a kinesthetic action which comprises several aspects of the body in activity (Geeraerts et al. 2005).

Schematic integrations employ the types to create the concepts which involve non-spatial items as emotion and force. It is no distinction can be made between the world information that springs from action, perception, or the internal feelings which involved in activities. Schemas are identified as dynamic structure of analog that arise from bodily movement, perception, manipulation of objects, and force. One type of schema is source – path – goal which stands on equivalents elements of resistance or balance. It encompasses motion across paths. They are other types of schema which are move and path. Animate move, move, blockage, start and end path. In addition to behind, into, link, appear, and disappear schema (Mandler, & Cánovas, 2014).

Attention is significant to hearer and speaker which can direct toward the symbolic referential situation. In linguistics, this joint attention is developed and expanded into the communicative symbolized intention of the addresser and the intensive reading of speaker's meaning. In the paralinguistic joint attention by gaze or gesture. Representation is the most significant, and contested, basic concept in current cognitive science. The cognitive linguistics takes the perspective of that

linguistic construction which is motivated by communicative function and conceptual representation thereby positioning the language representational function of at the focus of its concerns (Sinha, 2010).

Perspective denotes the viewpoint from which somebody or something is represented, and orientated, the resulting particular representation of events and objects in which a particular point is taken. Prescriptive is described as the "cross of the axes" of a visual domain or it is a comparable related system. The metaphorical view point is cognitive reference point in that one conception is utilized for aims of founding mental contact with other. The writer or speaker is free to select vantage points employing different syntactic and semantic structures, as opposite predicates sell vs buy, and deictic expressions as go - come (Sanders, & Spooren, 2011).

Chandler (2022) points that the semiotic perspective of any practice or text involves regarding many codes and the correlations between them. Semioticians pursue to recognize and define codes and the tacit constraints and rules to underlie the interpretation and production of meaning in each code.

Interpretive codes are:

- a. perceptual codes as visual perception;
- b. ideological codes consist of codes for decoding and encoding texts and the suffix '-isms', such as liberalism, individualism, feminism, materialism, racism, capitalism, conservatism, progressivism, , socialism, populism and objectivism,.

Social codes can be stated as:

- a. Verbal language that comprises phonologyprosody, lexis, and syntactics.
- b. bodily codes involve bodily contact, appearance, proximity, gaze, physical orientation, facial expression, posture, gesture, and head-nods);
- c. Commodity codes are represented in fashions, cars, and clothing;
- d. behavioural codes consist of protocols, games, rituals, and role-playing.

Representational codes are:

- a. scientific codes that include mathematics;
- b. aesthetic codes that denote the different expressive arts as drama, poetry, painting, music sculpture, and music.

2.1 Resilience

The kinds of adversity are expanded to involve the negative aspects of life across the life. It is concerned with adjustment major difficulties or mental disorders. These aspects included poverty, deficient parenting, homelessness, violence, traumatic events, war natural disasters, and physical illness. Resilience can be conceptualized as a personal feature in comparison with a dynamic operation. It is expanded to be vulnerability and protective forces at various levels of influence in a culture (Herrman et al., 2011).

Resilience comes to be defined as the mitigation of negative impacts of danger factors and it deletes them by the impacts of protective factors. Personal factors influence the creation and improvement of resilience. The factors comprise problem-solving abilities and intelligence, interest, and behavior, and affiliations. Particularly, resilient people need to demonstrate higher levels of intelligence or solve problems skills (Jang, 2012).

There are various resources for resilience as personal traits (agreeableness, openness, and extraversion), internal locus of dominance, self-efficacy, mastery, self-esteem, cognitive appraisal which denotes the positive evaluation and interpretation of situations and integration of adversity into narrative, and optimism enhance resilience. The results of investigators comes with the cognitive flexibility, intellectual functioning, social attachment, emotional regulation, positive self-concepts, positive emotions, active coping, spirituality, hardiness, hope, optimism, adoptability, and resourcefulness, are concerned with resilience. Demographic factors as gender age, ethnicity, and race), population characteristics and social relationships link variably with resilience. Environmental Factors in a micro-environmental level and social support which comprise relationships with peers and family, it is interrelated with resilience (Jang, 2012).

2.2 Research Design

The paper adopts qualitative method to get deep analysis of the selected posts in order to present the perception of resilience from cognitive semiotic perspectives. One primary method of a qualitative approach involves values reflection and listening with the goal of empowering and giving voice to respondents' experiences. Most of all, a qualitative approach privileges the exploration of the process of human meaning making. Qualitative methodologies offer a multilayered view of the nuances of social reality, one that does not privilege the interests of those who occupy positions of authority and power within a given society (Hesse-Biber, 2010).

2.3 The Model

The study employs model to analyzes six posts which are extracted from Facebook platform to present the concept of personal resilience. The developed model consists of Geeraerts et al.(2005) mental model ,Chandler's (2022) codes , Mandler, & Cánovas, (2014) image schema , and Peirce 's classifications(2006). The figure illustrates the items of the model.

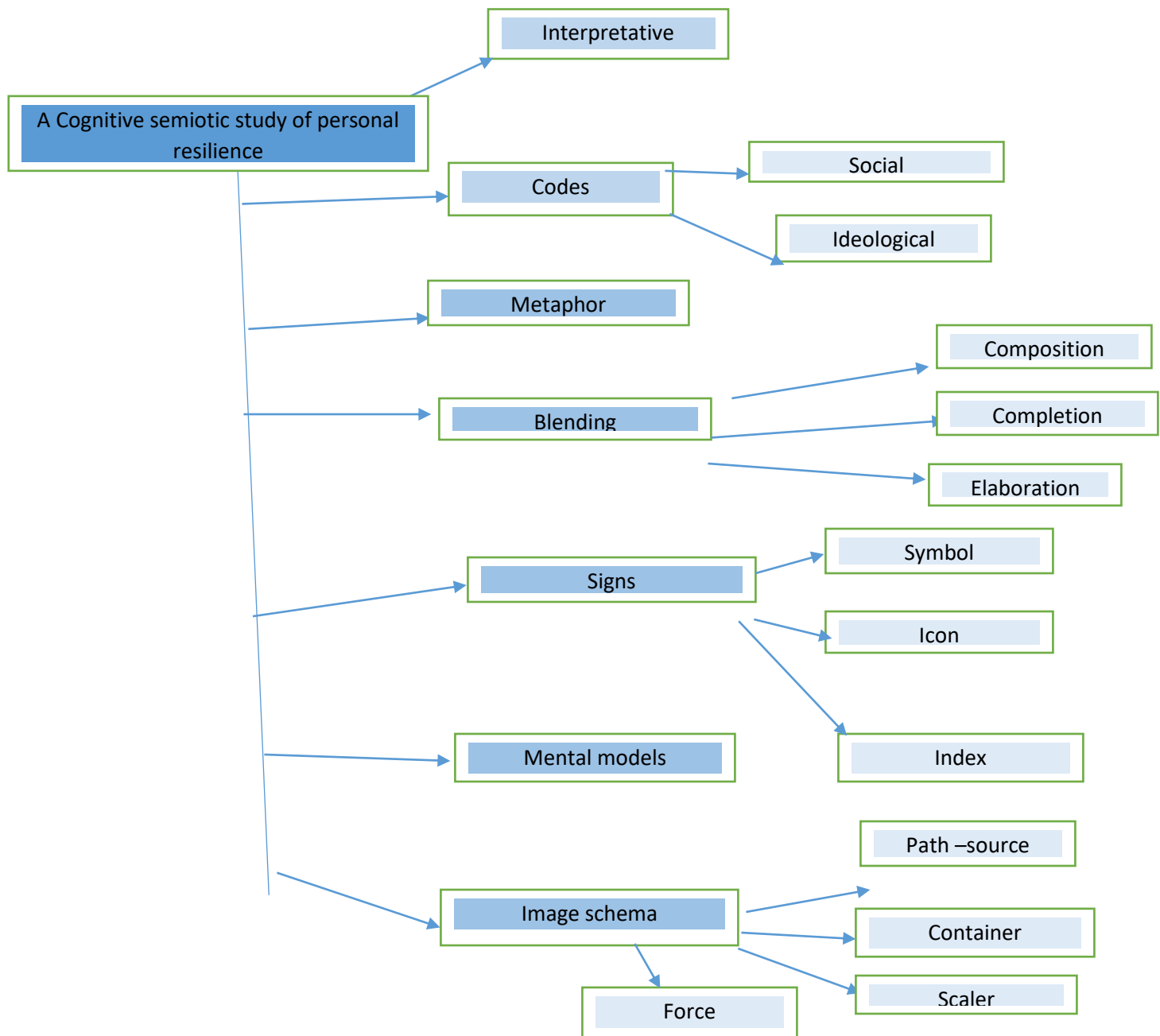
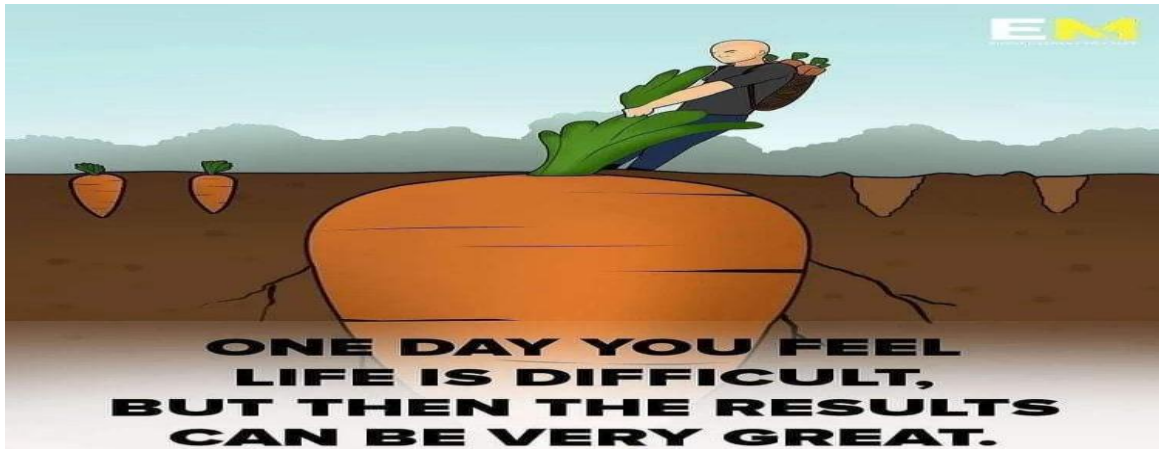


Fig : The model

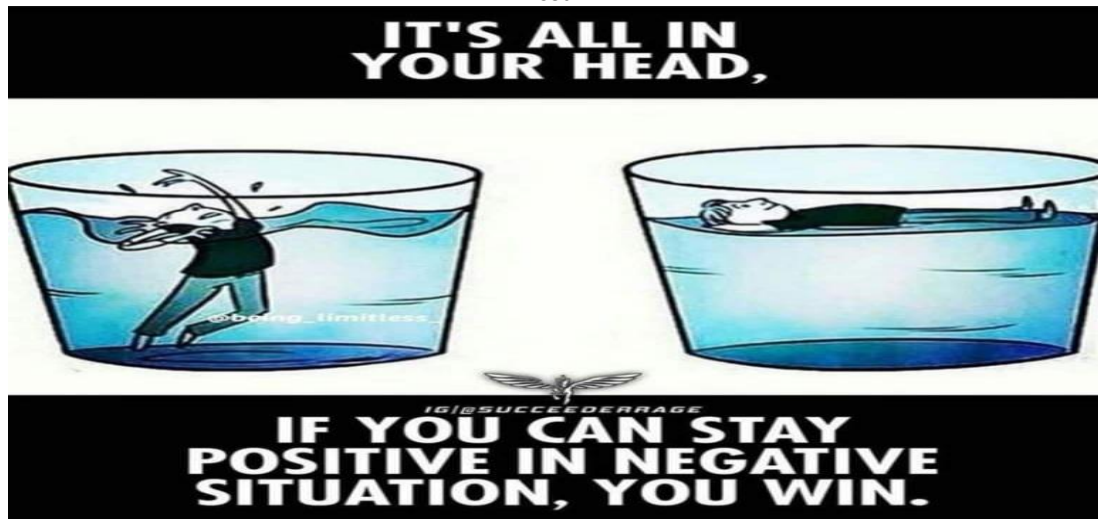
2.4 Data Analysis

Post 1



The image connotes several social codes conventions that shape the perception in an individual. One needs to be resilient in order to succeed as indicated in the motivational speech of the script in "Hard work leads to great results." The short and declarative sentence is a common wisdom. Capitalization signals emotional impacts and seriousness. This assertion of "difficulty precedes clarity" motivates resilience and hard work.

Post 2



The dominance is "IT'S ALL IN YOUR HEAD" which frames mindset as a controller. The assertion connotes agency which is codified as a socially held belief in which a person can dominate the result through perception. The phrase "you win" in "IF YOU CAN STAY POSITIVE IN A NEGATIVE SITUATION, YOU WIN" enhances strength and the ability to defeat negative thoughts.

There are two inputs. One presents struggles, challenges, and leads to negativity and the second input, controller mindsets, which lead to positive outcomes and triumph. Resilience and logic are advocated as an act of introspection.

Post 3



Resilience is the focus that the boy needs to overcome the challenges. Words in the image as junk food, school, dishes, work present psychological stress because the accumulation of responsibilities. The abrupt command "DON'T ALLOW YOUR BUSY LIFE TEAR YOUR FOCUS APART" advocates the individual to control. The emotional side is presented through tears in which they denote that they cannot bear more. Life pressures are observed in synecdoche of school and labor. The concretization is denoted by metaphor in which the duties distract the person's focus. The red color presents danger signs which mean stop. It is also a call to urgent change and the need to control. Western culture uses the red color code to warn people against negative effects. The non-verbal communication of handling the clothes conveys social and cultural codes. The way of handling the shirt connotes the overwhelm and burdens.

Post 4



The post of "Don't be afraid to choose a different path than others" implies a semiotic, social and cognitive codes to concentrate the person's way of living, every person has his own challenges, obstacles, weak and strong points. Thus, it is unbelievable to have the same destiny. The command in "Do not afraid" shows the addresser's emotional perspective that frames the advice. Path is seen as a symbolism for life choices in which slow progress and moving is better than being fast in the wrong directions. The boy moves with focus and step by step. The semiotic representation is graphology in capitalization and clean font that offer the accessibility. The social representational code observes the virtue to be independent. The post encourages to depend on oneself and he does not have to follow the majority. The post follows the Western values and cultural perception. The omission of some details invite the addressee to think of his own struggles and they also add the universal feature to the message.

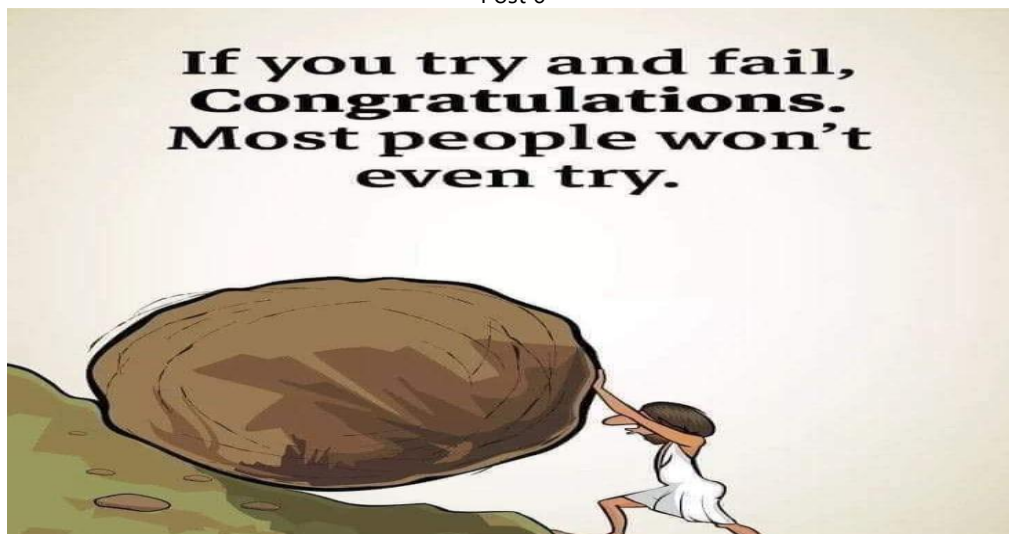
Post 5



The post implies the conceptual metaphor between "BRING YOU DOWN" that represent sadness stress and anxiety while "GOING UP" implies hope, happiness, and success. One can observe resilience in the post through the phrase "find one reason" that presents to find solution. Mental model is observed in the movement from the problem despair and stress to solution, hope, and concentration. The lion is a symbol of power and controller. There is contrast between up and down.

Schemata and blending processes are presented in "EVERYTHING TRYING TO BRING YOU DOWN" that present external blockage and force that prevents a person from moving forward. On the other hand, the internal force motivates one to concentrate to find his way. There are two perspective victim and savior. The victim is represented in bring you down and the savior perspective is in finding the reason to keep on. There is scalar schematic in "everything" which is overwhelming and one reason which connotes the manageable force. Contrast lessons the cognitive load by concentration.

Post 6



The post encourages the addressee to try even if he fails in order to overcome his negative feelings. The writer frames the failure as victory. He congratulates him. He activates the mental model to successes and resilience. The iconicity is framed in the word "trying" which indicate the encouragement. The verbal contrast congratulation and failure strengthen and enforce the addressee to go on despite the obstacles and stress that is represented in the huge rock. The mental models is in equalization of success to the attempts. The writer encourages to grow the mindset. The social code is seen in that the writer criticizes the most people's behavior and he inspires them to act. The omission of some words "If you try and fail" evokes curiosity and motivates the addressee to attempt and take action since he evaluate the others in negative manner.

3. Discussions and Findings

This study investigates the way personal resilience is constructed from cognitive semiotic models in the chosen posts of Facebook. The analysis reveals that resilience is not described but it actively structured through a complex interactions of signs, ideological codes, and cognitive models. The model, combining Peircean semiotics, image schemas, mental models, Chandler's codes, and blending theory, and, has highlighted the multifaceted nature of this construction. Resilience is portrayed as an internal and individualistic struggle.

The main finding answers research question (a) in that resilience is portrayed as an inner psychological battle where individual is paramount. The posts focus on self-mastery, personal responsibility, and mindset control. This is proven in commands in post 2 like "IT'S ALL IN YOUR HEAD" and (post 3) "DON'T ALLOW YOUR BUSY LIFE TEAR YOUR FOCUS APART" that frame challenges as problems of individual's willpower and perception. This analysis aligns with the individualism as ideological code that identified in the answer of question (b). The solution to problem is rarely seen as seeking collective action or social support but it portrayed as a personal journey of self-discipline and introspection. This ideological positions of resilience as a characteristic to be cultivated within the self, reinforcing values of autonomy and self-reliance.

The analysis demonstrates the role of cognitive aspects as image schemas and conceptual metaphors in making the abstract perception of resilience concrete and understandable. The path schema depicts life as a journey where resilience demands "choos[ing] a different path" as in post 4 or sustaining on one's special route. The CONTAINER schema is implicit in life pressures which are depicted as overwhelming an individual's ability. Most the force and scalar schemas are employed to build a dynamic conceptualization of resilience. External force is in "try to bring you down," while an inner and manageable force ("one reason") provides the counterfactor is "going up." This scalar contrast between "everything" and "one reason" reduces cognitive load through simplifying a complicated emotional state into a manageable opposition.

The blending processes are observed in the posts are essential for the constructions of resilience. The posts 2 and 5 connotes as instances of how blending employs to answer question (e). In the post 2, the two input mental spaces are one is of a "negative situation" and another is of "positive mindset" which are blended to build a new meaning that is win through cognitive reframing. This blend simplifies a logical equation of resilience in perception of positivity in negativity results winning. The mental model leads the viewer's understanding to move them from a situation of recognizing to the one of envisioning control and hope. These cognitive operations are persuasive. They invite the viewer to adopt this internal mental model for dealing with their own adversities.

4. Conclusions

The study comes with various perspectives concerning personal resilience on social media. Individualism as ideology is employed to show the powerful inside of independent person. Colors as red show danger, stress, and cognitive load. Capitalization and font are used to attract the attention to the message. All the posts are iconic in that they present the resilience in a way that is significant and the addressee has nothing else to make unless the develop himself and focus on things that are under his control. The writers employ powerful symbols as lion and ladder to strengthen his perspectives of resilience.

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