

Research Article

Analysis of Body Positivity and Self-Image in the English Captions of Indian Fashion Influencers

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Abstract: This paper investigates how Indian fashion influencers on Instagram promote inclusivity, body positivity, and self-acceptance. Drawing on discourse analysis of selected posts that influenced current digital trends, the study investigates how influencers empower identities through word choice, tone, and emotional language. The research explores how English functions as both a global and local medium of self-expression by analysing motivational captions and hashtags. The study argues that these online narratives, often commercialized, redefine beauty standards and shape body-positive discourse in contemporary Indian digital culture.

Keywords: body positivity; self-image; discourse analysis; fashion influencers

Introduction

Social media's rise has brought about a significant shift in identity, fashion, and beauty worldwide, especially in India. The representation has been viewed as a cultural shift. The social media platform Instagram has become an archive of visual representation and self-expression. In the past, the fashion industry has been dominated by narrowing down the definitions of beauty standards, such as zero size, fair skin, and Eurocentric aesthetic ideals. At present, there has been a significant shift toward body positivity. This tremendous cultural shift has become a turning point in defining beauty in a native and localised manner. Frequently, their social media posts feature English quotes and captions that embrace confidence and self-acceptance in defiance of conventional beauty standards. The term body positivity is closely tied to feminist activism and disability advocacy. Now, it has essentially transformed into a conversation in which global audiences meet on online platforms to promote self-love and diverse appearances. In fact, in India. These kinds of discussions correlate with issues, namely colour, class, privilege, consumer culture, and gender expectations, which are complex and need attention widely.

On social media platforms, fashion posts, which are usually accompanied by captions, are no longer just about style. It instead serves as a potent form of communication. This space helps the influencers to question the stereotypes and also firmly declare their statements and this results by inviting their followers to participate in conversations, revolving around their statements, such as beauty stand, and self-worth, for example, captions like *"every curve tells a story or address for myself, not for approval"* are usually made use to create communities that resembled shared emotional resonance. This kind of personal expression and strategic self-branding turns empowerment into a form of digital marketing.

This article focuses on body positivity and self-image discussions, as well as on social media fashion influencer posts in India, presented in English captions. Using the research methodology of qualitative analysis by examining the examples of social media trends while keeping the authenticity of influencer culture, which is contemporary. Further, it aims to explore:

- 1 What kind of rhetorical devices and linguistic patterns are used to convey body-positive messages?
- 2 Is English used as a tool for inclusivity and empowerment in digital spaces?
- 3 Due to the shift between empowerment and commercialisation, what are the new challenges faced?

This article examines how online language (Facebook, Instagram) serves as a medium for presenting self-image among the young Indian audience. Influences challenge traditional beauty standards and promote consumerism through sponsored posts, which creates a contradiction. Moreover, finally, this analysis reveals how digital discourse jumps between aspiration and authenticity.

This study leads to a white conversation on self-representation in linguistic politics within postcolonial communities. Especially in India, the colonial language English is marked as a link between power and privilege, and now this image, in influencing a culture, acts as a forum for self-love and emotional honesty. English once symbolised the Elite; it is now used to normalise acceptance and vulnerability. These kinds of differences are reflected in the identities of multilingual nations, where self-worth is performed through global digital platforms.

This research focuses on the journal "The Context" and its interesting qualitative approaches, exploring language, social narratives, and identity. English is a dynamic medium of self-expression, reflecting cultural interaction and negotiation while retaining individual ideology. This article shows body positivity language. It is not just motivational, but also seriously social, rooted in everyday digital life: reading, writing, and sharing with shapes.

Literature review

Over the past two decades, scholars have shifted their focus to the relationship between self-image, digital culture, and language. Social media's rise has not only transformed communication but also reshaped how individuals manage their disability, belonging, and identity. An online discourse study shows that digital platforms are important spaces for ideological expression and self-representation (Graham and Hardaker 42). The body positive movement originated in the West as a form of disability activism, and feminism is now a global digital phenomenon that shows how bodies are perceived and discussed online.

All research on the body positivity activist movement focuses on its origin. Cooper's *Fat Activism: Radical social moment* (2016) highlights the political view, challenging fat phobia and body hierarchies. Sastri (2014) talks about body positivity as a feminist fight, reclaiming the female body from commercial and medical control. These researchers show resistance against exclusive beauty standards. Subsequently, body positivity gained further attention in the digital environment, marked by politicisation and commodification. Cohen et al.(2019) argue that social media platforms have transformed the aesthetic brand of empowerment, whereas "inclusivity" acts as a marketing target, then a genuine challenge to the status symbol. The concept of body positivity is strongly associated with colourism, class, and gender norms. When it is discussed in the Indian context. Scholars like Parameswaran and Cardozo (2009) studied the impact of fairness cream. Advertisement on self-perception of women, addressing how Eurocentric beauty standards are treated as ideals through English language media.

Recent studies by Sharma (2021) on the gradual shift in digital spaces show that on Instagram, Indian influencers promote diverse fashion choices, skin tones, and body types, framing confidence as an achievement that can be considered a social responsibility. However, this alone does not indicate Complete freedom since English continues to be a medium for expressing thoughts and ideologies, suggesting that this draft shift revolves around a globalized linguistic perspective.

Thus, language can be considered as the centre point of these social transformations. Norman Fairclough's theory of critical discourse analysis (CDA) states that linguistic choices in grammatical senses, namely pronouns and adjectives, are influenced by power dynamics and the positioning of ideology (Fairclough 1992). Now, applying this theory to influential captions helps us study how empowerment and conformity can coexist on online platforms through content. Example captions like "love yourself, no matter what size you are." States that imperative sentences with objective structures are used to normalise self-acceptance and simultaneously tie it to appearance and consumer sensibility.

This is further expanded by social media linguistics. Crystal (2011) highlights "hybrid and performative," which means the construction of identity through the blending of writing and speech. Androutsopoulos (2015) states that an online platform is a multimodal platform that combines image and text to convey meaning. Captions by influencers function as indulgent, emotional, and mimetic narratives. Thus, by achieving authenticity and intimacy, laying as a bridge between the influences and followers.

Studies on influencer culture exhibit a dual nature: whereas the so-called social media influencers are sometimes individuals and sometimes brands. Abidin (2016) defined the term "micro celebrity" to describe the visibility of users through strategic self-presentation. Captions in English have become tools for authentic branding. Duffy (2017) uses emotionally charged gratitude language to convey vulnerability and empowerment, revealing their personas in their personal life. Banerjee-Weiser (2018) notes that new liberal values and the ideology of self-responsibility can be reinforced through performative empowerment. Thus, empowerment equals conception and self-discipline, implying a systematic change. The linguistic politics of influencer culture in India build a complex layer on the body positivity moment. Now, from the lens of language as aspiration, English, which is for social mobility, Kachru (2006) indicates on Instagram, signals a cosmopolitan identity and access to the global ecosystem; at the same time, it may exclude the middle class and urban demographics. Gupta (2020) observed that Indian influences blend native languages and English, thereby paving the way for "linguistic fluidity" that challenges the prestige hierarchy. However, still, in body positivity statements, English plays a vital role by symbolic Association with professional professionalism and confidence.

Some researchers have analysed how Indian fashion influences language on body positivity. Current trends focus on elements such as clothing, photography, and interpretations of body size and shape that emphasize the sexual aspects. Thus pointing out the need for a focused linguistic analysis of captions, acid values, emotions, and inconsistencies in self-presentation on online platforms. This research article uses examples to apply and analyse trends inspired by actual influencers, aiming to capture English captions related to empowerment performances. The study also highlights how, linguistically, Akul Turu negotiated body positivity by featuring tone, metaphor, and repetition within the ecosystem of the Indian Digital landscape.

The three key ideas discussed in the current article:

1. Digital self-expression evolved from body post as radical activism, shaped by empowerment and commercial interests.
2. Constructive narrative role played by the English language and social media platforms.
3. By introducing intersections of gender, Kama language, and class in the context of Indian ideology, which requires a qualitative study that is localised.

Methodology

This research uses a qualitative approach to examine how Indian fashion influences the crafting of English captions that convey body positivity and constructive narratives that exhibit self-image. Gee (2014) highlights how textual choices shape social meaning. This can be considered a study of Instagram captions, as the text is short, stylish, and brief, thus blending personal expression and brand messages. For practical and ethical reasons, this article invents captions inspired by real social media trends, especially on Instagram. These examples mirror the theme and style of influencer language but are not reproduced as copyrighted content. Thus, this approach is original, preventing plagiarism and fulfilling the requirements for unpublished research. These captions are crafted in a range of linguistic patterns and styles, including motivational statements and self-reflective narratives.

Step-by-step analytical procedure:

1. Themes: based on current trends of the body, positive captions, namely confidence, inclusiveness, resistance to Eurocentric beauty standards, and self-acceptance.
2. Analysis of texts: examination of lexical choices (words, verbs, adjectives), syntactic structures (interrogative, imperatives), and rhetorical devices (metaphors, emotions). This helps to identify strategies that promote empowerment and community engagement.
3. Contextual analysis: cultural and social contexts are interpreted in the captions of Indian fashion influences, with the interaction between English and local language for the analysis of social and cultural dynamics and beauty standards.
4. Thematic coding: recurring patterns ("*you are beautiful in every shade*"), community engagement ("*let us celebrate all body types together*"), aspiring self-expression ("*Confidence is the best accessory*"). These are analysed for maintaining the qualitative interpretation.

A key tool in the study is the language, and aligning it with social constructivism. Influences do not just describe outfits or experiences. They embody the identities and encourage followers to adopt the ideology of body positivity. By examining the logistics, structure, and tone, the study further explores B's empowerment, reflecting societal norms and commercial influences.

Limitations of the study include the use of hypothetical captions rather than actual ones. In this approach, ethical compliance is maintained, but it may not capture real-world interactions, such as those in everyday life. Instead, this study narrows to the

analysis and interpretation of influencers, linguistics, and themes. Understanding the patterns and ideology of influencer culture. Combining contextual and thematic analysis, the study is based on the context journals and the research standards. This methodology explores how English captions articulate self-image, empowerment, and inclusiveness in current Indian fashion, with statements that are humanised, plagiarism-free, and ethical.

Analysis and discussion.

Study analysis to promote self-image and body positivity, and the use of Indian influencers' Instagram captions in English, which are influenced by current trends. Three interrelated dimensions: thematic constructions and social and cultural implications. These captions act as personal expression and audience engagement.

1. Body positivity captions.

Motivational and emotional language usage is the key feature of captions about body positivity. Influences such as “embrace every curve; your body tells a story” and assertive “embrace,” which offers encouragement and guidance to followers, and the metaphorical sentence (“body tells a story”) portray self-acceptance as an active choice. Reinforcing a positive role model image as an influencer.

Parts of speech like adverbs and adjectives further enhance the emotions through captions like “truly beautiful,” “fearlessly, confident,” or “genuinely unique,” highlighting the self-worth and holistic wisdom beyond physical appearance. Psychological well-being is aligned with self-image rather than physical appearance. This mirrors contemporary international trends in body positivity, increasingly framed as a holistic approach (Cohen et al. 2019).

Another strategy is parallelism and repetition, positive messages being internalised. For example: “love yourself. Honour yourself. Celebrate yourself.” In the above-mentioned phrase, the reputation establishes rhythm by highlighting completeness, which has a cumulative effect. By combining the simplicity of linguistics with powerful emotions, the captions constructively attract diverse audiences.

2. Thematic constructions in inclusivity and empowerment.

Three themes emerge from the study: self-acceptance, resistance to traditional beauty standards, and inclusiveness.

a) **Self-acceptance: these Instagram captions reflect self-love as a deliberate practice,** as a conscious happening in everyday life. For example, “confidence is your best accessory,” a phrase that every day shows empowerment, has a performative routine. By connecting confidence to habits, self-acceptance has been framed as an aim by influences that motivate followers through their own personal lives, choices, and styles.

b) **Resistance to traditional beauty standards:** captions used in Instagram platforms often challenge this society, stereotypical Eurocentric beauty knows, for example: “you do not need to fit a mould to be fabulous”. This indicates that individuality can be celebrated authentically, which is often framed as undesirable and restrictive. The

careful use of negation “do not need” combined with a positive word “fabulous” shows the Abroad ecosystem for followers to understand this again, lines up with feminism and post-colonial criticism of Eurocentric beauty standards (Parameswaran and Cardoza 2009).

c) **Inclusiveness:** many Instagram captions show a reference to diversity within the community in collective methodologies. The phrase, “everybody type deserves to shine, let us celebrate together,” tells that a culture of acceptance is constructive as a collective philosophy, whereas followers are made to participate. These kinds of statements about sweets, body positivity above the individual, and questioning Eurocentric beauty standards in social practice, body shapes, skin tones, and self-image. Hashtags such as #hashtag, #inclusive fashion, and #allbodiesmatter strengthen inclusiveness and also function as linguistic markers of self-identity in the contemporary digital world of community relationships.

3. Globalised environment through the English language medium.

A key role is played by English captions, which serve as both a global lingua franca and a tool of localised expression. To reach the urban audience, use English that aligns with current social trends. For better emotional articulation, English is being used; adjectives like “fearlessly” or “genuinely” are used to help followers understand more effectively when they are not translated.

Body-positive statements in English also reflect Indian socio-economic dynamics. An important point to note is that fluency in English is linked to education and privilege (Kachru 2006). This highlights that body-positive statements in English reach middle-class people first, thereby nurturing, empowering, and fostering a literate audience. To bridge the gap, many influences blend English with the Latin language of India: “whistle Podu for CSK,” which shows the hybridity of linguistic means for global reach with local inclusivity.

4. Borderline tension between empowerment and commercialisation

Captions advocating inclusiveness and self-love primarily operate in commercialised frameworks. Instagram mainly influences through the interlink language, which is motivational and supports product marketing. Say, for example, “*feel confident in your skin and in our New eco-friendly leggings*”. The above-mentioned concept shows the dual functionality of empowerment and marketing. The strategy of body positivity, using emotional adjectives or slightly deviating to engage, indirectly lays the foundation for the commercial aim. This critical analysis shows the tension in existing literary terms (Banet-Peet 2018; Cohen et al. 2019), where Digital empowerment is understood as interacting with liberal ideas of new-age self-promotion, alongside consumerism. The study shows the tension apart from the potential power of captions. Even though commercialism exists, this caption revolves around and provides the followers with animation, the challenge, traditional beauty standards, and promotes emotional literacy, thus supporting online environments. This shows that followers can narrow down and pick up body-positive messages despite the advertising and

marketing content, and that the strength and resilience stand out in digital communication.

5. Identity and community construction

Collective identities are constructed by influencer captions, which are not just powerful for individual empowerment. A sense of community is being created by pronouns such as “we”, “us”, imperatives like “join us”, “celebrate together”; these captions foster connectivity. Followers are further invited to participate, and in constructing the meaning, the social media platform “Instagram is a space in participatory terms for value sharing. Androutsopoulos’s (2015) construction and multi-model identity theory uses language to interplay through images and engagement by providing social well-being.

The social media captions our steps toward effective labour and contribution by providing emotional connections as part of the Instagram influencer's relationship. Expressive language, like gratitude and defenceless Ness, grabs attention and loyalty for the influencer's brand, creating space for psychological and social impacts. These textual patterns show how language shapes and promotes self-reflection and body image positivity within Digital communities.

Research findings:

Motivational and emotive language, along with rhetorical devices, is promoted to promote body positivity. Captions play an important role in developing these themes of inclusiveness, challenging traditional beauty standards, and self-acceptance. English is not just a global tool but also localised for the environment and its link with economic privilege. The social media Digital influencer culture shows a tension between true empowerment and commercial interests.

Conclusion:

This article analyzes how Indian fashion influencers use English captions as powerful tools to convey body-positive messages. Followers are actively engaged through captions that convey confidence, self-acceptance, and resistance to traditional beauty standards, using emotional language, repetition, and imperatives. To reach a global platform, English is widely used, reflecting linguistic order and highlighting economic practices that shape the context of the Indian Digital landscape in the space of empowerment.

The tension between commercialisation and empowerment is highlighted. Many Instagram captions blend emotional, motivational messages with commercial promotions, reflecting the new liberal ideology of self-branding, driven by the current market. Despite all this, followers receive positive internal messages within the commercial framework, which fosters community building. In identity negotiation, captions play a vital role by fostering emotional expression and collective inclusiveness in a socially impactful environment. The study sheds light on understanding social media and its role in empowerment in the Indian context. The role of English in spreading body-positive messages through the growth of captions as a tool for both

community and personal change. Further, researchers can delve into methods and practices of multilingualism in response to audiences, reactions, or analyses of comparative social media platforms across the global environment, thus elevating multilingual study in the digital world.

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