Semio-Semantic Analysis of Facebook: The Digital Colonization of Untouched and Untold Fabrications

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ABSTRACT: This paper presents a semio-semantic analysis of Facebook, one of the most widely used social media platforms today, with the aim of uncovering the digital colonization of untouched and untold fabrications within the platform. To do so, firstly, this paper explores how the logo and icon of Facebook create different meanings in association with contexts. Then, it focuses on what impact, in terms of digital colonization, do these meanings have on Facebook itself and its users. The study employs qualitative descriptive methods to analyze the connotation and denotation of the words "Facemash", "[thefacebook]", and "Facebook" as well as their individual components, "face", "mash", and "book". Additionally, the study also semiotically examines the appearance, color, and shape of the Facebook logo and icon, and their modifications over time. The results reveal that there is a subtle form of digital colonization taking place on Facebook, with certain meanings and beliefs being embedded within the platform through these semiotic and semantic elements.

KEYWORDS: Semiotics, Semantics, Facebook, Digital Colonization, Social Media

INTRODUCTION

Social media has become an integral part of our daily lives, with Facebook being one of the most widely used platforms today. While social media has brought many benefits such as easy communication and access to information, it has also raised concerns about the impact it has on users and the information that is being shared. This paper aims to explore the concept of "digital colonization" of Facebook, where certain ideas and beliefs are subtly embedded within the platform, through a semio-semantic analysis of its key components.Since its inception in 2004, Facebook has flourished sporadically in terms of active users. Currently it is the biggest social networking service based on global reach and total active users which is roughly 2.89 billion per month (Facebook: number of monthly active users worldwide 2008-2021, 2021, para. 1 & Facebook Reports First Quarter 2021 Results, 2021, para. 2). It is well-known to everyone that a rolling stone never gathers moss, but for Facebook, being a rolling stone, is gathering as much moss [mass] as possible. In its every roll and /or move, it surpasses the previous active users ever before. Although it has a huge number of active users, most of them are not wide awake about the subtle nitty gritty of Facebook. This paper aims at unearthing the lexical connotative, denotative, and symbolical meaning of the word "Facebook" and its official logo and icon along with the texts from a semio-semantic viewpoint. Payuk and Zakrimal (2020) propound that the logo must be that interesting, easy to remember, and easy to understand for all people, and nowadays people doing business are trying to make people interested by the sign that can be created as creative as they can, but people must know what the meaning in the logo is. Background research suggests that the preparation of the Facebook logo involved a group of designers who were tasked with creating a visual representation of the company's identity and vision (Zakia & Lupton, 2010). The logo's design was intended to reflect the company's mission of connecting people across the globe through a platform that is user-friendly and accessible to everyone.In contrast to the mostly black and ash-colored technological devices of the time, Facebook's logo was designed with a distinctive blue color scheme that is both eye-catching and memorable (Zakia & Lupton, 2010). This color choice was intended to convey a sense of trustworthiness and reliability, as well as to stand out from other social media platforms.Mark Zuckerberg, the founder and CEO of Facebook, has been known to be influenced by his Jewish heritage and religious beliefs, which have played a role in shaping the company's culture and values (Hempel, 2010). For instance, Facebook has a tradition of holding weekly all-hands meetings that are modeled after the Jewish concept of a minyan, which emphasizes the importance of community and collective responsibility.

In terms of its connection with other social media platforms, Facebook has emerged as the clear leader in terms of user engagement and revenue, with LinkedIn and Twitter trailing behind (Statista, 2021). Facebook's dominance in the social media landscape has been attributed to a range of factors, including its ease of use, the breadth of its features and functionalities, and its ability to facilitate

social connections on a global scale.However, the use of social media platforms like Facebook has also been linked to a range of health issues, including eye strain, headaches, and other physical and mental health problems (Rosen et al., 2013). From a medical perspective, it is important for users to be mindful of their usage habits and to take breaks and adopt healthy practices in order to avoid these negative effects.Overall, the history and design of the Facebook logo, its founder's religious beliefs, and its place in the social media landscape all play a role in shaping its identity and influence, as well as the potential benefits and drawbacks of its use. Thus, this study is important in a broader sense because the theory of semantics and semiotics are important to a systematic study of the production and interpretation of signs, and they help the mass people to understand the subtleties of Facebook or any other relevant platforms or aspect from a different view point. Based on this, this paper focuses on the following research questions:

a.   How do the logo and icon of Facebook create different meanings in association with contexts?
b.   What impact, in terms of digital colonization, do these meanings have on Facebook itself and its users?

LITERATURE REVIEW
Semantics

Semantics is the study of the meaning of words, phrases and text**.** Arnold (2020, para. 1) extends that semantics is one of the important branches of linguistics that deals with interpretation and meaning of the words, sentence structure and symbols, while determining the reading comprehension of the readers how they understand others and their interpretations. Taro (2015 cited in Eijansantos, 2018, p. 48) proposes that semantics is the relation between signs and the things to which they refer; their denotata (an actual object referred to by a linguistic expression). Gentry and Blakeley (2021, para. 1) propose that "semantics refers to the intricacies surrounding the meaning and interpretation of language (e.g. words, signs, and sentence structure.) Explore the deeper definition and examples of semantics, plus philosophical/technical issues such as literal meaning, figurative meaning, context, nuance, and signs." Arnold (2020, para. 1) defines semantics as the study of meanings, particularly, it is the study of how meaning is structured in sentences, phrases, and words.   The semantic study of language can be denotative and connotative. In this part, the denotative and connotative meanings of the word 'Facebook', 'Face' and 'Book' will be conveyed. Maddox (n. d. para. 6) propounds that denotation is the usual meaning of a word, and connotation is a sense that is not present in the definition, but is implied. In other words, denotation refers to the literal meaning of a word, the 'dictionary definition', and connotation represents the various social overtones, cultural implications, or emotional meanings associated with a sign.There are three types of connotations. The first one is *positive connotation* that indicates a word whose connotation implies positive emotions and associations. For example, "the aroma of my grandmother's cooking" produces a positive association, because the word "aroma" implies that the smell is pleasing and inviting (Connotation, n. d., para. 4). The second one is *negative connotation* that indicates a word whose connotation implies negative emotions and associations. If we exchange the adjective "aroma" in the above sentence so that it now reads "the stench of my grandmother's cooking," the meaning changes completely. Though both "aroma" and "stench" mean smell, "stench" has a negative connotation; thus, the meal sounds much less appealing (Connotation, n. d., para. 4). Thirdly, *neutral connotation indicates* a word whose connotation is neither positive nor negative. For example, when speaking about a pet, the word "dog" has a neutral connotation; but, the word "mutt" has a negative connotation, and the word "purebred" has a positive connotation (Connotation, n. d., para. 4).Rais and Widodo (2019) assert that meaning is an inseparable part of semantics and is always inherent from the utterance. In general terms, the meaning of a sentence depends on the relationship between the words and morphemes they contain and the meaning contained by the combination.Leech (1981) advocates that the meaning is divided into the following parts:
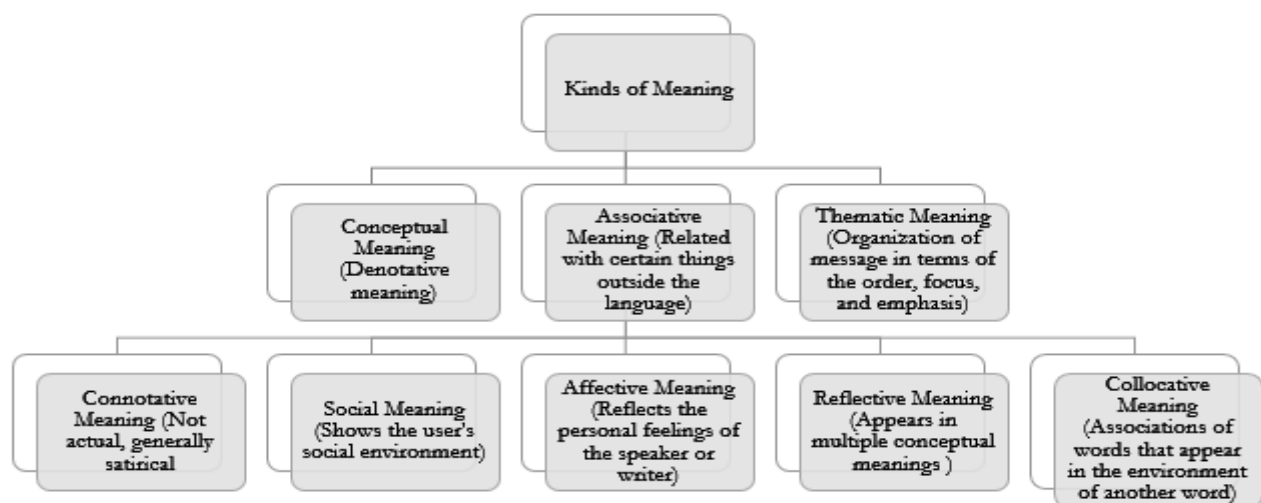

Figure 1. Kinds of Meaning by Leech (1981: 23)

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When searching on Google, it suggested very few quasi-related articles published on this specific area such as semantic analysis or study of the word 'facemash', 'thefacebook' and 'facebook' of Facebook. Sukyadi et. al. (2011) explored the significance of Kaskus emoticons in the Lounge forum at Kaskus, the Largest Indonesian Community, and found that the emoticons have meaning and function as a way to communicate, particularly in the online forum. This analysis was rooted on semiotics, particularly Roland Barthes' orders of signification involving five emoticons appearing in the Lounge forum at the site. Prasojowati et. al. (2019) showed that the messages or the semiotic signs found on cigarette products were conveyed successfully by the active smoker or the viewer, where the active smoker means a person who has been actively smoking for a specific long time.

Semiotics

Leech and Onwuegbuzie (2008) define semiotics as a science that explores the relationships between signs, including talk and text, and their intended specific meanings. According to Ferdinand De Saussure's Theory of Semiotics (2022) semiotics, an analysis on how meaning is created and how importantly it is communicated, is a method for seeing the world, and of seeing how the scene and culture we are in, the way we live massively affects the way we look or think about things. Riera (2022) propounds that semioticians study how signs are used to convey meaning and to shape our perceptions of life and reality. They pay close attention to how signs are used to impart meaning to their intended recipients and look for ways to ensure that their meaning comes across effectively. Moreover, according to Open Leaning Program Undergraduate Programs (1992) the use of color is a vital aspect of art direction in printed media and billboard advertisements colors are also used as logos which arranged by the advertising maker to increase the reader's recognition, to make the link between the brand (the picture) and the message. Color is a meaningful constant for sighted people and it's a powerful psychological tool.

Riera (2020) offers the following model of semiotics theory that shows how semiotics works practically:
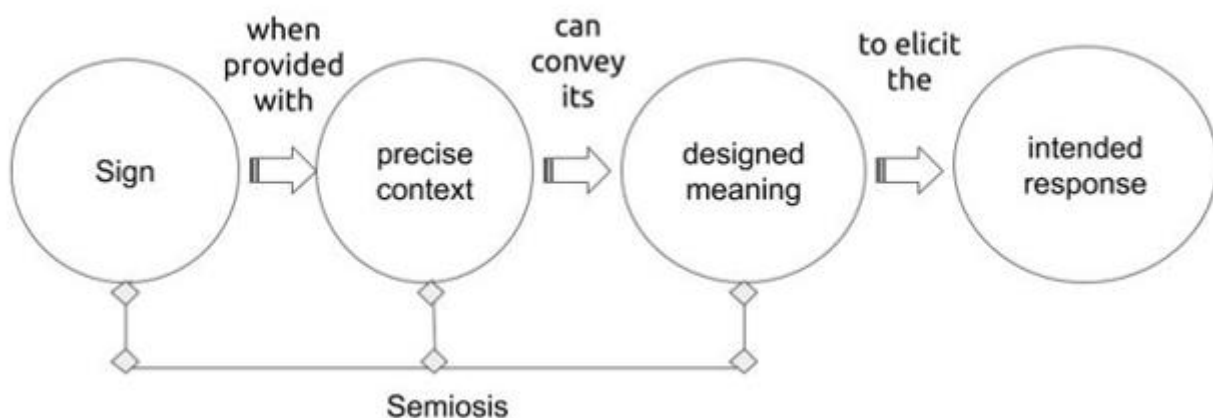

Figure 2: Model of Semiotics Theory by Riera (2020)

Riera (2020) extends that the semiotics model consists of three main concepts, e. g., the sign, the context and the meaning where a sign which De Saussure (1916) opines that is composed of both the form it takes in physical reality (called a signifier) and how it is conceived or interpreted by its viewer (the signified). Bowcher (2018) propounds that, in semiotics, context refers to those aspects in a conversation or interaction that provide relevant and specific meaning to the particular exchange that is occurring. Zlatev (2018) proposes that meaning is the relationship between the recipient of a sign and their personal experience of the world around them. This means that meaning is created when the recipient makes sense of the sign by connecting and interacting with their surrounding reality.

Mao (2021) suggests that logo, symbols and products help people from first layer of cognition … the brand symbol must be updated with the idea to constantly inject new forms of signified, and this continuous injection of internal and external extension makes the brand become a huge symbol system, and the image of the brand is gradually deeply rooted in people's hearts to achieve the purpose of recognizing the signified. The semiotics interpretation of the display design of Apple Experience Store presents a good image of display design, which is worthy of reference for future design, and display space can highlight specific brand culture by changing its physical structure (Mao, 2021). Rifa'l (2010) found that the sign of Coca Cola's advertisements has a system formed by pictorials, texts and contexts which contribute to a meaning in [both] denotation and connotation. Rifa'l (2010) concluded that these advertisements support an idea about capitalism, cultural and ideological terms in connotation.

Facebook and Digital Colonialism

The emergence of the digital age has brought about new forms of colonization, termed as digital colonialism. This phenomenon is rooted in the design of the tech ecosystem for the purposes of profit and plunder, which has significant implications for individuals'

privacy, autonomy, and data sovereignty. This literature review will examine the various ways in which Facebook has been implicated in digital colonialism, drawing upon a range of scholarly and popular sources.

Kwet (2019) reports that digital colonialism is rooted in the design of the tech ecosystem for the purposes of profit and plunder. He further adds that if the railways and maritime trade routes were the "open veins" of the Global South back then, today, digital infrastructure takes on the same role: Big Tech corporations use proprietary software, corporate clouds, and centralized Internet services to spy on users, process their data, and spit back manufactured services to subjects of their data fiefdoms. In line with that Coleman (2019) delineates that in digital colonialism, largescale tech companies extract, analyze, and own user data for profit and market influence with nominal benefit to the data source, thus, under the guise of altruism, large scale tech companies can use their power and resources to access untapped data on the continent. Facebook has been accused of contributing to digital colonialism through its use of manipulative tactics to influence user behavior and opinions. This includes the use of algorithmic filtering to shape the content that users see on their feeds, as well as the manipulation of user emotions through targeted advertising and other tactics. As Tufekci (2018) notes, Facebook's ability to manipulate user behavior through these means has significant implications for democratic processes and public discourse, as individuals may be unwittingly influenced by propaganda or misinformation.

As Kwet (2019) has noted, Facebook has been accused of contributing to digital colonialism through its use of surveillance technologies to monitor and control user behavior. Specifically, Big Tech corporations like Facebook have been known to use proprietary software, corporate clouds, and centralized internet services to extract, analyze, and own user data for profit and market influence, while also spying on users and providing manufactured services to subjects of their data fiefdoms. This practice has significant implications for individuals' privacy and autonomy, particularly in the context of repressive regimes or authoritarian governments where surveillance and censorship are commonplace (Kwet, 2019). In this way, Facebook's use of surveillance technologies has been implicated in perpetuating power imbalances between tech companies and marginalized communities, further contributing to the phenomenon of digital colonialism.

In addition, Facebook's attempts to expand its market share in developing countries has been criticized as a form of digital colonialism. According to Galperin (2016), Facebook's Free Basics program, which offers a limited range of internet services for free in developing countries, has been accused of violating net neutrality and creating a "walled garden" of internet services that prioritize Facebook's interests over those of users. This has led to concerns about the potential for Facebook to dominate the internet market in developing countries and perpetuate power imbalances between tech companies and marginalized communities. Moreover, Facebook's acquisition of WhatsApp, a popular messaging app used primarily in developing countries, has been linked to concerns about digital colonialism. As Arif and Mitra (2019) note, Facebook's integration of WhatsApp's user data into its own platforms has led to concerns about data privacy and surveillance, particularly in countries like Brazil and Africa where WhatsApp is widely used.

In a nutshell, the literature reviewed here demonstrates the many ways in which Facebook has been implicated in digital colonialism. From its use of surveillance technologies to its attempts to dominate the internet market in developing countries, Facebook's actions have significant implications for individuals' privacy, autonomy, and data sovereignty. It is therefore essential that scholars, policymakers, and civil society actors work together to address the challenges posed by digital colonialism and promote digital sovereignty in the Global South.

METHODOLOGY
This study employs a qualitative descriptive method to analyze the connotation and denotation of the words "Facemash", "[thefacebook]", and "Facebook" as well as their individual components, "face", "mash", and "book". In addition, the study also semiotically examines the appearance, color, and shape of the Facebook logo and icon, and their modifications over time. The data for the analysis is obtained from a variety of sources including Facebook's website, academic articles, and online databases.

DISCUSSION
The discussion has been done in two segments: semantic analysis and semiotic analysis.

Semantic Analysis
The semantic analysis insinuates the connotation and denotation of the names of facebook. It also sheds light on the lexical and intended meaning of the words used for naming facebook.

According to Ghode (2015) "Facebook" is not a word. It is a combination of two words viz 'face' and' book'. If analyzed as text , the face represents self and book as record, where all the information of self is recorded in the book or faces of our friends, relatives and communities are stored in the book.

The evolution of the word 'facebook' was initially 'facemash' during 2003 - 2004 and later modified as 'thefacebook' (Facebook Logo, 2021). The following three subsections offer the semantic analysis of 'facemash', 'thefacebook' and 'facebook'.

Figure 3: Evolution of the word 'Facebook' [Source: Internet]

facemash

The word 'facemash', actually two words 'face' (see figure 4 for lexical meaning) and 'mash', as a single word seems like the /s/ sound of face is intentionally connected with the /m/ sound of 'mash' that sounds like 'smash' that has layers of meaning as a verb, noun and adjective (see figure 6).

[thefacebook]

Earlier the name was 'facemash' which was later changed during 2004 – 2005 to 'thefacebook' that indicates the emphasis given to make the word as a proper noun so that it may stand out among thousands of social media platforms (see figure 3 for lexical meaning). The intentional usage of article 'the' here was preceded for heightening the horizon of Facebook.

FacebookAfter 2005, the article 'the' has been removed from the name, and the modified name was written with a capital 'F' like Facebook which was already established as a proper noun. The word 'Facebook' being a proper noun delineates to a social media platform where people can reach out to anyone, who has a Facebook account, across the world. The lexical meaning of this word as a noun is a website where you can show information about yourself, and communicate with groups of friends, classmates, etc. (Cambridge Dictionary, n. d.). Moreover, 'Facebook' can also be used as a verb, with and without an object. When it takes an object, it denotes to two meanings; one of them is 'to communicate with (a person) or search for information about (a person) by using Facebook', for example, 'His future employer *Facebooked* him and decided to withdraw the job offer'; and the other is 'to post [something] on Facebook' such as, 'I *Facebooked* some photos of my cat' (Dictionary.com, n. d.). (Again, when it does not have an object, it denotes 'to use Facebook', for example, 'Does your mom *Facebook*?' (Dictionary.com, n. d.).

Again, 'Facebook' is a compound word of 'Face' and 'Book' respectively. The words 'face' and 'book' can be used both as a verb and as a noun. The pronunciation is the same for both of words either as a noun or as a verb, but they express completely different meanings. The word 'Face' as a noun and as a verb has the following lexical meanings (Cambridge Dictionary, n. d.).
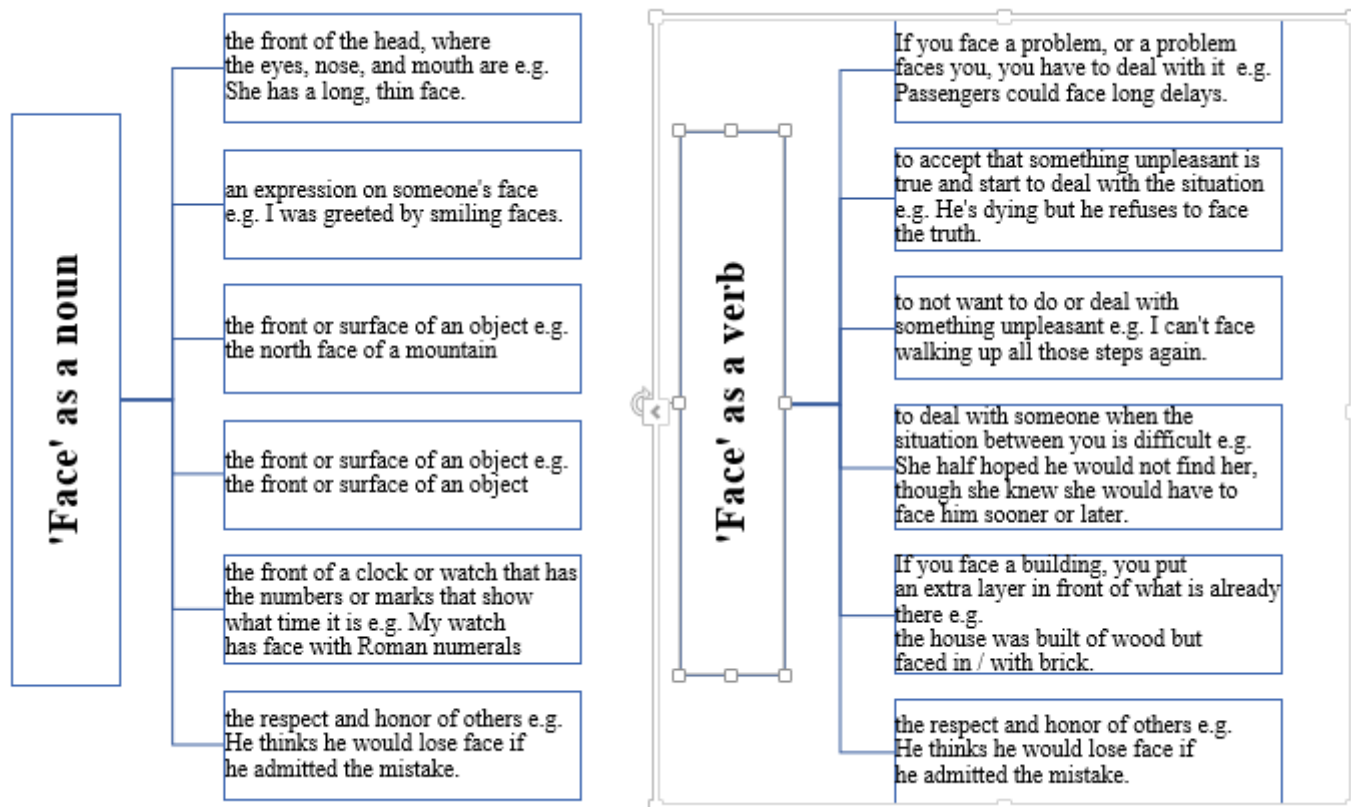
Figure 4: Lexical meaning of 'Face' as a noun and as a verb

Cambridge Dictionary (n. d.) offers the following five meanings for the word 'Book' as a noun and three meanings as a verb.
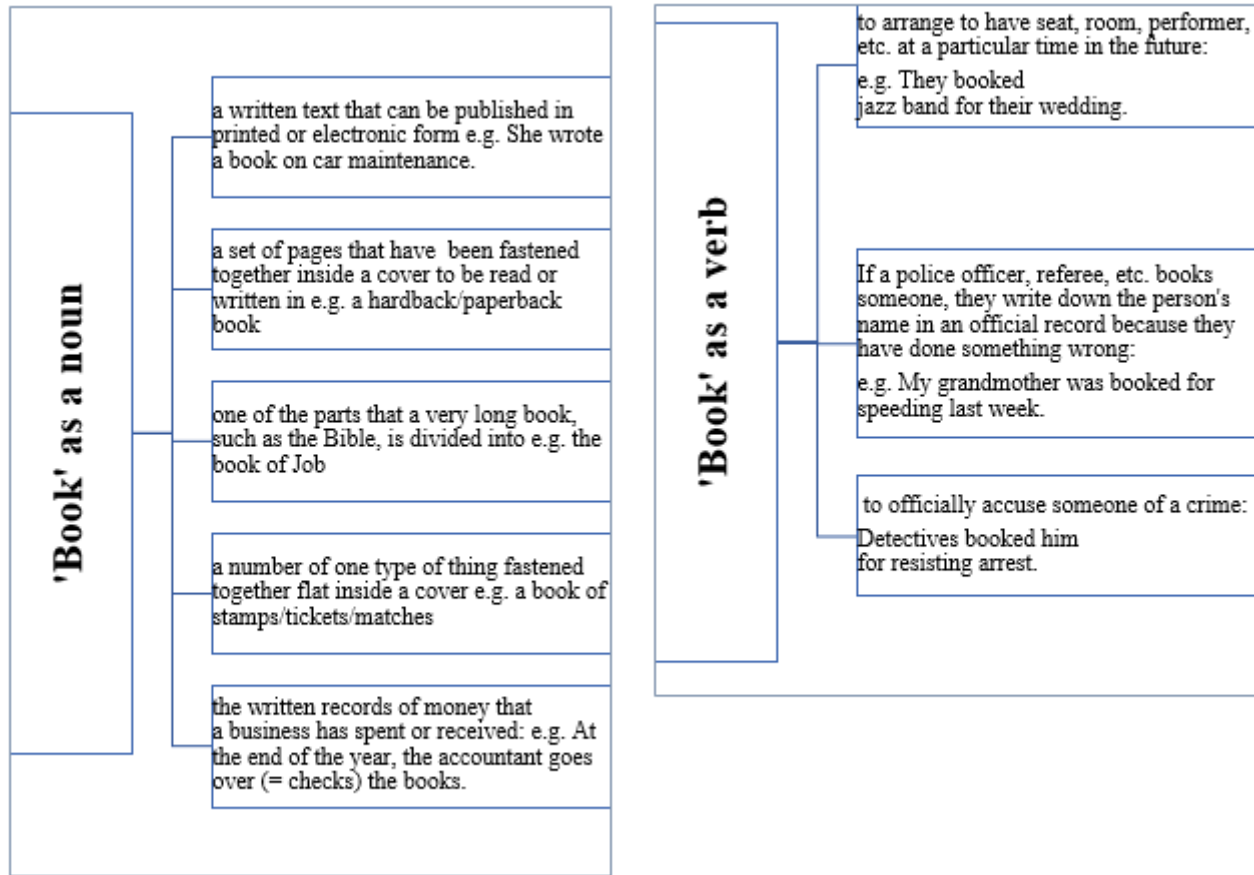

Figure 5: Lexical meaning of 'book' as a noun and as a verb

Cambridge Dictionary (n. d.) offers the following five meanings for the word 'mash' as a noun and as a verb.
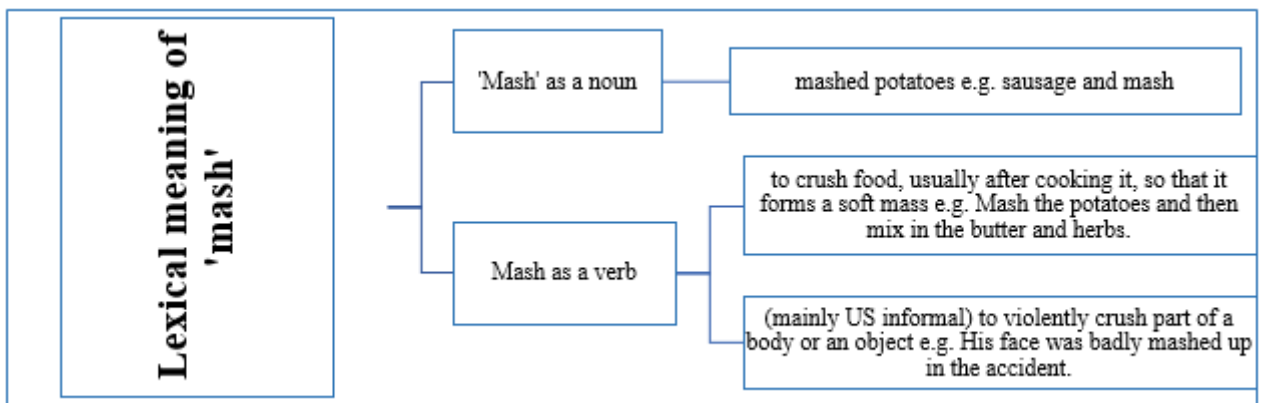

Figure 6: Lexical meaning of 'mash' as a noun and as a verb

Insertion of a preposition between them the phrase turns out as 'Face of book'. Emblematically, 'Face of book' refers to its users from the outer aspects not from inner aspects. A suitable example can, in this regard, be - a book cover can give a partial sense about it, and to uncover the actual message provided inside the text extensive contextual reading is required. Otherwise, there might be a strong chance of sharing wrong information and/or being deceived. Likewise, deception is one of the major negative aspects for Facebook users whom people barely know in detail. Facebook can be a reason for cyberbullying, ruining relationships, distracting [people from reality], increasing insecurity, and summoning stalking (Barricella, 2021).

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The word 'face' stands for human's external behavior and 'book' for human being's inner self because the posts, comments or texts shared on Facebook are usually after a conscious filtering. Kabir (2018) asserts that not everyone is truthful about who they are on social media, and most of the time people represent themselves as attractive as possible. Moreover, there are no opportunities for facial expression or other nonverbal cues. Thus, the most intriguing part takes place as Facebook facilitates putting multi-layer masks on its users' faces. It can be again 'a book of faces' of known and unknown people across the globe. Facebook claims to socialize its users who eventually discover themselves in a labyrinth of faces of numerous attitudes. As a consequence, they live a virtual life that is full of estrangement. However, on the flip side, when we find a friend or familiar person on Facebook, it gives us pleasure. We often read books for gathering knowledge and rejoicing in entertainment. Likely, we do Facebooking to extract primarily humor and happiness and secondarily knowledge.

Semiotic Analysis of Facebook

The logo and icon of Facebook are key semiotic elements that communicate different meanings depending on the context in which they are used. The Facebook logo, which consists of a stylized lowercase "f" in blue lettering, is often associated with the company as a whole and its various products and services. It conveys a sense of professionalism, reliability, and familiarity, which are essential for a social media platform that seeks to establish trust with its users.

On the other hand, the Facebook icon, which is a white "f" on a blue background, is more closely associated with the Facebook app itself. It is often used as a shortcut icon on mobile devices and desktops, and it conveys a sense of immediacy and accessibility. When users see the Facebook icon, they may be more likely to associate it with the app's features, such as the news feed, notifications, and messaging.

However, the meanings conveyed by the Facebook logo and icon can also vary depending on the context in which they are used. For example, the logo may be viewed as a symbol of corporate power and dominance in some contexts, especially in discussions about social media's impact on society. Similarly, the icon may be associated with addiction and distraction, particularly in debates about the effects of social media on mental health.
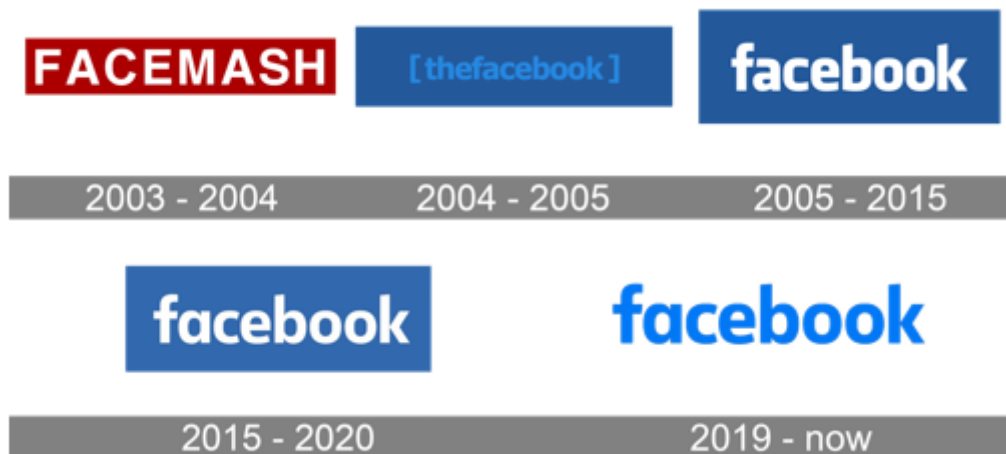

Figure 7: The transition of Facebook logo (Source: Facebook Logo, 2021)

All the letters in 'FACEMASH' are intentionally kept in uppercase which signifies the tumultuousness of a rising Facebook. They needed the attention of the whole world and they got it too. Later, as the name changes to '[thefacebook[' and 'facebook' all the letters came to lowercase which indicates its stability after attaining global attention. Ghode (2015) advocates that Facebook logo is simple text as the name which signifies simplicity; the lowercase letters emphasize on equality which means there is no social discrimination in accessing Facebook in relation to race, and financial status and gender hierarchy and so on.

Ghode (2015) promulgates that the complete interface of Facebook is in blue as the dominant color, which represents wellness, and the biggest aspect seems to be commercial because it attracts users while other bright colors distract the user. From 2004 to 2019, the background color of the logo was blue and the letters' color was white which was flipped in 2019. The changes in the background blue shades mark the gradual rocketing of Facebook itself. However, Facebook Logo (2021) holds that Mark Zuckerberg suffered deuteranopia – red-green color blindness, but he could (and can) distinguish between shades of blue most of us normally cannot detect, and thus many people agree to The New Yorker's statement that it was Mark's vision defect that prompted him to use the blue background. Again, Facebook Logo (2021) contradicts that it is a well-known fact that color can be decisive in marketing, as it directly influences purchasing preferences, and some research has been carried out on the influence of particular colors on the degree of success, and there are conclusions on which color works better for which sphere.

The background color of the first logo was 'maroon'. The word 'maroon' means leave stranded or isolated with little hope of rescue which is quite similar with Facebook that initially chose this color as the background of its logo signifying the tension of isolation

and survival at its birth. Later, the color changed into sky blue that may symbolize freedom like the birds fly in the sky. Blue also indicates royalty. Blue, again, refers to pain analogous to one's psychological pain / trauma as the bottom of the logo has intentionally been open as everything (most of the things) that someone keeps as secrets may let their path be revealed.

The logo of Facebook during 2004 – 2005 resembles a wide shaded human face for [] bracket. Shape of the icon of Facebook resembles prostration to someone superior. Again, it might symbolize the crucifixion of Jesus Christ analogous to the crucifixion of one's inner self. Unlike Jesus, the Facebook users find satisfaction sharing their pains on Facebook as posts, comments or messages. In Figure 8, the first 4 icons are in square shape, and the last one is in a circle which signifies that at the early ages of Facebook, their users were from a particular part of the world, and later on in 2019 it has users from all over the world. The 'sealed' and 'unsealed' bottom of the icon is significant as they refer to the increase of sharing more personal information from less with the addition of new features to it.
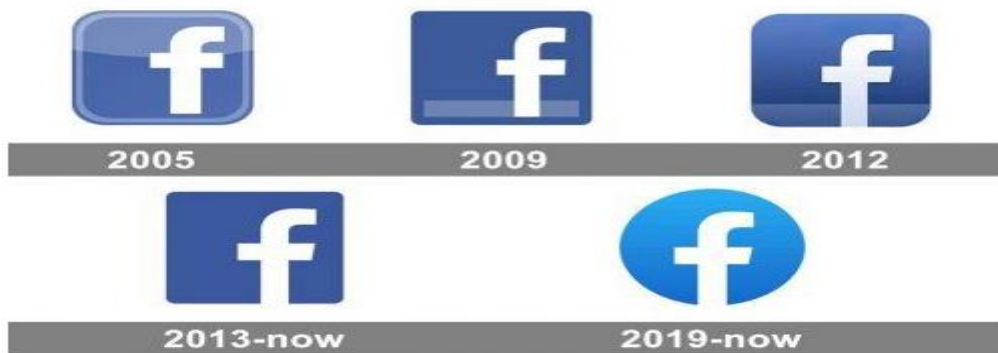

Figure 8: The transition of Facebook icon (Source: Facebook Logo, 2021)

The shift in the position of the 'f' in the Facebook icon, from being off-center in the square version to being centered in the circular version, is a reflection of the platform's changing role and prominence in the world of social media. In its early days, Facebook was not a widely recognized platform, and its user base was limited to certain regions and demographics. The off-center 'f' in the square version of the icon may have represented this limited reach and relative obscurity.However, over time, Facebook grew rapidly and became a dominant force in the world of social media, with users from all corners of the globe. As a result, the platform's importance and centrality in social interaction increased significantly, leading to the decision to move the 'f' to the center of the circular icon.This shift in the position of the 'f' is strongly analogous to Facebook's rise to the top of the social media landscape, surpassing other platforms in terms of user engagement, influence, and revenue. As Facebook's user base and influence have grown, it has increasingly become the platform of choice for social interaction and communication, particularly for younger generations. This centrality has allowed Facebook to exert significant influence over the flow of information, the formation of social networks, and the shaping of public opinion.However, this dominance has also led to concerns about Facebook's power and the potential for it to be used for harmful purposes, such as the spread of misinformation or the manipulation of public opinion. As such, it is important for users and regulators to remain vigilant and critical of Facebook's role in the digital world, in order to ensure that it serves the best interests of society as a whole.The faint blue line that appeared at the bottom of the Facebook logo's lowercase 'f' between 2009 and 2013 had a significant meaning for the platform's users. The blue line was meant to indicate a less strict or limited sharing of information on the platform. During this time, Facebook was evolving rapidly, with new features and functionalities being added to the platform to expand its reach and user base. The blue line was meant to symbolize the platform's commitment to making it easier for users to share information with one another, while also emphasizing the importance of privacy and security.However, the significance of the blue line began to fade away after 2013, coinciding with some of the ups and downs that Facebook experienced in the years that followed. One of the most significant of these was the Cambridge Analytica scandal in 2018, which revealed how user data had been harvested and used without their consent for political purposes. This scandal highlighted the challenges and risks of sharing information on social media platforms and raised concerns about the platform's commitment to user privacy and security.As a result, Facebook began to prioritize privacy and security more heavily in its operations, which led to changes in the way the platform was designed and used. These changes included updates to the platform's privacy policies, new tools for managing user data, and a renewed emphasis on user control and consent.The meanings conveyed by the Facebook logo and icon can have significant impacts on the platform itself and its users, particularly in terms of digital colonization. Digital colonization refers to the process by which dominant cultural and economic powers exert control over online spaces and resources, often at the expense of marginalized communities.In the case of Facebook, the logo and icon may reinforce the company's dominant position in the social media landscape, which can lead to a concentration of power and influence in the hands of a few corporate actors. This concentration of power can stifle diversity of thought and expression on the platform, as marginalized communities may struggle to gain visibility and have their voices heard.Furthermore, the meanings conveyed by the Facebook logo and icon can also influence user behavior

and perceptions of the platform. For example, the professionalism and reliability associated with the logo may make users more likely to trust the platform and share personal information, which can be exploited by the company for commercial gain. Similarly, the immediacy and accessibility conveyed by the icon may contribute to addiction and overuse, which can have negative impacts on mental health and well-being.The semio-semantic analysis reveals that the digital colonization of untouched and untold fabrications is subtly shaded under the words, logo, and icon of Facebook. The study found that the word "Facemash" which was the original name of Facebook, has a negative connotation as it suggests the idea of physical violence, and the denotation of "mash" implies the idea of crushing or grinding. Additionally, the semiotic analysis of the Facebook logo and icon reveals that the blue color symbolizes trust, but also has connotations of sadness and depression. Moreover, the iconic thumbs up "like" symbol subtly promotes the idea of conformity and reinforces a culture of approval seeking. The results of the study suggest that there is indeed a subtle form of digital colonization taking place on Facebook. The platform subtly embeds certain meanings and beliefs through its semiotic and semantic elements which can have a significant impact on users, shaping their perceptions and attitudes in subtle ways. By understanding the hidden meanings and messages that may be present, users can make more informed decisions about what they choose to believe and share online. Moreover, this study emphasizes the need for greater awareness and critical analysis of the information that is being shared on social media platforms**.**

CONCLUSION

The semio-semantic analysis of Facebook presented in this paper sheds light on the digital colonization of untold stories and fabricated information on the platform. It uncovers the subtle ways in which Facebook communicates certain meanings and beliefs to its users, thereby influencing their perception of the world. By revealing the hidden messages and meanings present on the platform, this study underscores the importance of critical analysis and awareness when engaging with social media. This analysis serves as a wake-up call for users to question the information they consume and share online. By doing so, they can avoid perpetuating false narratives and contribute to a more informed and equitable online discourse. Ultimately, this study highlights the urgent need for greater transparency and accountability on the part of social media companies in order to ensure a more trustworthy and reliable online environment.

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